

# Short-Term Rental Software Contract

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Management Analyst





# Background / History

- Desire from Council collect data related to short-term rentals (STRs) and their impact in Flagstaff (2019).
- Budget Retreat (April 2020)
  - Council reaffirmed desire to monitor and collect data related to STRs in our community.
- State Legislature
  - SB 1350, which preempted municipalities from prohibiting STRs, went into affect in 2016.
  - Legislation related to Short-term rentals did not pass this session.
- Estimated in Oct. 2019, that there were 1300-1700 unique listing in the greater Flagstaff area.



# Selection Process

- Staff attended webinars from two different agencies. During these both agencies discussed software capabilities and pricing, to help staff determine what product would best fit the City's needs.
  - Host Compliance
  - LodgingRev
- Cross divisional City team selected LodgingRev because:
  - Software (Platform/ Accessibility / Customizable)
  - Highly Recommended (Partnered with Sedona in 2019)
  - Pricing



# Contract – Lodging Rev

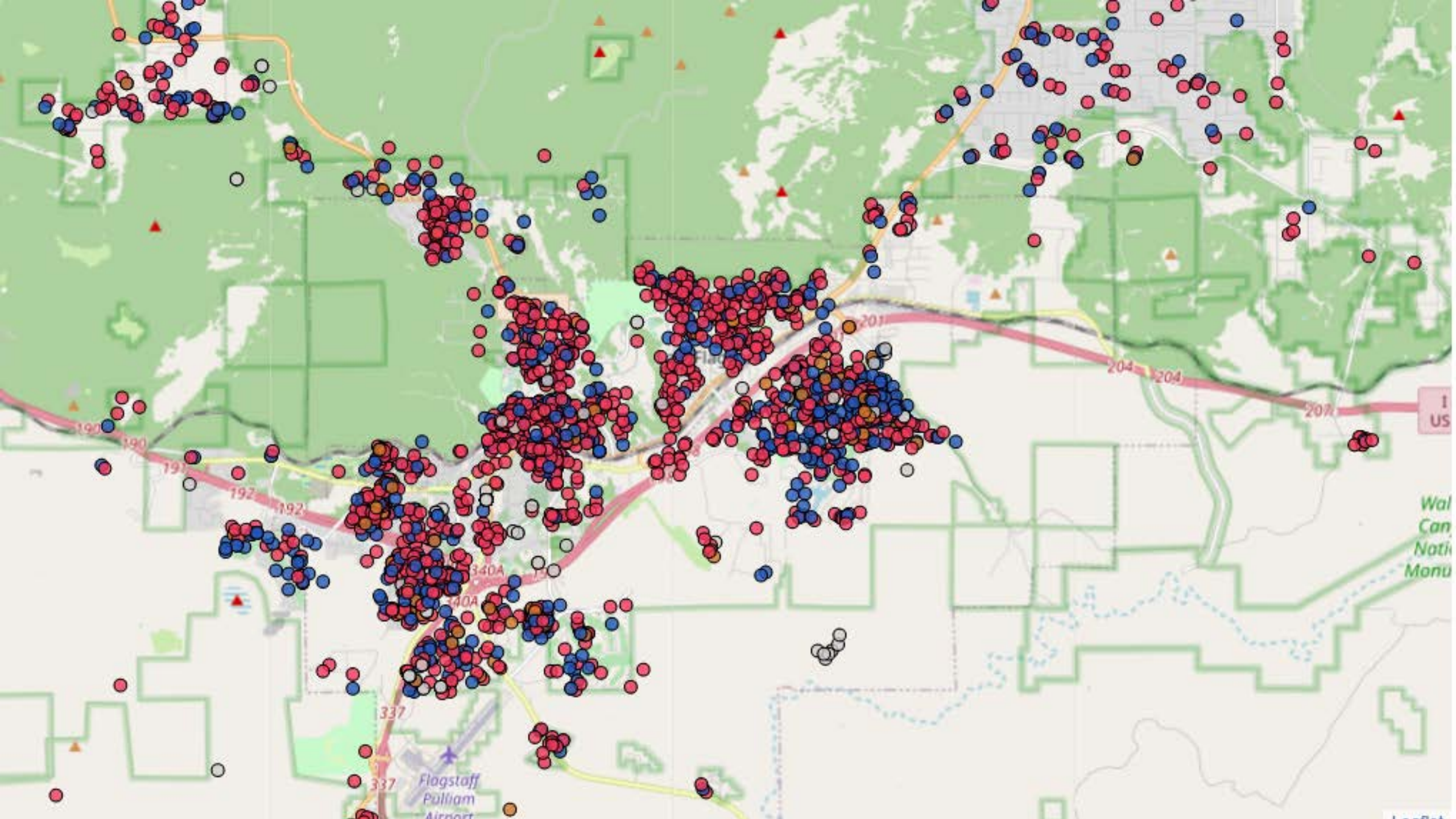
## Pricing

- Two-year contract totaling \$74,020.00
  - Year One \$39,520.00
  - Year Two \$34,500.00
- Budget carryforward of \$50,000 from Fiscal Year 2019-2020.
  - Additional funds will become available with the assurance that all STRs will have the proper Transaction Privilege Tax license (TPT).

