



City of Killeen

Purchasing

Lorianne Luciano, Director of Procurement

802 N 2nd St, Killeen, TX 76541

PROPOSAL DOCUMENT REPORT

RFP No. 23-17

Hotel Occupancy Tax Collection and Short-Term Rental Compliance Services

RESPONSE DEADLINE: June 29, 2023 at 2:00 pm

Report Generated: Friday, July 28, 2023

Avenu Insights & Analytics, LLC Proposal

CONTACT INFORMATION

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Avenu Insights & Analytics, LLC

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proposals@avenuinsights.com

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Daniel Wurz

Address:

5860 Trinity Pkwy, Suite 120

Centreville VA, VA 20120

Phone:

N/A

Website:

<https://www.avenuinsights.com>

Submission Date:
Jun 29, 2023 1:36 PM

ADDENDA CONFIRMATION

No addenda issued

QUESTIONNAIRE

1. Conflict of Interest Questionnaire (Form CIQ)*

Please download the below documents, complete, and upload.

- [Conflict of Interest Questi...](#)

CIQ_-_Killeen_-_SIGNED.pdf

2. Certificate of Interested Parties (Form 1295)*

If awarded, vendor must submit the Certificate of Interested Parties Form 1295 online.

Texas Government Code Section 2252.908 requires that parties contracting with governmental entities submit a disclosure of interested parties form for contracts entered into after January 1, 2016. Successful bidders shall electronically submit the form at the following website: https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm and provide the City with a certified copy prior to Council approval of the award.

Please confirm that you shall file the Certificate of Interested Parties (Form 1295) if awarded the contract.

Confirmed

3. Acknowledgement – “Boycott Israel”*

By submitting this proposal the vendor hereby verifies that it does not boycott Israel and will not boycott Israel during the term of this contract. Boycotting Israel is defined in Texas Government Code section 808.001 to mean refusing to deal with, terminating business activities with, or taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes.

Confirmed

4. Acknowledgement – “Boycott Energy Companies”*

By submitting this proposal the vendor hereby verifies that it does not boycott energy companies and will not boycott energy companies during the term of the contract. “Boycott energy company” is defined in Texas Government Code section 809.001 to mean, without an ordinary business purpose, refusing to deal with terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company: (A) engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; or (B) does business with a company described by Paragraph (A).

Confirmed

5. Acknowledgement – “Prohibition on contracts with companies that discriminate against firearm and ammunition industries”*

By submitting this proposal the vendor hereby verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association and will not discriminate during the term of the contract against a firearm entity or firearm trade association. Discriminate against a firearm entity or a firearm trade association are defined in Texas Government Code section 2274.001 as (A) with respect to the entity or association, to (i) refuse to engage in the trade of any goods or services; (ii) refrain from continuing an existing business relationship; (iii) terminate an existing business relationship; or (iv) otherwise express a prejudice against the entity or association; and (B) does not include the established policies of a merchant, retail seller, or platform that restrict or prohibit the listing or selling of ammunition, firearms, or firearm accessories.

Confirmed

6. Antitrust Law Certification*

The vendor hereby certifies that neither the vendor nor the entity represented by the vendor, or anyone acting for such entity has violated the antitrust laws of the State of Texas, codified in Section 15.01 et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly, prior to the solicitation opening with any competitor or any other person engaged in such line of business.

Yes

7. Litigation Disclosure*

Have you or any member of your Firm or Team to be assigned to this engagement ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

No

8. What was the company's first year of business operation?*

1978

9. Has the owner(s) of the company been convicted of a crime within the past 10 years?*

No

10. Has the company been in bankruptcy, reorganization, or receivership in the last 5 years?*

No

11. Has the company been disqualified or debarred by any public agency, including the Federal Government, from participation in public contracts?*

No

12. Does any City of Killeen employee or official have any financial or other interest in your company?*

No

13. References*

Please download the below documents, complete, and upload.

- [References.pdf](#)

Avenu_Reference_Sheet_Hotel_Occupancy_Tax_RFP_23-17.pdf

14. Can service be accomplished as specified in the specifications?*

Yes

15. When can service commence after award (number of days)?*

ASAP - Upon signature of agreement

16. Copyrighted Material*

Texas Public Information Act

Steps to Assert Information Confidential or Proprietary

All bids or proposals, data, and information submitted to the City of Killeen are subject to release under the Texas Public Information Act ("Act") unless exempt from release under the Act. You are not encouraged to submit data and/or information that you consider to be confidential or proprietary unless it is absolutely required to understand and evaluate your submission.

On each page where confidential or proprietary information appears, you must label the confidential or proprietary information. Do not label every page of your submission as confidential as there are pages (such as the certification forms and bid sheet with pricing) that are not confidential. It is recommended that each page that contains either confidential or proprietary information be printed on colored paper (such as yellow or pink paper). At a minimum the pages where the confidential information appears should be labeled and the information you consider confidential or proprietary clearly marked.

Failure to label the actual pages on which information considered confidential appears will be considered as a waiver of confidential or proprietary rights in the information.

In the event a request for public information is filed with the City which involves your submission, you will be notified by the City of the request so that you have an opportunity to present your reasons for claims of confidentiality to the Texas Attorney General.

The proposal/bid submitted to the City contains NO confidential information and may be released to the public if required under the Texas Public Information Act.

17. If your proposal contains confidential information identify where it is located.

Where in your proposal is the confidential information? Please be specific.

No

18. Does bidder maintain insurance as specified herein (see insurance requirements within the specifications and terms and conditions)?*

Answer YES or

If your answer is NO, then please describe the differences here.

Yes

19. Insurance Broker Information*

Please provide your Insurance Broker's Name, contact name, phone number, fax number, and email address.

Jake Goldberg

Account Coordinator, Thompson Flanagan

626 West Jackson Boulevard | Suite 500 | Chicago, IL 60661

O: 312.239.2800 | D: 708.575.4865 | M: 847-942-2615 | ThompsonFlanagan.com

jgoldberg@thomsonflanagan.com

20. Are there claims that are pending against this insurance policy?*

Answer No or

If yes, please describe:

No

21. Proposal Requirements*

Did you read through and confirm that you met all of the proposal requirements in the specifications and contract documents?

Yes

22. Proposal Documents*

Please Upload your COMPLETE Proposal here.

Avenu_Response_to_Killeen_TX_HOT_STR_RFP_No_23-17_FINAL.pdf

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

Avenu Insights & Analytics, LLC

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

N/A

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes

☒ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

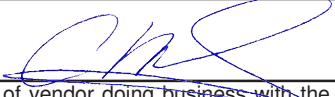
☐ Yes

☒ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

N/A

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 
Signature of vendor doing business with the governmental entity

06/19/23

Date

REFERENCES

Please provide three references:

Reference No. 1

Company Name _____

Address _____

Type of Business _____

Contact Person _____

Email Address _____

Telephone and Fax #'s _____

Date and Type of Service(s) Provided _____

Reference No. 2

Company Name _____

Address _____

Type of Business _____

Contact Person _____

Email Address _____

Telephone and Fax #'s _____

Date and Type of Service(s) Provided _____

Reference No. 3

Company Name _____

Address _____

Type of Business _____

Contact Person _____

Email Address _____

Telephone and Fax #'s _____

Date and Type of Service(s) Provided _____



A V E N U
INSIGHTS & ANALYTICS

CITY OF KILLEEN, TX

REQUEST FOR PROPOSALS FOR

**HOTEL OCCUPANCY TAX COLLECTION AND
SHORT-TERM RENTAL COMPLIANCE SERVICES**

RFP# 23-17

June 29, 2023

Submitted By:

Avenu Insights & Analytics, LLC
5860 Trinity Parkway, Suite 120
Centreville, VA 20120

Attn: Brandi Sanner, Business Development Executive

(985) 335 7570 

Proposals@avenuinsights.com 

www.avenuinsights.com 

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1 COVER LETTER

June 29, 2023

City of Killeen
Attn: Purchasing Division
802 N. 2nd Street, Building E, 2nd Floor
Killeen, Texas 76541

Submitted via OpenGov Portal

RE: RFP NO. 23-17 - Hotel Occupancy Tax Collection and Short-Term Rental Compliance Services

Dear Mrs. Luciano:

Avenu Insights and Analytics, LLC ("Avenu") is pleased to provide this proposal to the City of Killeen ("the City") in response to the City's Request for Proposal (RFP) for Hotel Occupancy Tax Collection and Short-Term Rental Compliance Services, RFP # 23-17. As experts in these services, with decades of experience and demonstrated past performance, Avenu welcomes the opportunity to partner with the City in the collection and remittance of Hotel Occupancy Taxes (HOT), as well as assist the City in the discovery, recovery, auditing, reporting, and compliance of overnight rental operators in the City.

