



SHORT-TERM RENTAL INVENTORY,  
COMPLIANCE AND ANALYTICS

PARK CITY AND  
SUMMIT COUNTY, UTAH



RESPONSE PRESENTED BY:  
**LODGINGREVS**

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C/O Minda Stockdale  
P.O. Box 1480  
Park City, UT 84060

LODGINGRevs  
C/O Daniel Watts  
1040 ½ Main Ave  
Durango, CO 81301



Dear Park City Evaluation Team:

Thank you for the opportunity to propose LODGINGRevs' Short-Term Rental Inventory, Compliance and Analytic Services solution. The needs of Park City, as well as those of Summit County, align directly with the features of our solutions and expertise of our team.

Our company, MUNIREvs, was founded a decade ago and we serve clients all across the country, including Dallas, TX; Flagstaff, AZ; Aspen, CO; Telluride, CO; Oceanside, CA; and Killington, VT. More than 95 independent jurisdictions nationwide have deployed MUNIREvs' solutions, including state-level contracts with the Alaska Municipal League and the Colorado Department of Revenue. Having started in 2011 with the objective to pioneer short-term rental compliance solutions with the resort towns of Telluride and Mountain Village, we know compliance and short-term rental data inside and out.

In the pages that follow we will demonstrate our commitment to providing our clients with the technology and customer service that local governments expect from a vendor. Park City has outlined what it seeks to accomplish through this RFP. The City seeks to foster a safe community environment for residents and travelers while also making it easy for residents to conduct business in the City. Park City has also made it clear that it will expect more from a vendor than has been delivered in the past.

In order to achieve the highest compliance rate through effective and uniform enforcement, it is essential for municipalities like Park City to select a vendor with proven success identifying all properties and parcels listed on the internet. All of our clients enjoy a 90%+ compliance rate in the first-year service with many achieving 98% to 99% compliance. As a result of excellent compliance rates and the support provided to City staff and property owners, we are proud to have a 99% client renewal rate.

As previously mentioned, we have been delivering industry-leading permitting and tax collection services to jurisdictions since 2011. Our expert team and the best practices we employ in delivering solutions to our clients, would undoubtedly empower Park City's team. We encourage you to visit our website ([www.lodgingrevs.com](http://www.lodgingrevs.com)) where you can read more about the services we offer, view our current client list, and watch videos about how our team and solutions are benefiting communities across the country.

The LODGINGRevs team is excited at the prospect of collaborating with Park City and Summit County to achieve the desired community outcome of gathering insightful data on the short-term rental marketplace and supporting efforts to enhance community safety.

Sincerely,

Daniel Watts  
Community Partnership Manager at LODGINGRevs  
Phone: 970-708-1861  
Email: [daniel@lodgingrevs.com](mailto:daniel@lodgingrevs.com)

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MUNIREvs | LODGINGRevs is committed to preserving a company culture of inclusion and connectedness. As an equal opportunity employer, we strive to ensure that our place can be anyone's place. We hire great people with a wide variety of backgrounds because it makes our company stronger.

Our company celebrates the unique contributions that our employees and our customers bring in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expressions, age, veteran's status, color, religion, disability, sexual orientation and beliefs. We thrive on diversity for the benefit of our employees, our products and our communities.



# Qualifications and Experience

## A. Key Personnel Assigned to Park City and Summit County, UT

The power of our platform comes from our team of engineers and the individuals with whom you directly interact. Haleigh, Guy, Kyra, Orion, Eren and Daniel will be your primary contacts, and will work with you and your staff, responding to the unique needs of your community from day one. Please see full personnel resumes



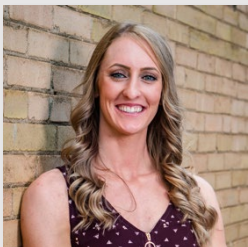
### **Haleigh Lyon, CPA, Director of Product – 2018 to Present**

Haleigh puts her accounting background to work, leveraging her critical attention to detail and effective process management. She understands the conversion process from A to Z and leads the team in implementing solutions to provide clients with the most efficient and accurate compliance product available.



### **Guy Ewing, Director of Engineering – 2017 to Present**

Guy has extensive knowledge of the coding and features built into our software. He leads a team of programmers and software quality assurance (QA) specialists to continually enhance the dynamic platform. The QA team and software engineers work closely with our Director of Product to ensure all engineering and QA resources are efficient.



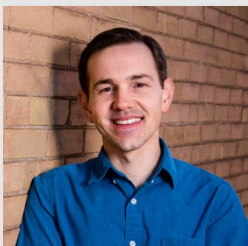
### **Kyra Fosnot, Director of Support – 2013 to Present**

Kyra has been handling jurisdiction and business owner needs on our support team for the last eight years. She leads the support team in delivering high-quality customer service, responsiveness and efficient operations. Under Kyra's leadership, the support team continually receives accolades from business owners and jurisdiction staff.



### **Orion Olin, Account Manager – 2019 to Present**

Orion holds a degree in Business Administration–Engineering Management and specializes in jurisdiction staff support. He has been on the MUNIREvs | LODGINGREvs team delivering excellence for the last two years. His attention to detail ensures the ongoing tax module support exceeds expectations. He works closely with city or county staff in review and training.



### **Eren Yar, Conversion Specialist – 2019 to Present**

Eren comes from a mechanical engineering and product management background. His ability to plan, implement conversion strategies and deliver on timelines never fails to impress clients. Eren's expertise lies in initiating the client experience and establishing clear communication and effective deliverables.



### **Daniel Watts, Community Partnership Manager – 2019 to Present**

Daniel leads the partnership team as it fosters ongoing relationships with current and prospective clients. His experience in customer success management elevates community relations through process analysis, critical listening and results-driven solutions. The partnership team drives customer experiences with thorough understanding, insight and delivery.

**B. Case Studies**

\* = The community converted to LODGINGRevs from another provider



**1. Town of Vail, CO\* – STR Ads: ~11,000 | STR Properties: 1,500 | Current Compliance Rate: 93.4%**

In 2019, the Town of Vail sought an online short-term rental (STR) compliance, 24/7 hotline, registration and revenue collection system. The Town had contracted with another vendor for STR compliance management services but was eager to see an improvement.

Vail’s Revenue Department is tasked with registering and licensing properties and business accounts, as well as collecting the 8% sales tax. The Revenue Department also manages part of the general business licensing process and acts as the enforcement division for STR compliance. These added responsibilities amplified the value of having a single solution that could accommodate and streamline all of the Town’s business licensing needs while also helping to increase STR compliance.