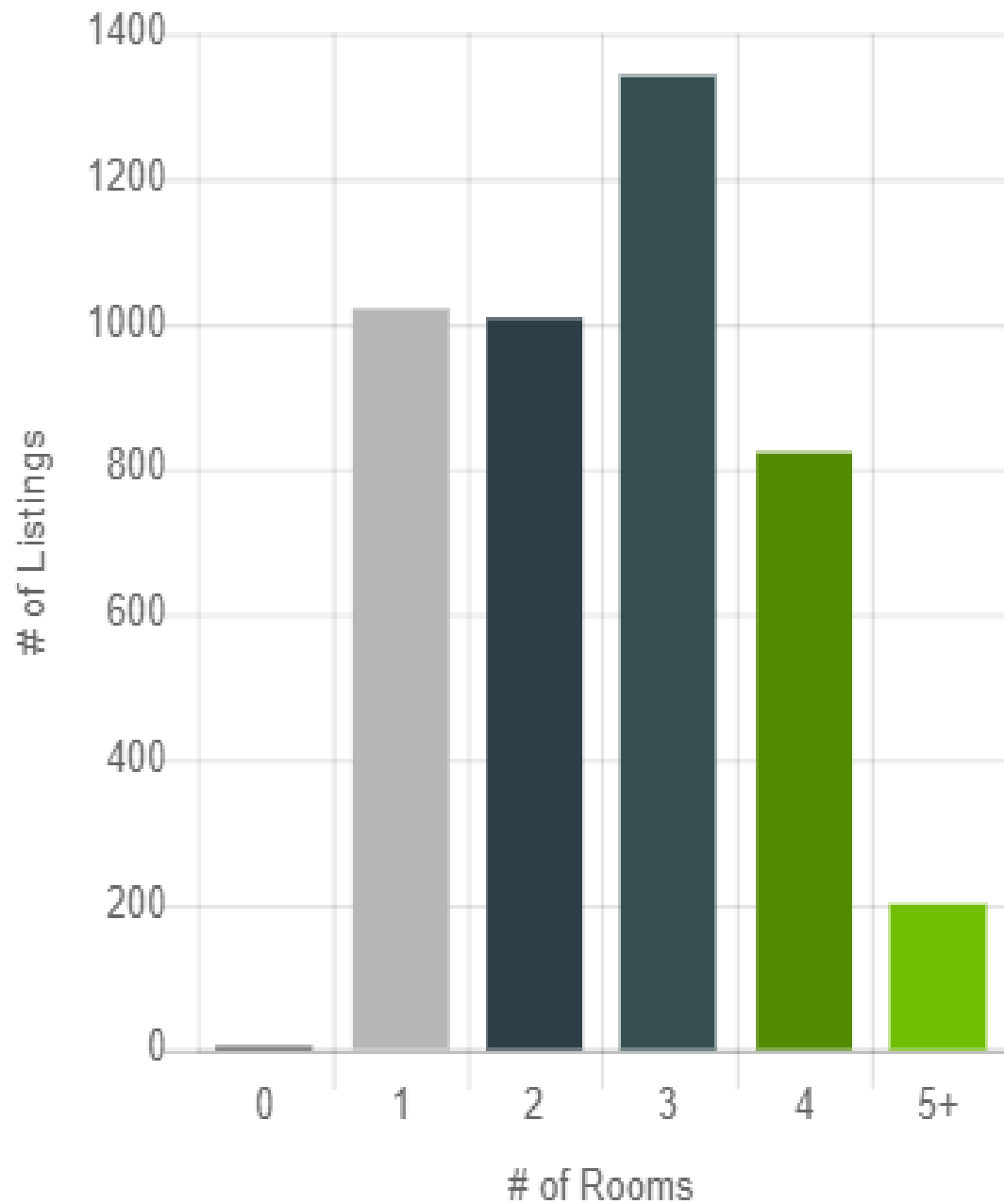


# ARIZONA PROVEN PROCESS

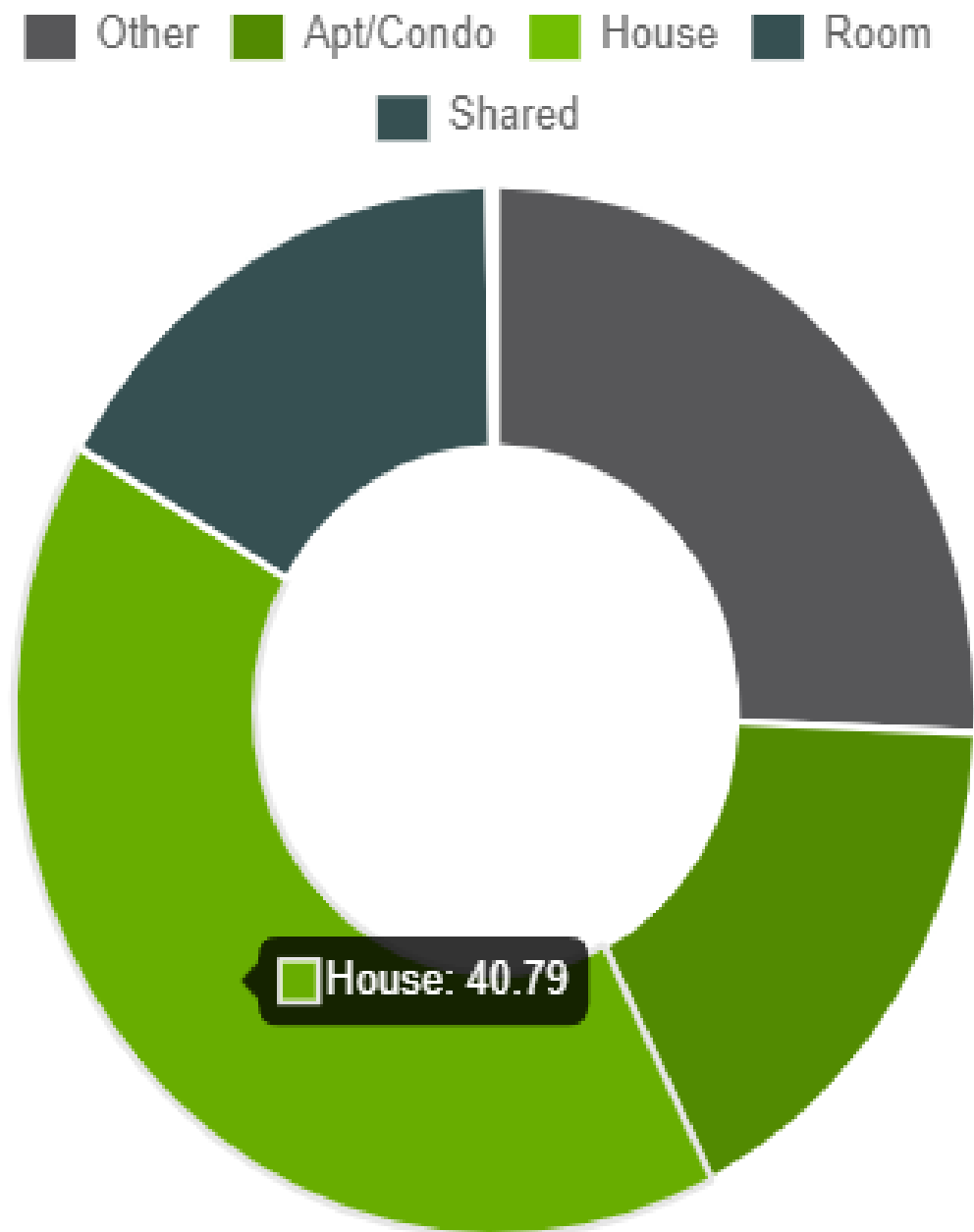
- **IDENTIFICATION OF LISTINGS (Phase 1)**  
Properly locate and identify addresses of listings.
- **REPORTS & DATABASE (Phase 1)**  
Have access to all information with full transparency.
- **EMERGENCY CONTACT REGISTRATION (Phase 2)**  
Ensure all STRs are registered with all requirements of your jurisdiction. No steps missed.
- **TARGETED NOTIFICATIONS (Phase 2)**  
Customize the notifications sent to owners to ensure the highest level of compliance.
- **24/7 COMPLAINT HOTLINE (Phase 2)**  
Give your community a voice.  
Reduce strain on emergency services.
- **DYNAMIC CODE COMPLIANCE (Phase 2)**  
Provide code enforcement the tools to effectively manage non-compliant properties.



### Rental Size



### Property Type, %





# Initial Data



## Inventory Summary

	August					September				
	AirBnB	FlipKey	VRBO	Other	Total	AirBnB	FlipKey	VRBO	Other	Total
<b>Total Advertisements</b>	1,946	241	1,006	1,416	<b>4,609</b>	1,967	243	1,006	1,420	<b>4,636</b>
<b>New Advertisements</b>	43	0	3	23	<b>69</b>	21	2	0	4	<b>27</b>
<b>Removed Advertisements</b>	0	0	0	0	<b>0</b>	0	0	0	0	<b>0</b>

Average Daily Rate

**\$211.83**

New Listings  
(Current Month)

**27**

# Next Steps...

- Begin Data Collection
- Staff will be bringing an ordinance to Council in several weeks outlining current STR rules, regulations, and operating requirements.
- Perform outreach and education to current STR operators.





# Questions ?



Thank You!

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