Avenu's comprehensive tax compliance services are designed to ensure widespread and increased taxpayer compliance by partnering with the City and making our vast resources, experience, and subject matter expertise available as an extension of the City's, which will allow the City's valuable resources to focus on other, more pressing internal or external issues. We offer the City the following:

- ▶ **We Know Killeen.** Avenu has provided the Hotel Occupancy Tax services to the City since 2016. Avenu's most recent work for the City consisted of 5 audits and the recovery of over \$180,000 in HOT revenue for the City.
- ▶ **A Team of Experts.** Avenu's experts are committed to the City's success. Avenu has a distinguished team of expert Certified Public Accountants (CPA), Certified Revenue Examiners (CRE), Audit Managers and Analysts that are ready to support the City. Our Executive and Senior Management team are easily accessed and are deeply involved in day-to-day operations.
- ▶ **30+ Years of Experience.** For 33 years, Avenu has been an industry leader in Hotel Occupancy Tax Administration, Auditing
- ▶ **Proven Results.** Each year, we recover and administer over \$2 billion in general fund revenue for our clients. Specific to Hotel Occupancy Taxes, in just the last three (3) years, Avenu has performed over 400 Hotel Occupancy Tax audits, and has recovered over **\$3.2M** exclusively for our Texas clients.
- ▶ **We know Texas.** Avenu is firmly established in Texas. Avenu has offices in Dallas and Houston and we support some of the largest cities in the state. In the last 5 years, we have supported over 100 Texas-based customers with the same or similar services requested.

-
- ▶ **Dedicated Government Relations Team.** We have a dedicated in-house Government Relations team including an in-house lobbyist, who are experts in tracking and researching legislation that has the potential to affect region-specific tax revenues.

Our priority is to provide the City of Killeen with the highest level of customer service. Brandi Sanner will serve as the City's primary contact and project liaison.

- ▶ Brandi Sanner, Brandi.Sanner@avenuinsights.com, 985-335-7570

On behalf of Avenu, I welcome the opportunity to work with the City of Killeen. I represent that the information contained in this proposal is true and correct, and we can perform the commitments contained in this proposal. As Chief Financial Officer, I am authorized to commit Avenu to a contract and represent the firm in all oral presentations and negotiations. This offer will remain valid for 120 days from the due date of this proposal.

Sincerely,



Carl Kumpf
Chief Financial Officer
Avenu Insights & Analytics, LLC
E-Mail: Proposals@avenuinsights.com

2 PROFESSIONAL QUALIFICATIONS AND EXPERIENCE

Founded in 1978, Avenu Insights and Analytics is a privately-owned revenue recovery services company that specializes in helping public agencies across the nation to preserve, enhance, and manage their tax revenue base. As a public sector expert, Avenu focuses exclusively on local government agencies like the City of Killeen. In the course of our 40-year history, we have grown to a national footprint of over 700 employees supporting customers in all 50 states. We have a dedicated team of revenue consulting and tax audit experts which provide concierge-level services to over 900 jurisdictions throughout the nation.

Avenu has 10 office locations strategically stationed across the United States, including two (2) offices in Texas – Dallas and Houston, with an additional two (2) offices in Canada. We offer our local government clients a full range of revenue enhancement and administrative solutions. Avenu works with communities of all sizes, from our smallest client with a population of just 150, to our largest client with a population of over ten (10) million.

Since our founding over four decades ago, Avenu has successfully supported thousands of towns, cities and counties with our full suite of compliance auditing and revenue enhancement services. We are public sector experts, and we understand the challenges faced by cities like the City of Killeen. We support several cities and entities in Texas with these same services. Our refined methodologies and processes are a direct result of the nearly 40 years we have been providing auditing services.

Avenu currently provides these services to the City and to demonstrate our capability to perform, Avenu recovered over **\$180,000** in our last round of audits for the City. We offer the City the opportunity to continue a fruitful partnership with a vendor capable of providing the city with consistent and quantifiable results. To demonstrate this, each year, **Avenu generates over \$2 billion in new general fund tax revenue for its local government clients**. By doing this, we have earned our reputation as the premiere revenue enhancement partner to the public sector through our comprehensive audit services, proprietary data analytics, accurate forecasting, cost-effective administration services, and our commitment to our clients.

2.1 EXPERIENCE IN TEXAS

Avenu has a substantial presence in the State of Texas, where we have 286 active contracts for our suite of products and services. Avenu is a recognized expert in the field of Hotel Occupancy Tax, and Short-Term Rental. Avenu is trusted by cities all across Texas where Avenu has provided services to over 500 jurisdictions nationwide for occupancy tax services. We provide over 60 jurisdictions in Texas with local occupancy tax services. Since 2002, Avenu has recovered over **\$50 million** in revenue for our Texas clients. Avenu is well established in the State of Texas.

To date, we have completed over 10,000 audits of lodging providers and we offer the City unmatched expertise as a result. We support some of the largest cities in the state with our compliance auditing and revenue

Avenu Qualification Highlights

- ▶ Public sector expert with over 40 years of experience providing the services
- ▶ Provide same services to some of the largest cities in Texas
- ▶ Recovered \$181,000 for Killeen in 2022.
- ▶ Recovered over \$3.2M in HOT revenue for TX clients since 2020.
- ▶ Recovered over \$181,000 in HOT revenue for the City as a result of our services.
- ▶ Recovered over \$50M in HOT since 2002
- ▶ Two (2) offices in Texas (Dallas and Houston)
- ▶ Same of similar services provided to over 900 agencies nationwide
- ▶ \$2 billion in new general fund tax revenue generated for clients EACH year
- ▶ 286 Active Contracts in Texas

enhancement services, this includes the cities of Dallas, Houston, El Paso, San Antonio, Irving, Lewisville, McAllen, Plano, Arlington, and Richardson, as well as the Denton County and Fort Worth transportation authorities. Due to this strong presence, we actively track and monitor legislative and regulatory policy specific to the State of Texas. We are a strong supporter of the Texas Municipal League, a recent Silver Sponsor at Texas City Management Association, and a Gold Sponsor of the Government Finance Officers Association of Texas.

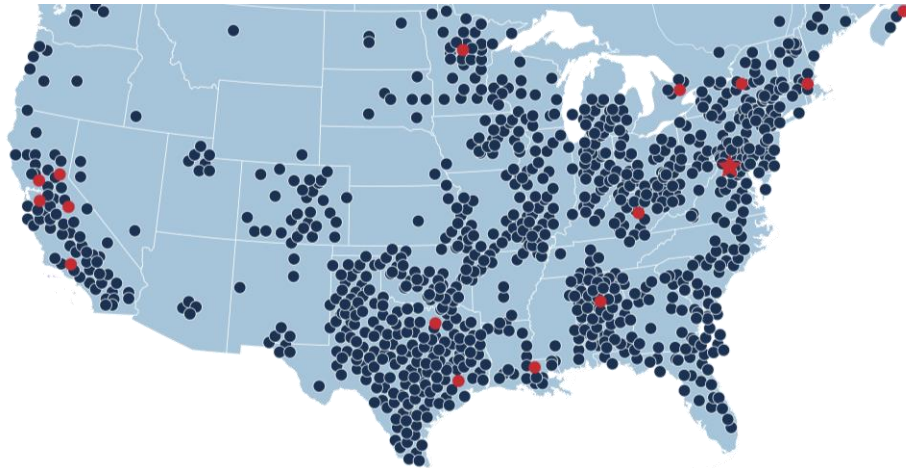


Figure 1 - With Red representing Avenu offices, and Blue representing clients, Avenu has a nationwide footprint capable of supporting the City of Killeen

2.2 KEY PERSONNEL

Avenu is pleased to offer the City the below summary biographies of individuals that perform our Hotel Occupancy Tax and other lodging tax services. Many of these individuals have first-hand experience supporting the City of Killeen.

2.2.1 LEADERSHIP TEAM

Michael Portis, CPA, Vice President of Audit. As Avenu's Vice President of Audit, Michael leads Avenu's Revenue Enhancement and Recovery Group, which consists of a full suite of compliance auditing across several tax types. Michael is a Certified Public Accountant in both Texas and North Carolina and is a U.S. Army Veteran. Mr. Portis is a Certified Fraud Examiner (CFE) and is directly responsible for the overall performance of this contract and supervising Avenu's Hotel Occupancy Tax team. Michael has 25 years of direct experience in tax auditing and has served in several key positions for some of the largest tax firms in the United States. Prior to joining Avenu, Michael served as a Director of Tax and Unclaimed Property and Tax Manager for Apexanaltix. Additionally, Michael served as Senior Tax Manager for EY, Revenue Field Auditor II for the North Carolina Department of Revenue, State Tax Consultant for Enron, and Supervising Senior Tax Consultant for KPMG. **Education:** Doctorate of Law from University of Houston Law Center and Bachelor of Business Administration in Accounting from University of Texas at San Antonio.