**Business Needs**

- Improved discovery and compliance monitoring of STRs through all major listing platforms
- Dynamic notification and outreach tools to communicate instructions to STR owner/managers
- Customized and flexible workflows with multiple licenses for Town staff
- Outreach tools to direct businesses to the self-registration portal to complete licensing workflows
- Enable businesses to report sales and lodging tax online
- Accept multiple forms of payments for immediate and scheduled fund transfers (e-check, credit card, ACH credit)
- 24/7 live-operated and bilingual complaint hotline in conjunction with an online complaint form
- Ongoing support for all administrative and business users

**Approach and Deliverables**

Vail initially implemented the MUNIRevs system for general business licensing and tax collection as a way to solve a more pressing need. Pleased with the MUNIRevs team and solution, the Town later selected LODGINGRevs to replace its previous vendor for STR compliance management. Modules included:

- ✓ Compliance Identification and Monitoring**
- ✓ 24/7 STR Complaint Hotline**
- ✓ Lodging Tax Collection**
- ✓ STR Registration and Approval Portal**
- ✓ General Business Licensing**
- ✓ Sales Tax Collection**

**Performance and Outcomes**

In collaboration with LODGINGRevs, the Town of Vail has achieved 93.65% STR compliance, increased sales tax revenue, and continues to be an exemplary case study on best processes and practices.

**Proposed and Actual Timelines**

General Business Licensing & Tax Collection		
Event	Proposed	Actual
Kickoff	8/4/2019	8/4/2019
Required Data Received from Client	9/11/2019	9/17/2019
Go Live	11/1/2019	11/6/2019

STR Compliance, Registration, Tax Collection & Hotline		
Event	Proposed	Actual
Kickoff	3/26/2020	3/26/2020
Required Data Received from Client	4/13/2020	4/7/2020
Go Live	5/27/2020	6/1/2020

### **How the Case Study Relates to Park City, UT**

The Town of Vail started using the MUNIRevs system for general business licensing and sales tax collection. Impressed by the technology and the level of customer support provided by the team, the Town decided to convert to LODGINGRevs from its previous provider. The Town saw the value in managing all of its licensing and sales tax collection under one system. Like Park City, the team in Vail that manages business licenses is also responsible for STR licenses, and consequently plays a significant role in the compliance of that ordinance.

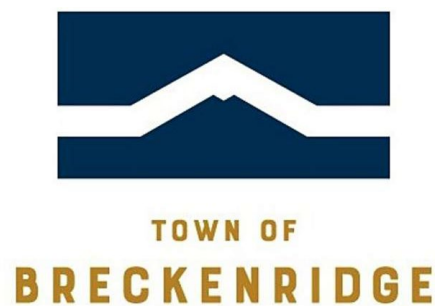
The Town of Vail is an excellent example of the success and ability of the MUNIRevs | LODGINGRevs team, and the combined power of the solutions to ensure streamlined business licensing and STR compliance management. Vail will be a relevant resource for Park City as the evaluation team considers its options.

### **Point of Contact**

We encourage you to contact the following Town of Vail staff member to discuss our solution:

- Alex Jakubiec, Revenue Manager; [ajakubiec@vailgov.com](mailto:ajakubiec@vailgov.com); 970-479-2125
- Town of Vail Town Hall, 75 S Frontage Rd W, Vail, CO 81657

*More details related to this contract can be provided upon request*



### **2. Town of Breckenridge, CO\* – STR Ads: ~18,000 | STR Properties: 2,500 | Current Compliance Rate: 88%**

In early 2020, the Town of Breckenridge selected LODGINGRevs to replace its previous provider because the Town sought a number of improvements. Breckenridge hoped to increase STR compliance results, improve property/business registration and overhaul the complaint hotline service available to the public. The Town's goal is to provide the best available service to its residents and deploy the most cost-effective solution.

### **Business Needs**

For the Town of Breckenridge, the most urgent need was to integrate a more capable STR compliance monitoring solution. The Town is also interested in updating other aspects of its administrative process and likes having the ability to expand from LODGINGRevs' STR compliance and hotline services into other solutions offered by MUNIRevs.

### **Approach and Deliverables**

Our approach was to provide Town staff with enhanced discovery and compliance monitoring of STRs from all major listing platforms so they can issue targeted notifications and outreach that will instruct properties on how to come into compliance through the online web portal.

As of January 2021, the LODGINGRevs solution in Breckenridge now includes a US-based 24/7 live-operated and bilingual hotline coupled with a public online complaint form. The full integration of these services with the compliance dashboard provides a complete complaint management system, helping the Town respond and allocate resources to manage community safety and impact of STR activity. Modules included:

- ✓ **Compliance Identification and Monitoring**
- ✓ **24/7 STR Complaint Hotline**

### **Performance and Outcomes**

In collaboration with LODGINGRevs, the Town of Breckenridge has achieved an 88% STR compliance rate and now has better insight into the impact of STR activity on the community. The Town has also increased accommodations tax revenue and continues to be an exemplary case study on best processes and practices.

## **Proposed and Actual Timelines**

<b>STR Compliance &amp; Hotline</b>		
<b>Event</b>	<b>Proposed</b>	<b>Actual</b>
Kickoff	2/11/2020	2/11/2020
Required Data Received from Client	2/28/2020	5/29/2020
Go Live	5/15/2020	8/15/2020

### **How the Case Study Relates to Park City, UT**

The Breckenridge case study offers an example of a LODGINGRevs client that recently converted from the same provider Park City contracted with in the past. Breckenridge is similar to Park City in project size, scope and nature. Breckenridge shares Park City's needs for a licensing solution but is on a different timeline.

Breckenridge expressed that their previous provider's customer service, attentiveness and results had declined over time, and believed they would be better served through a more cost-effective and robust partnership with LODGINGRevs. It is our understanding that Park City is interested in similar improvements to its vendor engagement.

### **Point of Contact**

We encourage you to contact the following Town of Breckenridge staff member to discuss our performance:

- Heather Pezzella, Revenue Services Administrator; [hpezzella@townofbreckenridge.com](mailto:hpezzella@townofbreckenridge.com); 970-547-3193
- Breckenridge Town Hall 150 Ski Hill Rd, Breckenridge, CO 80424

***More details related to this contract can be provided upon request***



### **3. City of Orem, UT – STR Ads: ~485 | STR Properties: 54 | Rate of Confirmed Identification: 100%**

The City of Orem has an STR landscape on the smaller end of the spectrum. However, the City administration determined that the data LODGINGRevs was able to collect would offer valuable insight into the community.

#### **Business Needs**

The City of Orem's challenge was identifying and monitoring the internet for properties advertised as STRs. The City's primary goal was to use this data to accurately classify property residence statuses (i.e., primary residence, secondary residence) to correctly assess local property taxes based on the portion of the year a given STR was booked for non-owner occupied stays. To accomplish this, the City required accurate data related to calendar booking activity.

#### **Approach and Deliverables**

The LODGINGRevs team and system assist the City in the discovery and identification of STRs from all major listing platforms. The City of Orem is capable of issuing notifications and outreach to bring properties into compliance with the Rental Dwelling License Ordinance. The LODGINGRevs system also actively captures important calendar booking activity data to help the team assess property taxes. Modules included:

- ✓ **STR Compliance Monitoring and Identification**

#### **Performance and Outcomes**

To date, 100% of listings have been accurately matched to property and parcel data. Should the needs of the City of Orem evolve to require STR or general business licensing, our team can easily incorporate additional functionality to deliver on these needs.