Alexandra Lake, CPA, Director of Audit. As Avenu's Director of Audit, Alex's primary responsibility is to manage Avenu's Audit and Analyst Team to ensure all audits and reviews are done in the most efficient and effective way possible. She is trained to identify potential revenue that is lost. Her understanding of the tax laws and taxpayer behavior observations during her 22 years of compliance auditing makes her a great asset to this project. Alex has been with Avenu since 2000 and she offers the City a comprehensive wealth of experience. Alex started with Avenu as a Tax Examiner, and has risen through the ranks to become Supervisor, Manager, and now Director. Alex is a Certified Public Accountant (CPA), Certified Tax Examiner (CTE), and she has her Bachelor of Science in Accounting from University of Houston.

2.2.2 AUDIT TEAM

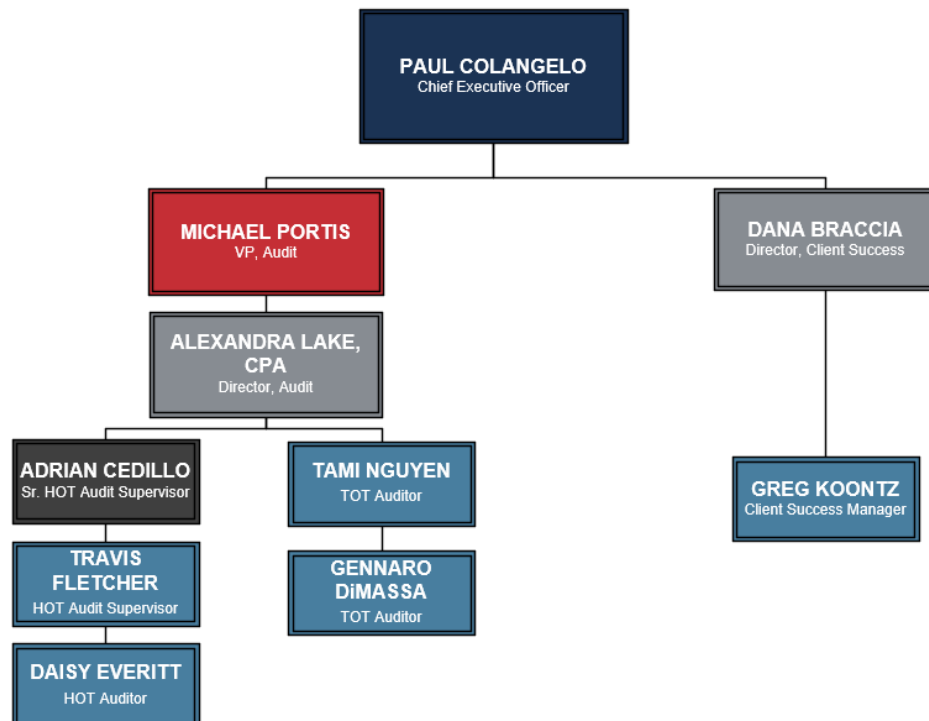
Adrian Cedillo, Sr. HOT Audit Supervisor. As Avenu's Senior HOT Audit Supervisor for Hotel Occupancy Tax services, Adrian is responsible for all HOT auditing activities in the state of Texas. Adrian is responsible for establishing comprehensive lodging property inventories, crafting announcement letters, reviewing HOT ordinances, sending scheduling letters to approved properties, reviewing all documentation, and assisting in the final audit reports provided to the City. Adrian has performed HOT Audits with Avenu since 2018, and prior to joining Avenu, Adrian served as an Accountant for UVC Powersports, where he handled Accounts Receivable, Accounts Payable, Bank Reconciliation, and all sales reports and bank deposits. Education: Adrian has a B.S. with a dual major in Accounting and Business Administration and Finance.

Travis Fletcher, HOT Audit Supervisor. As Avenu's Audit Supervisor, Travis will work with the team of tax examiners in Avenu's Hotel/Motel Auditing Division for the State of Texas. Travis will be monitoring the performance of the team and its overall effectiveness and ensuring the project stays on track. Travis will work on any escalated issues. Travis has been with Avenu since 2012. Travis has 10+ years' auditing experience in Hotel Tax, Sales & Use Tax, and Franchise Tax. Education: Master of Business Administration and Bachelor of Science in Accounting from The University of Texas at Tyler.

Daisy Everitt, Hot Auditor. As Avenu's HOT Auditor, Daisy is responsible for the actual Hotel Occupancy Tax Audits. Daisy will be the individual interfacing with the City in conducting the scope of work. Daisy has 20 years of accounting and auditing experience. Prior to joining Avenu, Daisy was an auditor for the Texas Comptroller of Public Accounts (TxCPA) where she was trained on a variety of tax types. Daisy has her Bachelor of Science in Accounting from University of Houston, Clear Lake, and an Associates of Arts in Business Administration from San Jacinto College.

2.3 ORGANIZATION CHART

Avenu has included an Organization Chart below demonstrating the structure of Avenu's Hotel Occupancy Tax team:



3 DEMONSTRATED EXPERIENCE – REFERENCES AND EXPERTISE IN PROJECTS OF SIMILAR SCOPE

Avenu has provided information regarding our experience and expertise in this section.

3.1 REFERENCES

Avenu has submitted our references on the supplied reference sheet, as required.

3.2 PROJECTS OF SIMILAR SCOPE

Avenu has a long a demonstrated history of supporting Texas municipalities with the same services as proposed to the City. In just the last three (3) years, we have completed over 400 HOT Audits and administered millions of dollars of HOT revenue. Specific to the City of Killeen, Avenu currently provides HOT auditing services to the City and most recently, we have completed five (5) audits which yielded over **\$180,000** in HOT revenue for the City.

City of El Paso, TX

Avenu has provided the City with Hotel Occupancy Tax Audits since 2015 and has identified over **\$548,000** in new revenue for the City. Additionally, Avenu has provided the City of El Paso with Hotel Occupancy Tax Administration services since 2016, administering over **\$14 million** for the City. In 2019, Avenu was awarded two (2) additional contracts, as a results of a competitive bidding process, for Sales and Use Tax auditing, and Franchise Fee auditing.

City of Round Rock, TX

Avenu has provided Hotel Occupancy Tax services to the City of Round Rock, TX since 2019. Since commencing work in 2020, Avenu has recovered over **\$365,000** in Hotel Occupancy Tax revenue which was comprised of 31 audits.

City of Lewisville, TX

Avenu has provided the City of Lewisville with hotel occupancy tax audit services since 2002. Since 2011 we have recovered over **\$3.8 million** in new tax revenue for the City. In 2015, the City of Lewisville chose Avenu to provide Sales Tax Analytics and Reporting services.

City of Richardson, TX

Since 2010, Avenu has provided the City of Richardson, TX with tax auditing services. We have also provided the City with hotel occupancy tax services since 2010 and have recovered over **\$95,000** in new hotel occupancy tax revenue for the City. Combined with other services, Avenu has recovered over **\$6,000,000** in tax revenue for the City of Richardson.

City of DeSoto, TX

Avenu provides the City of DeSoto, TX with Hotel Occupancy Tax services. Avenu's most recent work for DeSoto consisted of audits that yielded **\$263,000** in HOT recoveries.

City of San Angelo, TX

Avenu has provided the City of San Angelo, TX with Hotel Occupancy Tax services since 2015. Avenu's most recent audits for the City consisted of 17 audits total, which resulted in the recovery of **\$242,000**

City of Irving, TX

Avenu has provided Hotel Occupancy Tax auditing services to the City since 2013. Avenu's most recent work for the City has consisted of 21 audits which yielded **\$235,000** in Hotel Occupancy Tax recoveries.

3.2.1 PROJECTS WITHIN THE LAST THREE (3) YEARS

Within the last three (3) years, Avenu has performed the same services as proposed to the following Texas cities.