**Proposed and Actual Timelines**

STR Compliance		
Event	Proposed	Actual
Kickoff	2/19/2020	2/19/2020
Required Data Received from Client	3/2/2020	2/21/2020
Go Live	4/6/2020	3/23/2020

**How the Case Study Relates to Park City, UT**

LODGINGRevs partners with the City of Orem to identify all advertised STRs. The ability to accurately identify every STR property in the jurisdiction aligns directly with the primary need of Park City. Our work with Orem confirms our ability to effectively identify and monitor STR properties in Utah.

**Point of Contact**

We encourage you to contact the following City of Orem staff member to discuss our performance:

- David Manzo, Help Center Administrator; [dmanzo@orem.org](mailto:dmanzo@orem.org)
- Orem City Hall 56 N State St, Orem, UT 84057

*More details related to this contract can be provided upon request*



**4. City of Sedona, AZ \* – STR Ads: ~6,000 | STR Properties: 1,200 | Current Compliance Rate: 91%**

A continually changing legislative approach to STR regulations at the state level over the past few years has limited the authority of local Arizona governments to regulate the STR landscapes in their communities. Jurisdictions like Sedona lack the authority to limit the number of STR properties, tighten land use restrictions, or require a complete registration with a fee.

**Business Needs**

With concerns about limited housing stock, outside corporate investors and mounting nuisance violations, Sedona sought to replace a compliance management vendor that had provided haphazard and tenuous results. The City began to search for a vendor that would deliver real results and help manage STR compliance using the limited tools available to the City.

**Approach and Deliverables**

Sedona and other Arizona communities are able to require every STR to register and provide local emergency contact information, issue nuisance violations related to community safety (e.g., noise, trash, illegal rentals, etc.) and enforce current land-use regulations.

- Discovery and compliance of STRs from all major listing platforms, including notifications and outreach to bring properties into compliance through the online web portal
- Ability for STR owners/managers to self-register emergency contact information and state tax ID through the online web portal



- Allow STR owners/managers to manage accounts and make any necessary changes to accounts
- 24/7 live-operated and bilingual complaint hotline in conjunction with an online complaint form
- Support for all administrative and business users
- Modules included:

✓ **Compliance Identification and Monitoring**

✓ **24/7 STR Complaint Hotline**

✓ **STR Emergency Contact Registration and Approval Portal**

**Performance and Outcomes**

As a result of their collaboration with LODGINGRevs, Sedona is maintaining a compliance rate over 90% and the City has exceeded its expectations for user adoption of the online registration portal. Sedona continues to collect an abundance of accurate and insightful data that will be instrumental should the state legislation change in the future.

**Proposed and Actual Timelines**

STR Compliance, Registration & Hotline		
Event	Proposed	Actual
Kickoff	12/4/2019	12/4/2019
Required Data Received from Client	12/27/2020	1/7/2020
Go Live	3/2/2020	3/2/2020

**How the Case Study Relates to Park City, UT**

Similar to the “hamstrung” feeling Park City described in the December 2020 Staff Report, the City of Sedona felt incapable of regulating a rapidly expanding STR Market as a result of legislation at the state level. Sedona had contracted with another vendor to provide STR identification and noticing services but was not satisfied with the results. The staff saw the potential of having an easily accessible registration portal starting point for STR operators to register their property address and local emergency contact info (the only information that local governments in Arizona are allowed to collect).

Sedona, like Park City, is allowed to issue complaint-based violations and penalties but had a hard time giving the public a centralized system to funnel STR-related complaints. This resulted in calls to local police who, in turn, did not have an effective process to forward complaints to City administration. Sedona’s implementation of the LODGINGRevs hotline and online complaint form have allowed them to clearly communicate to the public where to direct STR-related complaints (noise, safety concerns, trash, parking, etc.) and upload pictures, audio and video. This system, if implemented in Park City, has the potential to produce similar results and engagement with the public.

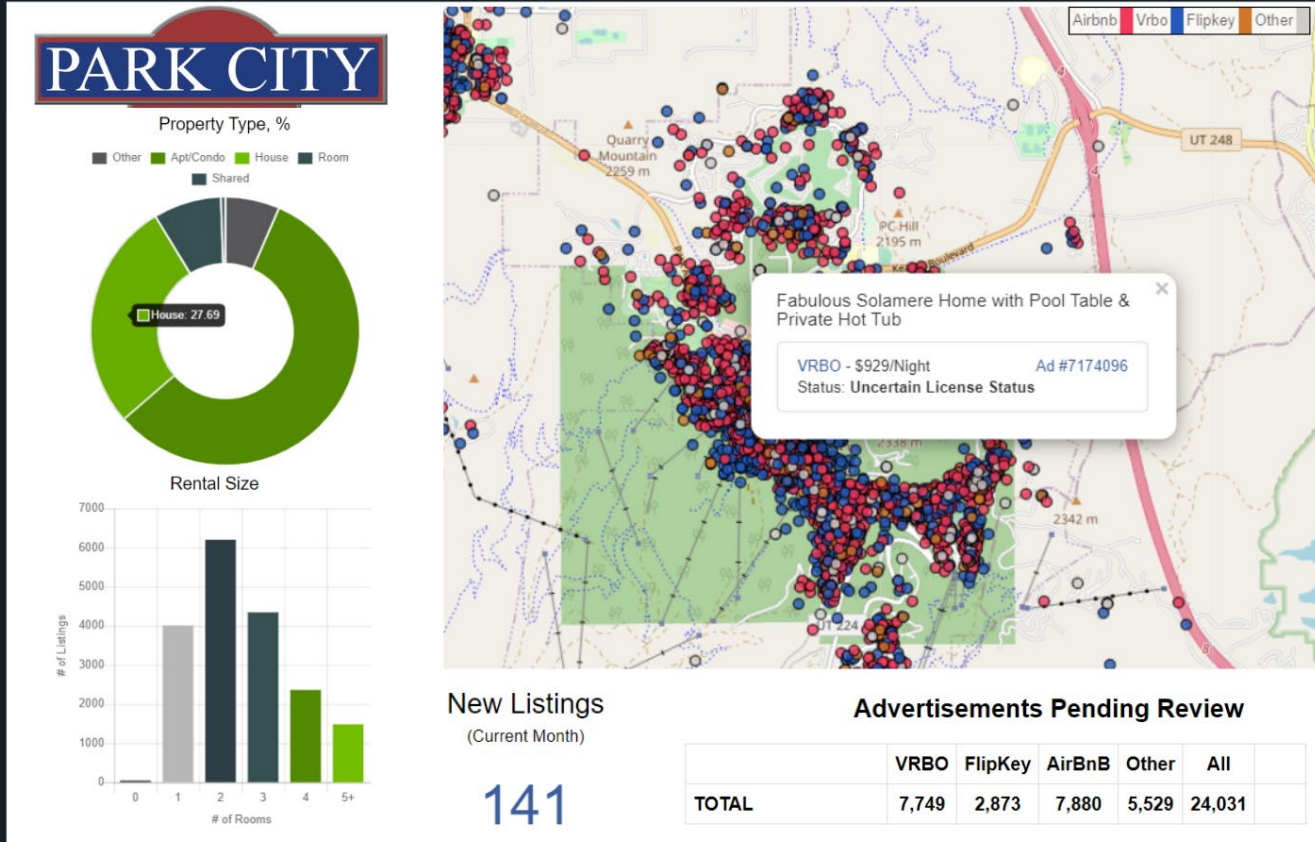
**Point of Contact**

We encourage you to contact the following City of Sedona staff member to discuss our transition performance:

- Megan McRae, Management Analyst; [mmcrae@sedonaaz.gov](mailto:mmcrae@sedonaaz.gov); 928-203-5199
- Sedona City Hall 102 Roadrunner Dr, Sedona, AZ 86336

***More details related to this contract can be provided upon request***

# Proposed Approach to Scope of Work



## STR Compliance Module - STR Inventory and Analytics

The sample internal dashboard map above is of the Park City short-term rental ad listings. This view of the dashboard map shows aggregated data for the short-term rental market in the City, with each dot representing a clickable ad listing. The depicted data is prior to the implementation of our automated compliance jobs and our expert team review.

As of 3/18/21, our system has discovered more than 24,000 total ads in the greater Park City/Summit County area (incorporated and unincorporated) on the top four ad platforms.

**Park City Analysis:** Based on our preliminary review, we estimate ~14,000 short-term rental ad listings are within Park City's jurisdiction. This equals to an estimated 3,500+ unique short-term rental properties.

**Summit County Analysis:** We estimate ~9,500 short-term rental ad listings are within Summit County's jurisdiction. This equals to an estimated 2,000 unique short-term rental properties. The County assessors' office will have access to its own dashboard, database, notifications templates, and reporting tools.

During the initial census, our automation and expert review team will review each advertisement to determine which listings/properties falls within Park City's jurisdiction and which fall into Summit County. Each jurisdiction will access their own individual portal and display only the properties within their jurisdiction.

This is the number of nightly rental accounts that our proposal and price quote are based on as we will bring virtually all of these into compliance. As part of our initial and ongoing census, our system and team identify all ad listings and the remaining ads will be reconciled to City property, zoning and registration data (de-duping ads). This STR inventory will be compatible with the City's EDEN/Tyler systems via export/import data formats as previously discussed with Park City staff. Customized, targeted notifications are then sent to non-compliant property owners/managers.

<b>Park City and Summit County Individual Property Data and Compliance Databases</b>			
✓	Property Physical Address	✓	Owner Mailing Address
✓	Property Type (Whole House vs. Condo)	✓	Operator Name
✓	Property Amenities	✓	Operator Contact Information
✓	Owner Name	✓	Platform(s) where Property is Listed
✓	Number of Rooms	✓	Parcel Record/GIS data
✓	License Status	✓	Average Daily Rate*
✓	Days booked from today*	✓	Volume and Trend*
✓	Advertised vs Max Occupancy*	✓	Rating* (to be added for Park City)
<i>*=Requested as additional nightly rental metrics</i>			



**Monitor Internet Ad listings (City + County)**

LODGINGRevs uses enhanced automation to pull in internet ad listings from more than 30 of the most important short-term rental listing platforms (Airbnb, Vrbo, FlipKey, Craigslist, etc.). Our proprietary data mining technology gathers details from every listing, including property type, listing contact, amenities, reviews and more. LODGINGRevs scrapes all sites twice a week and pulls ad data into the database. LODGINGRevs understands the State of Utah does not allow a jurisdiction to use internet advertisements to cite, fine or begin enforcement or code violation process.

**Completing Initial Census and Identification (City + County)**

LODGINGRevs has proven our capability to deliver on average 98% property matching after the initial census. For instance, after the initial census for the City of New Braunfels was completed, we reached out to City staff for assistance on only 3% of all listings. For the majority of our clients, including Telluride, CO; Avon, CO; and Big Sky, MT, our property matching rate is 99%. Our system and team achieve nearly 100% verified property matches on new ad listings data which comes into the database twice a week. With our ad listing to property matching accuracy, our clients can rest assured that the right letter/e-notification for the right compliance status is sent to the correct property owner/manager every time.



**Determine Property Compliance Status (City + County)**

Park City will be assigned a dedicated LODGINGRevs Account Manager that will serve as the primary point of contact for City staff. Your Account Manager will provide support and feedback from the very first kickoff meeting. The Account Manager works closely with City staff to develop a thorough understanding of the local ordinances and community goals. We then build logic into the system that automatically determines compliance statuses of properties and listings as they come into the database. The compliance statuses align directly with the granular details of the local ordinance and determine the appropriate outreach template:

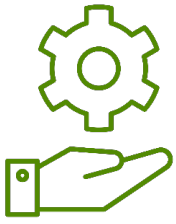
- **Zoning boundaries and their subcategories (i.e., Residential Development (RD), HR-1 vs. HRL-3 zones, CUP boundaries, etc.)**
- **License status compliance**
- **Professionally managed vs. owner managed**
- **Complaints and nuisance violations including online complaint forms (described below)**

**Targeted Outreach and Notifications (City + County)**

The LODGINGRevs system is designed to make outreach simple and effective. Park City will be able to issue batch notifications based on compliance status, zoning, property type, specific owner/manager, etc. The details compiled in the database are used to quickly populate the smart fields within notification templates that Park City will design with our team. The City and County are then able issue e-notifications and track the open rates or print letters to send physical mail.



Should the City or County select our company to provide the Nightly Rental Registration Portal, these notifications are sent to owners/managers with instructions to access their Park City Nightly Rental Portal as the starting point to come into compliance. The user's login is then linked to a verified email address and all communication is directed through the Portal making it a one-stop shop for nightly rental owners/managers to manage all City-related nightly rental tasks.



### **Unlimited Support and Dedicated Account Manager (City + County)**

LODGINGRevs provides the best client engagement and support in the industry, and our clients will attest to this. Our entire process, from kickoff meeting to your compliance review years down the road, is managed by your dedicated Park City Account Manager, ensuring that our communication and deliverables are as efficient as possible. The Account Manager serves as the City administration's primary point of contact. Our support team provides responsive and thorough training and resolution on all support inquiries from City staff and business users.