- | | |
|--------------------|----------------------|
| ▶ Athens | ▶ Mesquite |
| ▶ Balcones Heights | ▶ Mount Pleasant |
| ▶ Bastrop | ▶ Mount Vernon |
| ▶ Baytown | ▶ Odessa |
| ▶ Beaumont | ▶ Orange |
| ▶ Brady | ▶ Pearsall |
| ▶ College Station | ▶ Plano |
| ▶ Cotulla | ▶ Pleasanton |
| ▶ Denison | ▶ Port Lavaca |
| ▶ DeSoto | ▶ Richardson |
| ▶ Dilley | ▶ Rockdale |
| ▶ El Paso | ▶ Round Rock |
| ▶ Fredericksburg | ▶ San Angelo |
| ▶ Graham | ▶ Sherman |
| ▶ Greenville | ▶ South Padre Island |
| ▶ Harlingen | ▶ Texarkana |
| ▶ Irving | ▶ Tomball |
| ▶ Kerrville | ▶ Waxahachie |
| ▶ Killeen | ▶ Weatherford |
| ▶ La Porte | ▶ Weslaco |
| ▶ Live Oak | |
| ▶ Mansfield | |

4 APPROACH

As experts in Hotel Occupancy Tax (HOT) Collection and Short-Term Rental Services, Avenu will leverage our over 30 years of direct experience and institutional knowledge gained from providing these services to the City to ensure that the City's Hotel Occupancy Tax and STR program continues to be successful. Avenu performs tax auditing administration for hundreds of customers across the nation, and each year, we administer and recover over \$2 billion. Specific to HOT, Avenu has recovered over \$50 million in HOT revenues for our Texas clients since 2002.

In this section, Avenu has broken down our approach to these services by main service categories of:

1. Hotel Occupancy Tax Administration
2. Hotel Occupancy Tax Auditing
3. Hotel Occupancy Tax Discovery and Recover
4. Short-Term Rental Services

4.1 HOTEL OCCUPANCY TAX ADMINISTRATION

As described in the City's RFQ, Avenu's approach is closely aligned with the City's Scope of Services, where our approach to Hotel Occupancy Tax Administration is categorized in two (2) separate phases – 1) Remittance Processing and 2) Compliance Services.

4.1.1 SCOPE OF WORK

Avenu's Hotel Occupancy Tax Administration service offers a turnkey approach to ensure appropriate collection, deposit, recording, delinquency follow up and reporting of the local lodging tax. This service includes all correspondence, forms and other such services to ensure appropriate and timely remittance of the tax and can be tailored to the needs of the city. This service will typically consist of the following:

4.1.2 ADMINISTRATION SERVICES

The Administration Service consists of two parts; (1) remittance processing; and (2) compliance services.

4.1.2.1 Remittance Processing

As designated by the City, we will perform the remittance processing for the lodging taxes. We will send individualized tax forms to all known 23 lodging providers ("Taxpayer(s)"), and the Taxpayers will remit payments to Avenu. We will also provide an optional Online File and Pay for an additional set up fee. The online filing and remittance, using our standard formatting, will be provided for the Taxpayers convenience.

- a. Deposit Process: Deposits are made to the extent that funds have been received, via Automated Clearing House of the amounts and to the designated recipients as instructed by the City for each type of tax collected.
- b. Posting Process: Taxpayer accounts are posted with payment information captured in the Avenu revenue system. Additional information such as net sales, deductions, credit sales, measure of tax, name change, and address change is captured and added to the payment data and taxpayer master file (as determined necessary by Avenu). Late payments (postmarked by U.S. Postal Service after the due date) are invoiced at penalty amounts required by State code. Under-payments are invoiced for remaining tax due plus any required penalties.

4.1.2.2 Compliance Services

- a. Avenu will perform compliance services for lodging taxes designated by the City under the Remittance Processing Services. We will provide delinquency notification and follow-up including correspondence, calls, and collection procedures and the related documentation. Delinquency policies and procedures will be applied consistently and within applicable tax laws. Unless otherwise directed by the City, we will make reasonable efforts to collect taxes designated by the City. Where reasonably appropriate accounts may be turned over to audit or third-party collection. If the City elects to have its attorney pursue collection of certain uncollected accounts, we will assist the City attorney as reasonably requested at our normal hourly rate as reflected in the Compensation section under Additional Consulting.
- b. All compliance services are performed in a similar manner to assure that all taxpayers are treated fairly and consistently.

4.1.3 ONLINE FILE-AND-PAY

Avenu has successfully implemented and continues to provide online file-and-pay for several Texas Hotel Occupancy Tax and Venue Tax localities. We have found that online tax calculation and payment is the most convenient to businesses and results in expedited filing and payment for our clients, as well as reduces the number of calculation errors and/or amended returns.

1. Taxpayer filings and payments are entered using a secure website.
2. The user receives a unique confirmation number once a payment and return has been submitted.
3. Paperless filing - Payments and Returns are submitted electronically, so there is nothing to print or mail.
4. The user has access to online file-and-pay history by with a username and password.
5. Online payments are reconciled and recorded in the Avenu system.
6. Online payments are disbursed to Client.
7. Client reporting is updated to reflect the recent account payment

Typically, users find that the online filing system is faster and easier than completing a paper tax remittance form. The online filing system calculates the amount of tax due based on the amounts entered by the user, including any applicable penalties or interest. Users can also correspond with Avenu Support Representatives and receive assistance with their HOT and Venue Tax questions through a link on the online file-and-pay website. The online file-and-pay provides 24/7 access to a secure web-based portal.

4.1.4 CITY ASSISTANCE FOR ADMINISTRATION

In order for Avenu to conduct the Administration services, we will request assistance from the City in the following areas:

Administration Service

1. Prior to the start of the work to be performed, the City will be asked to provide Avenu with:
 - a. the most recent registration to collect the tax;
 - b. returns for the time period requested as needed to compile a historical database for the period of the statute of limitations;
 - c. inform Avenu of any circumstances concerning current existing payees;
 - d. complete the account information requested on a Distribution Confirmation form associated with the agreement for the Administration services which includes bank account information where the payments should be deposited.

2. During the course of the engagement with Avenu the City will need to:
 - a. inform Avenu of the development of new lodging properties after a Certificate of Occupancy has been granted;
 - b. cooperate in the transition by reviewing proposed processing and materials, offering comments and suggestions and providing timely approvals; and undergo training in the use of online applications.

4.2 HOTEL OCCUPANCY TAX AUDITING

Avenu's Hotel Occupancy Tax (HOT) Audit and Compliance Program is designed to assist the City in realizing the HOT revenue to which it is entitled, and to educate third party collectors and remitters of HOT to ensure maximum future compliance with the City's related codes and ordinances. Our HOT findings and recommendations have been validated and accepted by third parties, including the federal and state courts, state revenue agencies, county assessors, and hotel/motel associations.

As authorized by the City, Avenu will conduct an examination of the records of the lodging properties. In the course of the audit, we will verify accuracy of filed lodging tax returns with daily and monthly activity summaries, review a random sample of the daily and monthly summaries to determine if the daily summaries reconcile to the monthly summaries, review bank statements to verify that deposits reconcile with the reported revenue on the lodging tax returns, if needed, review exempted revenue for proper qualifying documentation, review a random sample of exempted guest revenue and trace registration and/or other source documents to verify compliance with the City ordinance, and submit substantiating documentation to the City in order to facilitate collection of revenue due from lodging providers for each identified and confirmed error/omission.

Where possible, we will compare the State and federal tax filings with the lodging tax returns. We will also meet with the City, as necessary, to review findings and recommendations provide assistance in reviewing any matters submitted in extenuation and mitigation by lodging providers in contesting a deficiency determination; and prepare and document any changes to the review findings and provide revised tax, interest or penalty amounts due the City. Listed below are the descriptions of what each phase is comprised of.

We have three primary objectives: (1) ensure compliance in the most cost effective way, (2) the audit must not only recover tax revenue, but also must improve the relationships between the City and the hotels, and (3) the audit must not unduly burden the fully compliant lodging properties. We commit to not only providing the audit services as indicated below as expeditiously as possible, but also commit to helping the City strengthen those professional relationships and future compliance simultaneously.

Avenu's approach to HOT Analysis and Audit Compliance has proven to be effective in successfully completing lodging tax audits on behalf of our other municipal clients.

4.2.1 PRE-AUDIT ACTIVITY

Pre-audit activity is designed to build a strong foundation for development of a customized compliance program tailored to your local tax. In this stage, Avenu will:

1. Schedule Kick-off meeting with the City within 30 days of contract execution meeting with the City to discuss the project, meet City contacts and review the timeline, data required, etc. We begin with a kick-off-meeting to be scheduled at the City's convenience, typically within a week of receiving a fully executed contract. This meeting usually lasts about an hour and allows the lead auditor to discuss the

project in more detail with the City representative(s) to clarify the process and the documentation necessary to begin. Most programs can be completed and submitted to the City within three (3) months from receipt of the requested data.

At this meeting, we will review with the City the documents we need (typically 36-48 months of taxpayer remittance history for each assigned audit, or for all licensed lodgers if the optional analysis is selected, and a copy of the current local ordinance). We also ask that the City inform us of any circumstances concerning properties chosen by the City for audit.

2. Establish a comprehensive inventory of all lodging properties subject to taxation by the City and the database elements (public and private databases) needed to facilitate further analysis. Upon receipt of audit list, we provide the City an Announcement Letter for each property. This letter will need to be printed on City letterhead, signed and mailed (from a City official). Alternatively, the City may provide Avenu with a blanket authorization form to be sent with our scheduling letter. This announces to the property owner that the City has engaged our services to review their financial records pertaining to the lodging tax.
3. Review the City's Hotel Occupancy Tax (HOT) Ordinance with the objective to improve revenue generation and administration by the City. We will review the City's lodging tax ordinance, return form and administrative procedures and then recommend potential enhancements to better acquaint the lodging providers of their responsibilities in collecting and paying the tax. We will then provide the City with a report which may include suggestions for new ordinance language, form design and process development, and then meet with the City to discuss our findings and identify recommendations for further review.
4. As authorized by the City, Avenu will send scheduling letters to approved properties to audit and provide a list of required documentation as well as any other necessary notifications as requested by the City. This typically takes place within 7-14 business days after the Announcement Letter is mailed.
5. Our auditors will follow up via phone and conduct an initial entrance interview to ascertain certain facts about the business as well as answer any questions the business may have and schedule an agreed upon time to complete the audit.
6. Fieldwork occurs both remotely, unless otherwise requested on-site by the City. In the course of the audit, we conduct unobtrusive collection of information on each property, including number of rooms, occupancy rate, property's condition, and business dynamics. We will verify accuracy of filed lodging tax returns with daily and monthly activity summaries, review the daily and monthly summaries to determine if the daily summaries reconcile to the monthly summaries, review bank statements to verify that deposits reconcile with the reported revenue on the lodging tax returns', review exempted revenue for proper qualifying documentation, review exempted guest revenue and trace registration and/or other source documents to verify compliance with the City ordinance, and for each error/omission identified and confirmed, submit substantiating documentation to the City in order to facilitate collection of revenue due from lodging providers. Where possible, we will compare the State and federal tax filings with the lodging tax returns.
7. We review all additional documentation and finalize the audits with either an assessment or commendation and ask the property owner to sign-off on our findings. We pride ourselves in being as unobtrusive as possible in scheduling and conducting the reviews at the property locations of those providers identified and authorized for examination

8. Final Audit Report provided to the City. We will also meet with the City, as necessary, to review findings and recommendations, provide assistance in reviewing any matters submitted in extenuation and mitigation by lodging providers in contesting a deficiency determination, prepare and document any changes to the review findings and provide revised tax, interest or penalty amounts due the City. Hoteliers are often allowed the right to appeal their audit and we like the City to know that we will make ourselves available to support our audit findings, should this ever be needed. However, this rarely happens, since we provide copies of all back-up documentation supporting our findings as part of our Final Audit Report.

4.2.2 OBJECTIVES AND EXPECTATIONS

- I. Identification Phase (Analysis): In this stage of the review, Avenu gathers all the necessary data to carefully assess every lodging provider within the City. Typically, the Identification Phase consists of the following:
 - a. Identify data sources: We use several for-fee and public-domain data sources to establish the true geographical area of the City, identify the business community participants and to gather important demographic information for those participants. Over the last 30 years we have isolated the most reliable, accurate and useful datasets to improve the accuracy of our lists and to reduce the costs of projects. We are able to pass those cost savings on to our clients.
 - b. Identify with City which hotels to audit for the initial audit round.
 - c. Conduct unobtrusive collection of information on each property, including number of rooms, occupancy rate, property's condition, and business dynamics.
- II. Audit and Compliance Review: Based on the results of the Identification Phase, Avenu may recommend certain lodging properties (hotels and motels) progress to a Comprehensive Review that consists of the following:
 - a. Verify accuracy of filed HOT returns with daily and monthly activity summaries.
 - b. Review the daily and monthly summaries to determine if the daily summaries reconcile to the monthly summaries.
 - c. Review secondary and tertiary documentation such as bank statements to verify that deposits reconcile with the reported revenue on the HOT returns or other tax filings.
 - d. Review exempted revenue for proper supporting documentation.
 - e. The completion of the audit is dependent upon lodging providers' cooperation and full disclosure of requested information. Avenu will be able to complete the audits in the required timeline with the coordinated effort of the City and Avenu and the cooperation of the hoteliers.
 - f. Assist the City in reviewing any matters submitted by lodging providers contesting a deficiency determination.
 - g. Prepare and document any changes to the compliance review findings.

4.2.3 REPORTS TO THE CITY

In the RFP the City has requested Comprehensive Reporting/Audit Findings by lodging providers.

At the conclusion of the Identification Phase and Audit Compliance, the City can expect Avenu to:

- ▶ After conducting all the phases Avenu will submit a written compliance review report, Final Audit Report to the designated City staff member(s) that include our findings; the documentation we believe

necessary to facilitate recovery of revenue due from lodging providers for prior periods for each error/omission identified and confirmed; and draft notices of deficiency determination, commendation and warning letters as applicable, and recommendations. A report will be provided for each lodging provider reviewed.

- ▶ Coordinate with designated City official(s) to review the compliance report;
- ▶ Provide assistance to the City in reviewing any matters submitted in extenuation and mitigation by lodging providers in contesting a deficiency determination; and
- ▶ Prepare and document any changes to the compliance review findings and provide revised tax, interest or penalty amounts due the City.

4.2.4 CITY ASSISTANCE FOR THE AUDIT PHASE

For Avenu to conduct the Audit services, the City will need to work with us as follows:

1. Send Audit Announcement Letter to each lodging provider to be examined with a copy to Avenu. Avenu will prepare these letters for the City.
2. Inform Avenu of any circumstances concerning existing payees chosen for audit.

4.3 HOTEL OCCUPANCY TAX DISCOVERY AND RECOVERY SERVICES

Avenu's Discovery/Recovery Services are designed to provide a full-service solution to the City's Hotel and Short-Term Rental enforcement procedures. It does not replace current functions but provides a focused and full-time solution to the identification of entities subject to taxation and/or registration by the City, which are not properly registered, or otherwise not reporting HOT to the City.

In performing the Discovery Services, Avenu will:

- a) Establish a comprehensive inventory of the entities subject to taxation by the City and the database elements needed to facilitate a comprehensive comparative analysis with the City records of those entities that are properly registered.
- b) Compare Avenu's database of business records with the City's records to identify potential non-reporting and non-registered entities subject to taxation.
- c) For unregistered or non-reporting entities identified and confirmed, assist, and direct the entities, as necessary, to complete City applicable registration process.
- d) Invoice entities (including supporting documentation) on behalf of the City for the amount of identified deficiencies, with payment to be remitted to Avenu.
- e) Exhaust all reasonable efforts to work with the taxpayer in completing registration process correctly.
- f) Collect the amount of identified deficiencies, together with supporting documentation, and remit payment received by Avenu to the City as agreed upon in the workplan. (Avenu will follow City business rules in collecting partial payments or the tax in full at the City's direction.);
- g) Provide call center support during normal business hours to assist entities with questions concerning application of City taxes, and reporting and remittance requirements.
- h) Educate entities regarding the City's reporting requirements to prevent recurring deficiencies in future years.

4.4 SHORT-TERM RENTAL SERVICES

Through a Full-Service approach, Avenu provides identification, monitoring, compliance, and a revenue administration suite of solutions that maximizes compliance and enhances community experience. Our 24/7 hotline and tipform community portal allow trained professionals to respond in real-time to help address complaints and further educate the community on local ordinances and procedures.

Avenu's Short-Term Rental Solutions consist of 4 main areas:

- ▶ **Compliance.** Avenu's experts search for inaccuracies such as bedroom count, or maximum guests, false permit numbers to bring STRs back into compliance
- ▶ **Discovery & Recovery.** Avenu's STR experts will investigate to identify, monitor, and recover unknown and new STRs by utilizing advanced software tools. By using proactive, educational, and business-friendly approach, Avenu will recover funds from these newly discovered STRs and bring them into compliance.
- ▶ **Revenue Administration.** Using a suite of technology-enabled software and services our team streamlines data entry, billing, application and certificate processing, funds distribution, compliance, and taxpayer support services. Avenu administers **billions** in general fund revenue each year.
- ▶ **24/7 Hotline and Self-Service Portal.** Trained professionals staff hotline and respond immediately to citizen complaints regarding safety, noise, trash, party-houses, parking, etc. and directly contact property managers to respond to nuisances first. This self-service approach serves as a citizen tip line to report unregistered STRs and further alleviate the burden on police and municipal staff.