### **Online Complaint Form (City + County)**

The online complaint form is made available to the public to submit their nightly rental related complaints. When a complaint form is submitted, it enters the centralized online complaint database. This database functions as a code enforcement dashboard and offers additional reporting functions. The online complaint form will enable the City to collect the following information directly in the LODGINGRevs compliance dashboard:



- Problem property street address
- Complaint reason (trash, noise, parking, etc.)
- Contact information from complainant
- Description of complaint
- Audio, video and image uploads

## **Additional City Services**

### **24/7 Complaint Hotline Module**

- Live, bilingual, US-based operators who receive complete training on the Park City workflow
- Supports customized scripts and progressions for operators that can be updated as necessary to fit City's needs
- Fully integrated into compliance dashboard so inbound complaints are accurately matched to identified properties

The hotline is based in the US and operators are trained on the call script and custom progression designed by the Park City staff. For example, after an inbound noise complaint the operator might make three outreach calls and texts to the property owner. If there is no response from the property owner, the operator can notify the on-call code enforcement member or Police Department.

Our complaints module aggregates all complaints received on a property from any source. Whether the complaint is logged via our online complaint form (that can be embedded on the City's site), or through the 24/7 bilingual phone hotline, all complaints for each property are logged within the system.

The database includes tracking methods for complaints and actions taken regarding each short-term rental, including:

- Date, time and reported concern for any complaints lodged against a short-term rental location
- Name and contact information for persons lodging complaints against a short-term rental location
- All relevant information regarding complaints, including but not limited to documents, photographs, and audio and video recordings
- Copies of any correspondence with short-term rental operators
- Copies of all notifications and notices

***Online Form Complaints – Included in Nightly Rental Compliance and Identification Module***



## Portal to Administer Nightly Rental and/or All Business Licenses (New and Renewal)

### Online Nightly Rental/Business Licensing Portal and Dynamic Admin Approval Deliverables

- Online business owner/manager task portal for new and renewal registration
- Registration process includes user prompts to complete online forms, document uploads, informational messages, auto-calculated fee and payment processing interface
- Automated reminder notifications and easily customizable notification templates
- Custom application approval workflows, capable of interdepartmental collaboration on one approval; ability to append workflow
- All reporting of license data can be exported anytime in Excel/CSV format
- Mobile compatible

### Online Portal Overview

As per discussions with the Park City staff responsible for managing the City's business licensing, the City has a total of 7 types of licenses, including the nightly rental license, that could be automated through the MUNIRevs portal system.

- **General Business License**
- **Convention Sales License**
- **Special Event Temp Liquor License**
- **Nightly Rental License**
- **Solicitation License**
- **For Hire Ground Transportation License**
- **Liquor License**

Our team has reviewed the requirements of each of these licenses and confirmed that a custom workflow will be designed for each to automate and streamline the entire process. There will be specific tasks within each workflow including info messages, document uploads, information forms and auto-calculated fees.

Once completed by the business user, these workflows will proceed to a designated approval process where multiple departments can contribute to the approval process prior to granting final approval. City Staff are also capable of appending workflow and reassigning it back to the business user as an outstanding task.

### Automated Reminders

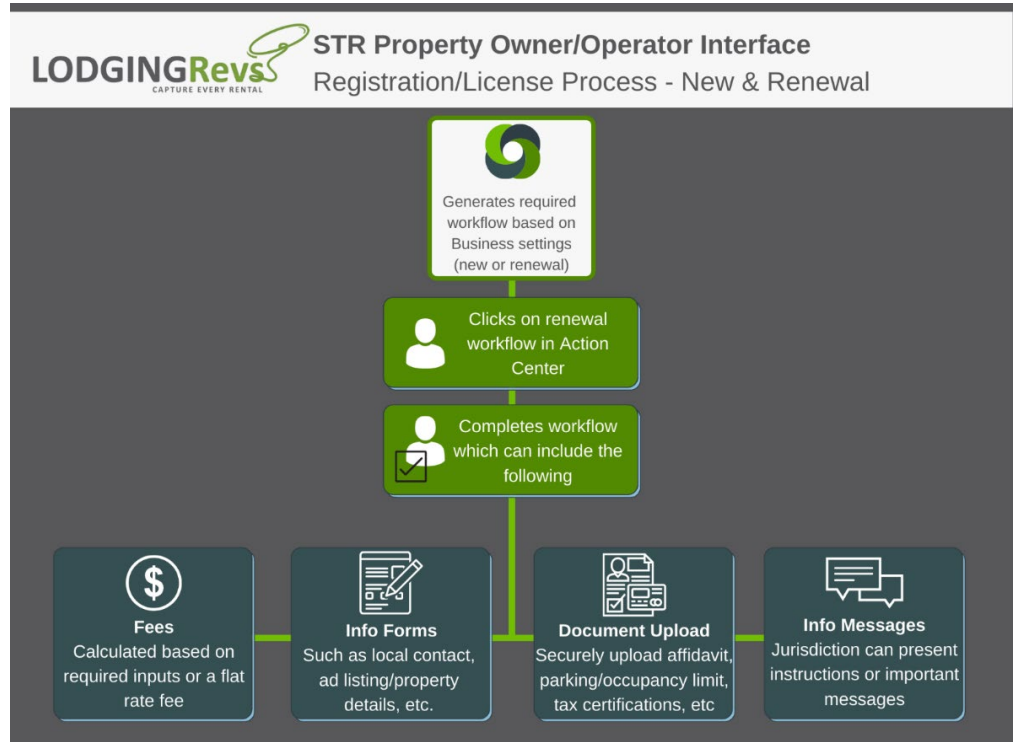
The business licensing portal, powered by the MUNIRevs automation system, ensures that business owners are always assigned the correct administrative tasks and assessed the proper liabilities. Any incomplete task is presented to the business in their Business Center, and our system sends reminders for open tasks as well. The Notifications Module, discussed previously, allows the City to easily send notices to businesses for incomplete items using our smart field templates to ensure the business owner has all the correct legal information and details to become compliant.



## License Workflow Design

Our dynamic workflows allow the customized licensing requirements based on business type. This structure allows for nimble changes in the future should Park City decide to make changes to its ordinance in order to address the goals of the community.

Payments can be processed at the final step of a workflow that includes a fee. Methods of payment include ACH credit, e-check and credit card. As a best practice, we encourage the City to pass credit card convenience fees onto the business user so that the City does not incur the costs and users are incentivized to pay through less costly means.



## Business Action Center

The system manages and stores all necessary short-term rental tasks and allows for workflows to be assigned to business owners directly through the business’s Action Center (see below).

### Action Center i

**MESSAGES** 1

[Click HERE for FAQ's about Short-Term Rentals in AnyTown, USA](#)

[Click HERE for the AnyTown's Business License and Sales Tax Ordinance](#)

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**ALERTS** 1

⚠ You have 2 Tasks to complete.