Our solution strategy starts with the critical assumption that Avenu will always share what we've learned in servicing state and local government with STR, Hotel/Motel and associated Accommodation Tax collections, audit and administration solutions for over 40 years. Here's what we have learned in that time:

- ▶ Software Only (Compliance and Identification) is where the previous 5-10 years of early adopters started because it was all that the market offered
- ▶ Stand-alone Tax Administration platforms and services are very mature with Avenu being the largest in the US, collecting nearly \$2B annually in local taxes across thousands of customers.
- ▶ Field Enforcement is typically very difficult to outsource and is recommended to be retained as a core competency by the City
- ▶ STR growth is outpacing local government's ability to staff, inspect, administer, and audit and is expected to continue to win share from traditional Hotels. This rate of growth outpaces local government's ability to keep up with demand at the technology and staff levels.

To meet this rapidly evolving political and community need, we have routinely focused on innovating with our customers who have been users of our traditional tax administration, audit and collection portals to bring to market the best tax administration platform and STR identification and compliance algorithm together.

This service can be used as a software only (identification and compliance for self service clients) or as a fully scalable end-to-end governance solution which includes:

- ▶ Advanced Tax Portal for registration and remittance
- ▶ Taxpayer notifications and fulfillment
- ▶ Permitting process including multi-departmental approval workflow and notification matrix
- ▶ Tax collection and remittance
- ▶ Accommodations/Accommodation Tax audit
- ▶ Discovery and recovery for pay due to under-reporters and non-filers
- ▶ Community outreach for high volume property managers and real estate developers
- ▶ Homestead exemption validation.

Many vendors may use the label of “full service”, but it is a point of emphasis for Avenu that we believe we have rewritten the definition of what cities and counties have come to ask from the market. We have delivered on our commitment to you and to the citizens we serve that we will do our best to not just do what is required but we’ll anticipate what is needed and bring the right data, technology, and care to help local governments run more efficiently. Figure 2 helps present our core packages for easy evaluation by the City staff:

Figure 2: Variety of STR Options Available for Growing Needs



4.4.1 STR MONITORING

Avenu’s STR solution is the only solution that execute listing data collection for **over 80 unique websites**. To maximize data capture, we go beyond the “Big 4” platforms (AirBnB, Expedia, TripAdvisor, and Booking.com) to acquire listings from nation-wide Vacation Rental Management Agencies (ex: Evolve, Sonder, Vacasa, Turnkey) who have weaned themselves off the Big 4, alongside the hundreds of locally-based property managers nationwide that have their own off-platform booking and advertising pages. Avenu STR reviews search engine results 5 pages deep with different keywords/destination combinations to find organic STR inventory which allows us to go above and beyond our competitors.

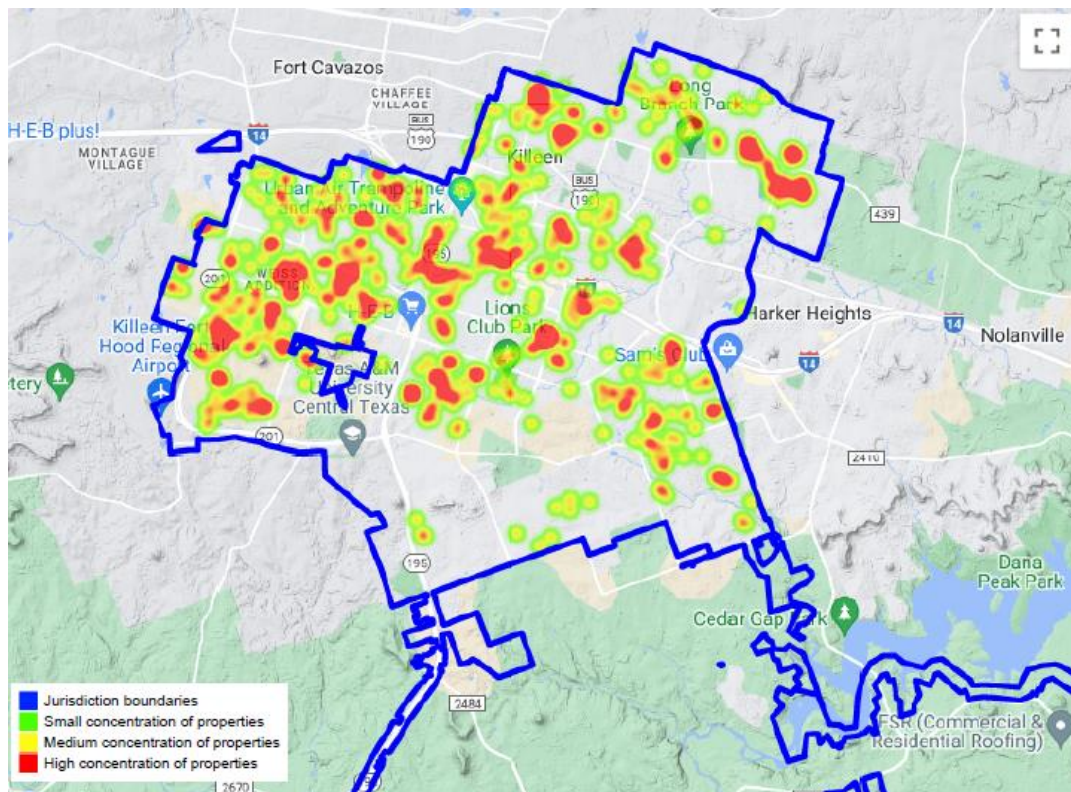
Avenu STR executes listing data collection four times per week, once in each of the four-time intervals: 1) Weekday, 2) Weeknight, 3) Weekend-day, and 4) Weekend-night. By staggering data collection, we acquire “vampire” listings that become active at night and removed during the day to avoid detection. This is another example of how Avenu’s proposed solution rises above competitors to truly collect all listing that are active on STR websites. With our years of expertise, we are solving STR monitoring problems many of our customers didn’t know they had! Avenu’s STR solution covers 80 different websites shown in Figure 3.

Figure 3 - Avenu's STR Solution cover 80 different sites



Using a shapefile of City's boundaries, Figure 4 is an inventory of STRs from 80 different websites. The inventory for local popular websites includes what our analysts dug up after deep analysis of online websites for organic, original inventory. They include:

Figure 4 - Short-Term Rental Heatmap for [CUSTOMER NAME]



4.4.2 STR ANALYTICS AND DASHBOARD

Avenu STR understands the power of Dashboards and a summary of information that is useful when determining the effectiveness of a STR compliance program. We offer several different property and data source analytics and revenue and occupancy statistics based on the data collected. Below depicts a small sample from a menu of options to choose from.

If the City is looking for certain analytics, let us know and we will be more than happy to discuss. Figure 5 shows the overview, and Figure 6 shows a sample chart from our dashboard related to Property Type, Room Type, Bedrooms, Nightly Rate, and Occupancy Percentage.

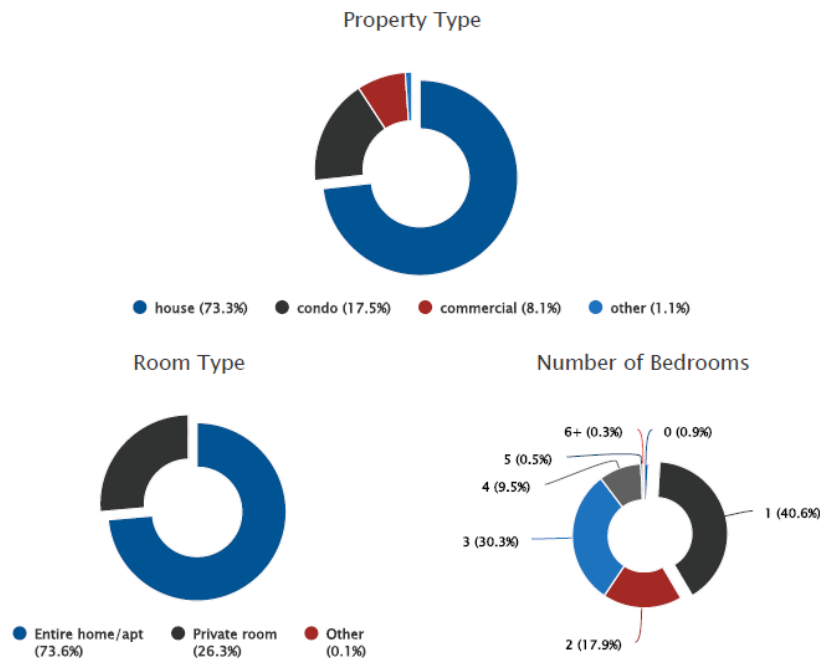
Figure 5 - STR Overview for Killeen, TX

829	STR active and intermittent listings
355	STR listings added in the past 30 days
358	STR listings added in the past 90 days
362	STR listings added in the past 365 days
608	entire home STR listings
221	shared home STR listings
\$23,282,024	estimated gross revenue per year
\$1,629,741	estimated lodging taxes due per year (7%)

The overview below is an estimate and could include duplicate listings. Avenu's experts estimate there are between 400 and 800 STRs.