---

**OPEN TASKS** 2 ⏪ past due tasks.

Mountain Ski Haus

Park City, Utah - Nightly Rental License Application

▶ [Read Thank you for Registering with Anytown, UT \(new\)](#)

Snowball's Toy Shoppe

Park City, UT - General Business License Application

▶ Pending Approval: Business License - Fixed Location (new)

Solamere Dr. Ski Haus

Park City, UT - Nightly Rental License (2021 RENEWAL)

▶ [Read Thank you for Registering with Anytown, UT \(new\)](#) ⏪

### Manage Your Account(s) i

Print your License/Permit, or make **account changes** by clicking on your account(s) below.

Name	DBA	Acct#	Code
Mountain Ski Haus	N/A	013222	QW5ORX
Snowball's Toy Shoppe	N/A	008206	NUQAV4
Solamere Dr. Ski Haus	N/A	013272	GXW854

▶ [Add or remove accounts from your user login by clicking here.](#)

[Need a Contractor's License? Click here.](#)

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### Manage Your User Account i

**USER/ LOGIN OR EMAIL ADDRESS UPDATE:** [Click HERE to register a new email address.](#) Be sure to jot down your 6 Digit Account Number and 6 Digit Activation Code from the Manage Your Account section above first!

**NO LONGER MANAGE AN ACCOUNT?** To remove this user email from managing an account, [Click HERE](#), and use the red "Remove" Button to remove yourself from the account.

The Action Center automatically guides the business user to the next required task in their workflow. Whether it is a license renewal or an application workflow, we make it easy to understand what is required next for their compliance with your community. In addition, we send email reminders to a verified email address selected by the user, to remind them where they left off, with a secure link to log back into the system to complete the next item.

## Administration Approvals and Renewal Settings

Our approval process allows staff members to review submitted documentation and enables easy-to-use inter-departmental collaboration (including building or fire department inspection form, account edits and customized business owner outreach).

### Editing License: Vacation Rental Registration

Our automation system then follows the City's unique rules for renewals and presents the renewal workflow to all businesses in the Business Center at the frequency that matches your rules. Workflows for new business applications, new licenses and license renewals can all contain unique tasks that are specific to that phase of the business's journey.

Our team sets up the parameters, but City staff can customize the process for each registration and inspection, or our support staff can do it for you. These tools allow our platform to be nimble and change with you as new ordinances or compliance requirements are necessary. For example, to the left you can see the automation settings regarding STR registration expiration and renewals. These settings automatically create the STR tasks for renewals with reminders according to the custom needs of Park City. Additionally, the enforcement delinquency report can filter to open tasks, providing City staff and the LODGINGRevs team with the capability to filter to delinquent/expired registration tasks, which enables direct notifications to be sent from the report.

## Itemized invoicing

LODGINGRevs invoices clients based on the modules selected by the client and supported by our system and team. We do not bill based on properties that come into compliance. However, should the City select LODGINGRevs to provide a nightly rental licensing portal, the City will have full access to live license application data and reporting tools. This includes a license inventory report that displays owners/operators have logged in to the system, started a new or renewal application, completed an application, or have an application pending approval in the last month. The City can run these reports each month to track the rate at which owner/operators are coming into compliance

## Requested changes to Cyber Agreement

### On Page 3 of the RFP, last sentence of Part 4(D)

#### Please amend:

"Service Provider specifically waives any claims against the City related to any disclosure of materials pursuant to GRAMA."

#### To:

Service Provider specifically waives any claims against the City related to any disclosure of materials pursuant to ~~GRAMA~~ released after GRAMA due process and appeals have concluded.

### Section 6 of Cyber Agreement

Due to the independent contractor provisions of the contract as well as nondiscrimination laws of the United States and Utah, we would request that the City strike the sentence on page 4, section 6. MUNIRevs takes full responsibility for the quality of work on the project under Section 10E by our employees and subcontractors.

## Park City Pricing Details

The preceding MUNIRevs|LODGINGRevs response should serve as a demonstration of our commitment to providing our clients with the best technology and customer service available. We understand that Park City is looking to make up ground in nightly rental compliance and streamline its business licensing process.

The pricing schedule below is structured to reflect the confidence we have in our ability to deliver timely results consistent with the goals of Park City. We are certain that the City and County will enjoy the same level of service and success as our other client communities that have converted to MUNIRevs|LODGINGRevs from similar circumstances.

Modules	One-Time Implementation	First 6 Months	6 Months After Go Live	Year 2 Pricing
<b>Nightly Rental Identification, Monitoring and Compliance</b>	\$15,000	\$3,500/month	\$2,625/month <i>(25% discount)</i>	\$2,362.50/month <i>(Additional 10% discount)</i>
<b>Nightly Rental License Portal</b>	\$2,200	\$4,375/month	\$3,500/month <i>(25% discount)</i>	\$3,150/month <i>(Additional 10% discount)</i>
<b>24/7 US-Based Complaint Hotline</b>	\$875	\$500/month	\$500/month	\$500/month
<b>Business Licensing</b> <i>6 total custom license workflows</i>	\$8,200	\$990/month	\$990/month	\$990/month
<b>Totals</b>	<del>\$26,275</del> <b>\$0</b> <i>(100% discount)</i>	<b>\$9,365/month</b>	<b>\$7,615/month</b>	<b>\$7,002.50/month</b>

Year	Total
<del><b>Year 1</b></del>	<del><b>\$128,155</b></del>
<b>Year 1</b> <i>100% Implementation Discount Applied</i>	<b>\$101,880</b>
<b>Year 2</b>	<b>\$84,030</b>

## Pricing Details to Include Summit County Solution

Modules	First 6 Months	6 Months After Go Live	Year 2 Pricing
<b>Nightly Rental Identification, Monitoring and Compliance</b>	\$2,000/month	\$1,500/month <i>(25% discount)</i>	\$1,350/month <i>(Additional 10% discount)</i>
<b>Totals</b>	<b>\$12,000</b> <i>Months 1-6</i>	<b>\$9,000</b> <i>Months 6-12</i>	<b>\$16,200</b> <i>Year 2 Total</i>

Year	Total
<b>Year 1</b>	<b>\$21,000</b>
<b>Year 2</b>	<b>\$16,200</b>

Monthly billing of annual ongoing fees commences at the lesser of 1) the completion of implementation or 2) 45 days after contract signature date.

The above ongoing fees for per property pricing will be locked in for the first year of the contract and two additional one-year renewal options. Above pricing assumes ~3,500 properties and ~14,000 advertisements within Park City's jurisdiction. ~2,000 properties and ~8,000 advertisements within the unincorporated Summit County Jurisdiction.

Additional Workflow Cost: \$2,200/workflow

\*Payment Processing: Jurisdiction contracts directly with gateway and payment processor. Fees are ~\$.40 per e-check plus statement and gateway fees of \$20/month. Credit card fees are also competitive rates but we can implement an automatically collected credit card convenience fee to offset these fees, if desired.





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# Exhibit A

Conversion Timeline

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# Park City CONVERSION TIMELINE



\*Timeline is based on a contract execution date of 5/1/2021

	Week 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
	5/1/2021	5/8/2021	5/15/2021	5/22/2021	5/29/2021	6/5/2021	6/12/2021	6/19/2021	6/26/2021	7/3/2021	7/10/2021	7/17/2021	7/24/2021
<b>INITIAL TASKS</b>													
Contract Execution and Kickoff Meeting	█												
Park City Sends Parcel and Currently Licensed STR Data		█	█										
Park City Confirms STR Licensing Workflow Content		█	█										
Park City Sends Business Data		█	█										
Park City Confirms 6 Business License Workflows		█	█	█									
Park City Confirms Payment Processor				█	█								
Park City Sends Historical Transaction Data				█	█	█							
Park City Confirms Custom Hotline Script				█	█	█							
<b>CONFIGURATION</b>													
MUNIRevs Loads Parcel and Currently Licensed STR Data				█	█								
MUNIRevs Builds STR License Workflow				█	█	█	█	█					
MUNIRevs Loads Business Data				█	█	█	█	█					
MUNIRevs Builds the Business License Workflows					█	█	█	█					
MUNIRevs Completes the Payment Processor Integration						█	█	█					
MUNIRevs Builds out the Hotline Script						█	█	█					
MUNIRevs Loads Historical Transaction Data						█	█	█	█				
MUNIRevs Completes the Initial Advertisement Census									█	█	█		
<b>USER ACCEPTANCE TESTING</b>													
Park City Confirms Test Payment hit Bank Account									█	█			
Park City Approves License Workflows									█	█			
Park City Tests Hotline										█	█		
Park City Validates Historical Transaction Data										█	█		
Weekly User Acceptance Testing (UAT) Meetings							█	█	█	█	█	█	
<b>TRAINING &amp; GO-LIVE</b>													
MUNIRevs Training												█	█
LOGGINGRevs Training												█	█
Park City Sends Interim Transaction Data												█	█
Park City Sends Current Account Balances												█	█
Park City Sends Open Tax Forms/Liabilities												█	█
Go-Live													█

\*A delay from the City on these items will result in a delayed Go Live date.



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# Exhibit B

Assigned Personnel Resumes

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## PROFESSIONAL HISTORY

### Account Manager

*MUNIRevs | LODGINGRevs - 2018 to Present*

- As a dedicated account manager I collaborate with municipalities to achieve their operational goals. Whether it is conducting staff training, drafting custom procedures, and notifications I am their go-to resource. In leading a compliance review team and support I create the greatest opportunity for success.

### Compliance Specialist

*MUNIRevs | LODGINGRevs - 2018 to Present*

- My goal as a compliance specialist was to ensure that owners are in compliance within a given city or county. This job relies on my ability to operate within jurisdictional requirements and utilize leading technology tools in order to find short-term rental owners within the city or county of the client and determine compliance.

### Laborer

*Fico Construction - May 2017 to August 2017*

- I worked for an all-purpose construction company throughout southwestern Colorado. The goal was to maintain the high-quality standards of Fico Construction.

### Assistant Program Coordinator

*City of Montrose - April 2017 to July 2017*

- The purpose of my job was to oversee and manage a youth baseball program. I had a variety of duties that included managing employees, scheduling events, and handling various disputes with fans and coaches.

## EDUCATIONAL HISTORY

### Fort Lewis College

*BA Accounting*

*Minor in Entrepreneurship & Small Business*

- GPA: Overall 3.55
- Dean's List: Fall 2017, 2018 & Spring 2018

## SKILLS & ABILITIES

- *Management and leadership attributes*
- *Excellent written and verbal communication*
- *Systems expert: LODGINGRevs, QuickBooks, and Microsoft Office*
- *Team contributor and leader through superior communication and task oriented delivery*
- *Self-motivated to achieve company goals and provide the best customer experience*

BRAYDEN  
REESE

ACCOUNT  
MANAGER





## PROFESSIONAL HISTORY

### Community Partnership Manager

*MUNIRevs | LODGINGRevs - August 2019 to Present*

- Collaborating with local governments to understand and address the goals and challenges they face in managing their specific short-term rental landscape.
- Leveraging experience in customer success management to elevate community relations through critical listening, process analysis, and result driven solutions.

### Territory Sales Manager

*Telluride Brewing Company - January 2018 to August 2019*

- Developed trusted relationships with key accounts to secure static product placement at high-volume locations.
- Launched a dynamic marketing strategy to increase brand awareness and encourage sustainable growth within the territory.

### Business Operations Manager

*CentralReach, LLC - November 2016 to January 2018*

- Facilitated cross-functional relationships with Sales, Marketing, Customer Experience, and Engineering to maintain consistent quality of data, functionality, and reporting across the platform.
- Managed the financial planning and execution of various strategic initiatives and projects across entire organization and its subsidiaries.

### Internal Sales Director

*Victory Capital Management - July 2015 to August 2016*

- Developed efficient and resourceful prospecting strategies to fill sales pipeline with qualified leads on behalf of this investment management firm.
- Proactively communicated with current and prospective clients to provide answers to product questions, performance analysis, identify new sales opportunities, and launch new products.

### Senior Financial Services Specialist

*Fidelity Investments - June 2014 to July 2015*

- Acted as Technical team lead to develop and implement complex trading initiatives designed to improve team accuracy and understanding of in-depth trading strategies.
- Analyzed call statistics, customer survey data, and trading process reviews to assist management in coaching team of Financial Service Representatives.

## EDUCATIONAL HISTORY

### Colorado State University

*BA Communication Studies  
Minor in Spanish Language*

DANIEL  
WATTS

GOVERNMENT RFP  
COMMUNITY  
PARTNERSHIP  
MANAGER



## PROFESSIONAL HISTORY

### Conversion Specialist

*MUNIRevs | LODGINGRevs - 2019 to Present*

- Transition cities to new software via data conversion, customizing to their needs, quality control & live training.

### Project Engineer

*Durango Machining Innovations - 2019*

- Design and deliver large projects to customers, managing vendors, and ensuring nothing falls behind.

### Mechanical Engineer & Product Manager

*Ska Fabricating - 2018-2019*

- Product manager for Half Pint and Can-I-Bus machines which account for 73% of company revenue. • Doubled Half Pint production via DFM, SOPs, assembly drawings, LOP, Kanban & poka-yoke methods.
- Designed & delivered 5 machine add-on products and 6 new machine versions to customers from concept. • Implemented and trained on Kanban inventory system, cutting workload 46% and eliminating stockouts.
- Led forward-thinking culture change w/ documentation reducing need for communication about 27%.