4.4.3 RENTAL STATISTICS

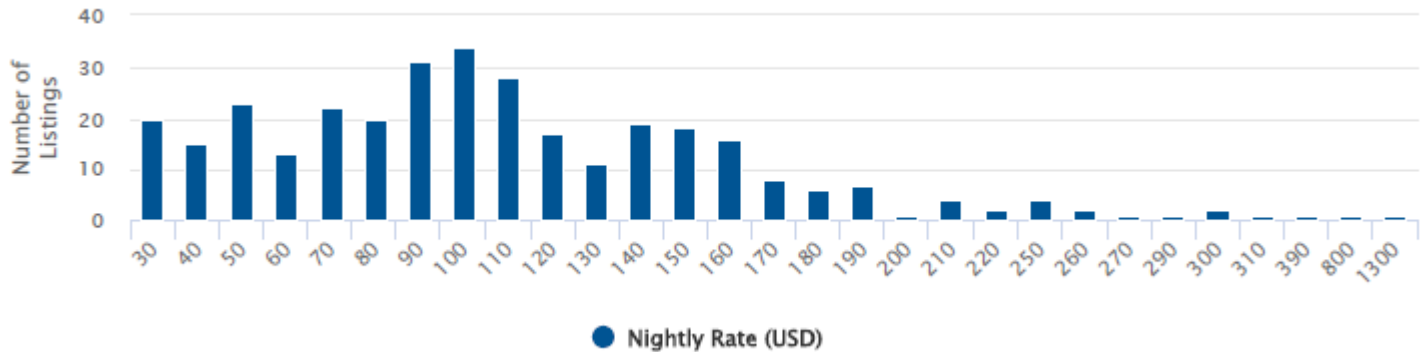
Figure 6 - Rental Statistics by Property Type



4.4.4 NIGHTLY RATES

Figure 7 depicts a histogram of the average nightly rates within the City, which reveals an average nightly rate of \$109.91 for STRs in the City of Killeen.

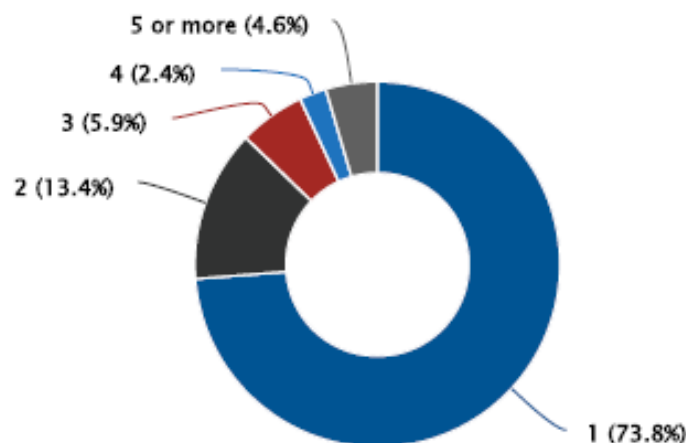
Figure 7 - Nightly Rate Histogram (\$109.91 average)



4.4.5 NUMBER OF PROPERTIES BY OPERATOR

Figure 8 below is a histogram demonstrating the number of properties by operator. When single-property operators are 75% or less, that generally trends towards a real estate speculator-rich environment. Here, we can see that for the City of Killeen, 73.8% of properties have only one (1) operator.

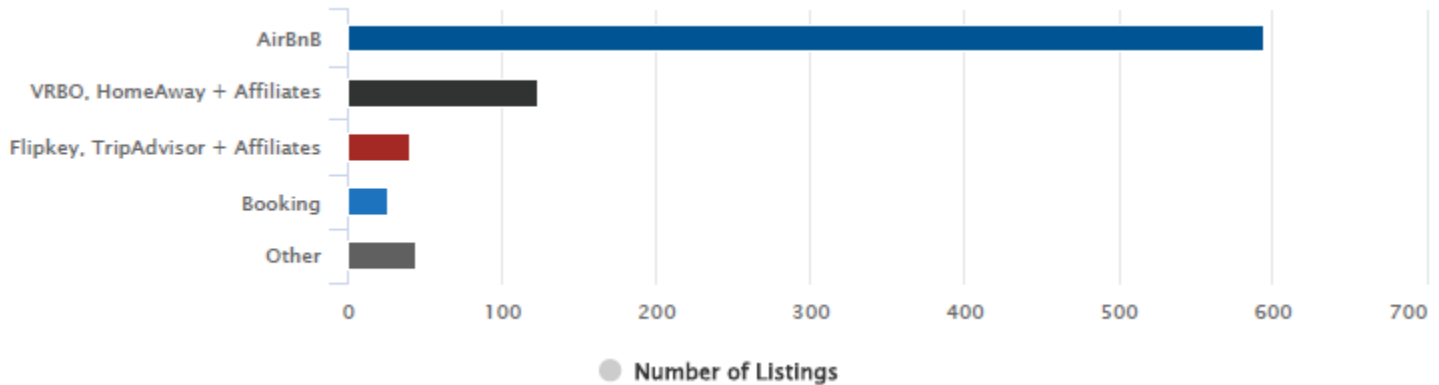
Figure 8 - Shows the number of properties by operator



4.4.6 CITY OF KILLEEN INVENTORY BY DATA SOURCE

Figure 9 below shows the City's STR inventory by data source, with a total of approximately 829 STR listings. As you can see below, the majority of the City's listings are on AirBnB, with nearly 600 of the 829 listed being on the site.

Figure 9 - Inventory by Data Source



4.4.7 ADDRESS IDENTIFICATION

4.4.7.1 DE-DUPLICATION

Many listings posted online are duplicates of one another. Without de-duplication of listings, several issues arise including:

- ▶ Unable to accurately assess estimated sales and taxes owed to the City
- ▶ Unable to verify that the correct permit is being used for the specific advertised rental unit


















Avenu's proposed STR solution has developed proprietary matching technology coupled with human analyst verification to mitigate this issue. Our STR software first deploys its matching technology that deciphers duplicates through metadata found in a listing including but not limited to business license numbers, locations and listing photos. A sample of a de-duplication Comparison View is shown in Figure 10.

Anything not caught by the system will automatically have a secondary review by human analysts who categorize them in the following manner:

1. Rent out the exact same house/condo
2. Rent out different bedrooms in the same house/condo
3. Rent out different condo/houses

Our solution leverages advanced techniques based on Artificial Intelligence algorithms to detect duplicates and enhance identification capabilities.

Figure 10 - Sample Comparison View of De-Duplication

Comparison View										
Listing ID	a_16664863 (1) Unverified, Inactive	a_18369397 (8) Addr/Operator/Same Owner Known, Zombie	v_1075376 (8) Addr/Operator/Same Owner Known, Active	a_19583448 (10) Duplicate, Inactive	a_20151840 (1) Unverified, Inactive	a_40397331 (6) Addr/Owner Known, Intermittent	a_41696073 (5) Address Identified, Active	a_43623524 (1) Unverified, Active	v_1525912 (8) Addr/Operator/Same Owner Known, Active	v_5295838a (6) Addr/Owner Known, Active
Webpage	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]	[Webpage]
Title	Cozy Townhome, walking distance to the beach	Entire Private Guest House Walk to the beach	Private Guest House Walk to Ocean	Apartment Yacht Club for 4 persons	The Villa - Charming near the beach!!	Unique 75+ Art Gallery Beach House Walk to Ocean	Mixed Use Event Space / Vacation Rental Art House	Event Space, Reception, Corporate & Retreats Venue	Luxury coastal style home minutes from the beach	UNIQUE ART HOUSE FORT LAUDERDALE BEACH STEP FROM GALLERIA LAS OLAS WALK TO OCEAN
Room size	1 BR 1BA	2 BR 2BA	2 BR 2BA	2 BR 1BA	1 BR 1BA	4 BR 2BA	8 BR 5BA	8 BR 5BA	4 BR 3BA	4 BR 2BA
Address	2531 Northeast 8th Street [Google Maps]	735 Intracoastal Dr [Google Maps]	735 Intracoastal Dr [Google Maps]	735 Intracoastal Dr [Google Maps]	712 Intracoastal Drive [Google Maps]	2600 NE 9 STREET [Google Maps]	820 NE 26th Ave [Google Maps]	[Google Maps]	720 NE 26 AVE [Google Maps]	2600 NE 9th St [Google Maps]
Photos: kitchen [+/-]										
Photos: bedroom [+/-]										
Photos: bathroom [+/-]										

De-duplication of listings is important to verify that the correct permit is being used for each advertised rental unit and to accurately assess estimated sales and taxes owing by summing reviews on each STR website.