### Director of Engineering & Manufacturing

*Waterfi - 2012-2018*

- Led development of multiple consumer electronic devices, reducing time to market by 83% along the way.
- Reduced product-market fit testing from months to 2 weeks (~91%) with an online market research process.
- Coordinated live product testing and customer feedback efforts to inform design iterations.
- Managed embedded software development using a Kanban task board, reviewing every pull request myself.
- Recruited, hired, and trained 11 engineering, production, and QA direct reports, ensuring cohesion.
- Automated corrosion testing w/ 71% faster Ferris wheel invention, ending hourly work interruptions.
- Reduced iPod waterproofing lead time from 4 days to 1 hr via material changes, automation & 1 piece flow.
- Ran production time studies, organized cells, balanced flow to Takt & improved tooling, raising FTY 20%

## EDUCATIONAL HISTORY

### University of Arizona

*BA Mechanical Engineering*

EREN  
YAR

CONVERSION  
SPECIALIST



## PROFESSIONAL HISTORY

### Director of Support

*MUNIRevs | LODGINGRevs - October 2013 to Present*

- Handling property and business owner needs on our support team for MUNIRevs for over four years.
- Leads the support team by instilling the highest quality of customer service, responsiveness, and efficient operations.
- My support team continuously receives accolades from property owners and jurisdiction staff.

### Sweetbooks LLC

*October 2013 to Present*

- State sales tax assistance and filling.

### Talon Pumping Services LLC

*February 2011 to May 2012*

- Managed Limited Liability Company. Including set up LLC, quarterly tax payments, reconciling accounts, tracking expenses, and paying invoices.

### Building Manager

*Colorado Mesa University Student Center - August 2010 to September 2012*

- Managed information desk, answered phones, sold university passes, and assisted/answered student question . Managed cash registers and reconciled cash account.

## EDUCATIONAL HISTORY

### Colorado Mesa University

*BA Accounting - Public Accounting*

- GPA: Overall 4.0
- Graduated Summa Cum Laude

## MEMBERSHIPS & AFFILIATIONS

- *President's List at Colorado Mesa University 2010-2014*
- *Member of Alpha Chi National College Honor Scholarship Society*
  - *Membership is limited to the top 10 percent of an institution's juniors, seniors, and graduate students.*
- *Colorado Mesa University Accounting Club 2013-2014 Vice President*

KYRA  
ROSENKRANCE

DIRECTOR OF  
SUPPORT



## PROFESSIONAL HISTORY

### Director of Product

*MUNIRevs | LODGINGRevs - 2018 to Present*

- Utilizing my accounting background to leverage my critical attention to detail and effective process management.
- Project management skill set and clear communication and collaboration with Cities to produce results.
- Leading our expert compliance team and implements solutions in the most efficient, accurate vacation rental compliance product for our clients.

### Audit Associate

*Anton Collins Mitchell, LLC - 2018*

- Experience in corporate audits and reviews for a wide variety of industries
- Utilized APT, Caseware, and Practice Management accounting software
- Advanced Excel skills
- Work in a team environment at the client location, as well as remotely utilizing Skype screen sharing

### Tax Intern

*Fredrick Zink & Associates - 2016 to 2017*

- Prepared individual income tax returns and assisted with bookkeeping services
- Worked with Lacerte and Adobe TTC tax and accounting software

### Teller

*Alpine Bank - 2013 to 2016*

- Provided value to customers through positive experiences and needs based selling
- Started as youngest employee of all the Alpine Bank branches
- Volunteer Coordinator for Alpine Bank employees
- Had over 150 two minute conversations per day
- Complied with numerous rules and regulations

## EDUCATIONAL HISTORY

### Fort Lewis College

*BA Accounting*

- GPA: Overall 3.86, Accounting 4.0, 156 credit hours
- Beta Alpha Psi-Vice President for Internal Affairs
- Beta Gamma Sigma member

CPA

HALEIGH  
LYON, CPA

DIRECTOR OF  
PRODUCT





## PROFESSIONAL HISTORY

### President & Owner

*Durango Computers Inc. Ewing Computer Consulting, LLC - 2007 to Present*

- Full stack software development and implementation
- AWS/Linux system administration
- Design and implementation of custom web applications utilizing MySQL and PHP.
- Web application customization and support for ecommerce web sites written in PHP, Cold Fusion, or C#
- ASP.NET Custom Medical Record information transfer programming.
- Custom iPad, Android, Windows, Mac application development. Web/Domain setup and hosting.
- Office support for workstations/servers/networks for local businesses.
- Consultation for enterprise software suite purchases, including accounting software and electronic health record (EHR) software.
- Custom business application development utilizing relational databases (MySQL, Access, SQL Server) and C# architecture.
- Custom Web applications utilizing relational databases (MySQL, Access, SQL Server) and ASP.NET architecture.

### I/T Director

*Sports Express, LLC - 2008 to 2009*

- Support/Maintain and Improve Data Center Consisting of 12 Servers
- (2 Web Servers, Firewall, Exchange Server, 2 MS Sql Servers, Call Center Server, 2 Development servers, Custom Utilities Server, Email filtering server, Backup server)
- Design, develop and implement disaster recovery plan using VMWare software. Design and develop custom applications to improve daily operations (C#)
- Design and implement changes/updates to ecommerce web site (C#, ASP.NET and ASP)
- Design and implement changes to database configurations to enhance e-commerce functionality (MS SQL Server 2000).
- Create overall IT strategy for the future of the company.
- Manage daily activities and monitor progress of all IT projects and employees. Communicate status of all IT projects directly to company Officers.
- All IT project management.

### Senior Software Engineer

*Stellent, Inc. (Oracle, Inc.) - 2006 to 2007*

- System programming, integration, and regression testing for .NET based Enterprise Content
- Management programs using Oracle/SQL Server backends.
- Database (Oracle 9i & 10g, SQL Server 2000 & 2005) installation, testing and analysis.
- Create and maintain detailed programming and test plans and procedures based on defined input data and expected results.
- Complete installation & configuration of Windows Server (2000 & 2003), Exchange Server 2003, SharePoint 2003.
- Track testing progress and defects.
- Work closely with development team and test team for project resolution.

GUY  
EWING

DIRECTOR OF  
ENGINEERING



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# Exhibit C

Client List Converted from Competitors

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## CLIENTS WHO SWITCHED FROM ANOTHER PROVIDER TO LODGINGREVS

We have been placing client success at the forefront for a decade. Clients who have switched are seeing the results they deserve with MUNIRevs and LODGINGRevs.

- 
- Avon, CO
  - Big Sky, MT
  - Breckenridge, CO
  - Corpus Christi, TX
  - Dillon, CO
  - Durango, CO
  - Estes Park, CO
  - Fort Collins, CO
  - Fraser, CO
  - Indio, CA
  - Larimer County, CO
  - Leadville, CO
  - New Braunfels, TX
  - Newport Beach, CA
  - Oceanside, CA
  - Sedona, AZ
  - Seaside, OR
  - Vail, CO
  - Wasilla, AK
- 

"Working with MUNIRevs has been a great partnership for the Town of Vail. The flexibility of their product and ability to customize has streamlined our licensing and tax collections. The MUNIRevs team is responsive and committed to customer satisfaction. From conversion to implementation, and now ongoing support – they have been invaluable in creating a system that works for both our business community and our municipal staff."

**-Alex Jakubiec**  
Vail, Colorado