4.4.7.2 IDENTIFICATION WORKFLOW - HOUSES

After collecting all the raw data and putting it through our various proprietary systems and processes, Avenu's proposed Avenu STR solution has a team of experienced analysts, who are **personally trained by Senior Analysts with over 15 years of combined identification experience**, to conduct full identifications that provides the City with a court-defensible case history evidence report for each listing. Avenu's trained analysts use dozens of different public record sources to establish first/last name, business name, and exact address of the STR operator. Our proprietary toolbox includes:

- ▶ Matching up host information on social media or any other public website
- ▶ Using public records to search phone number, business name, person name, property address
- ▶ Use mapping and property data to identify the property put for rent and homeowner

The Avenu proposed solution's unmatched effectiveness is based on two key points:

- ▶ High data collection frequency allows for close STR monitoring, accurate calendar and bookings data, and prevents "vampire" STRs
- ▶ At least 2 supporting evidence screenshots have to overlap for a correct identification

If an Analyst cannot successfully identify the STR, she will escalate it to our Senior Analysts who then complete the identification relying on their expertise. Our progress bar of identification is front and center in the Dashboard report, showing you how we're working hard every day to identify rentals to get you to 100% compliance. Our solution leads the industry by **providing at least two pieces of supporting evidence for every single non-compliant STR operator identified**. Other competitors make you jump through hoops and wait for the crucial evidence required in the event of a dispute. For example, consider the evidence in a

typical case showing five pieces of supporting evidence in Figure 12:

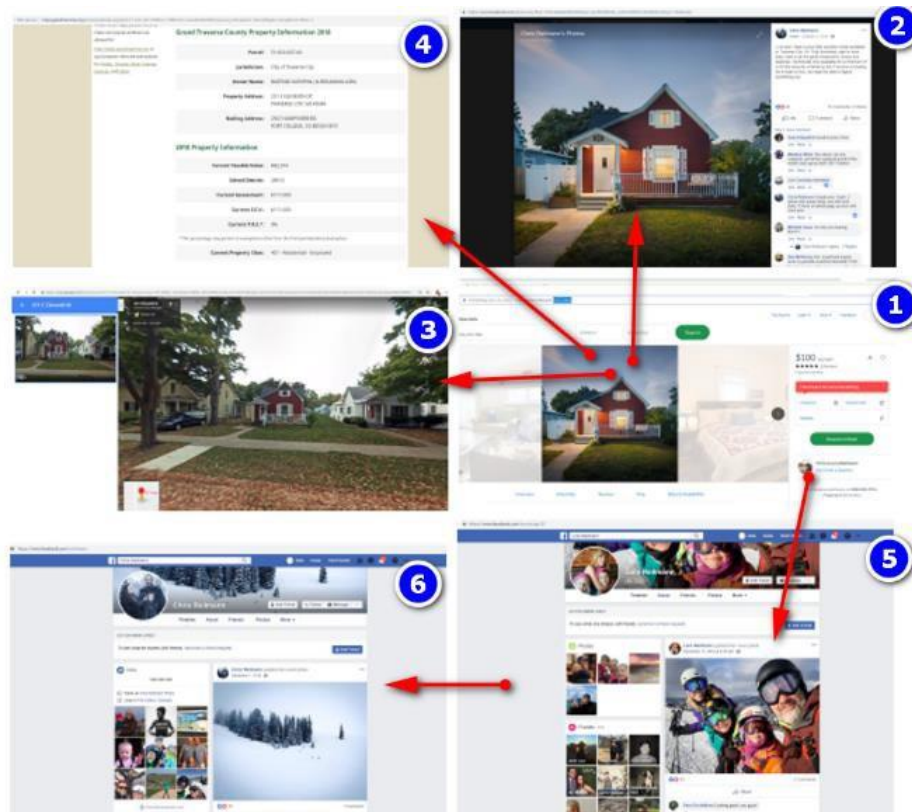


Figure 11 - Sample of Supporting Evidence Provided

1. VRBO listing of the STR with the external view of the house
2. Matching photo on Facebook page of same STR
3. Google Street View of same STR
4. The County Appraiser Record showing ownership, exact address, sale data, square footage and more. Our competitors typically do not provide this screenshot and thus your staff will need to do it themselves
5. The profile photo from VRBO matches the photo on the host's Facebook page
6. The host's spouse has a similar picture on her Facebook page.

4.4.7.3 IDENTIFICATION WORKFLOW – CONDOS

Avenu STR has monitored over 120,000 STR listings for both rural and high-density urban customers. The City has both types of land use where STRs operate. Condo units are generally more challenging, due to the inability of Street View technology to sleuth the units. However, Avenu's trained, non-crowdsourced analysts leverage many other data sources, such as real estate listings, other listings posted on the manager's own booking website outside of the STR platform, and long-term apartment rental listings.

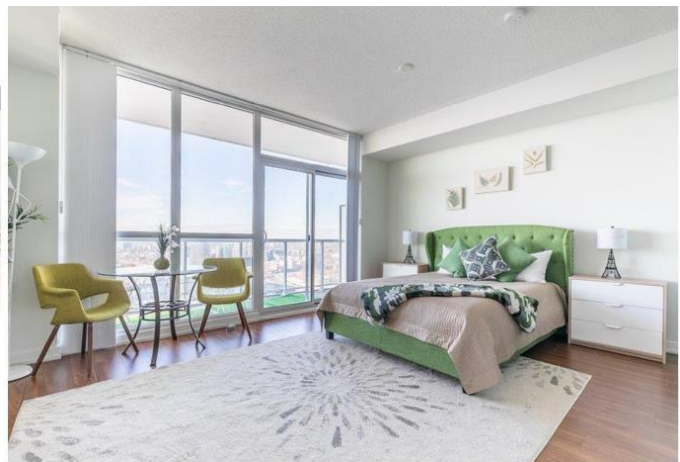
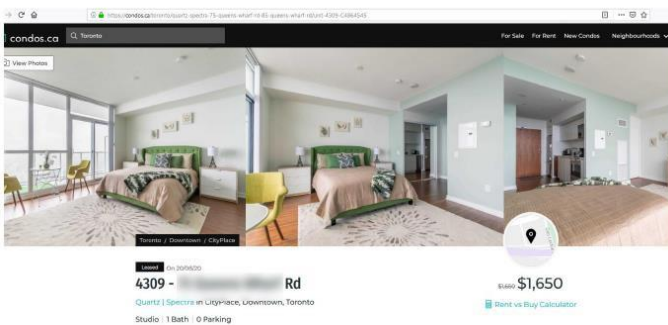
In Figure 12 below, Avenu's STR solution also leverages interior and exterior views of the unit to look at the floor and the angle of the view to compare other known unit numbers, views, and perspectives.

Figure 12 - Avenu's AI auto-determined this unit is on the 24th floor. By using the horizon line, the trained AI can approximate the altitude of the unit and divide by 10' per floor



In Figure 13 below, Avenu determined the left-hand photo from AirBnB that the interior of this unit matches the interior decorations as shown on the sale of this 43rd floor listing, located on Condos.com.

Figure 13 - Interior comparisons



4.4.7.4 CASE HISTORY – EVIDENCE

Figure 15 provides a Case History report with links for the listing and the operator respectively. The case history contains the following features:

- ▶ 17 Unique Sections including 67 data points assisting the City to determine tax and code compliance
- ▶ Access to all extracted data from original listing including high quality photos and metadata
- ▶ Listing Screenshot that is an exact multi-screen JPG of the live platform listing time-stamped
- ▶ Clear, organized format of all verified data from human analysts including links to the data sources of the supporting evidence
- ▶ Easy access to license and compliance information at the top of your screen
- ▶ Ability to add compliance notes tools that are automatically attached to the case history when working on a specific case, including when a customer phones in to agree/dispute letters
- ▶ Edit Mode allowing City staff to enter any additional information as necessary
- ▶ Print to PDF function that is fully customizable by section

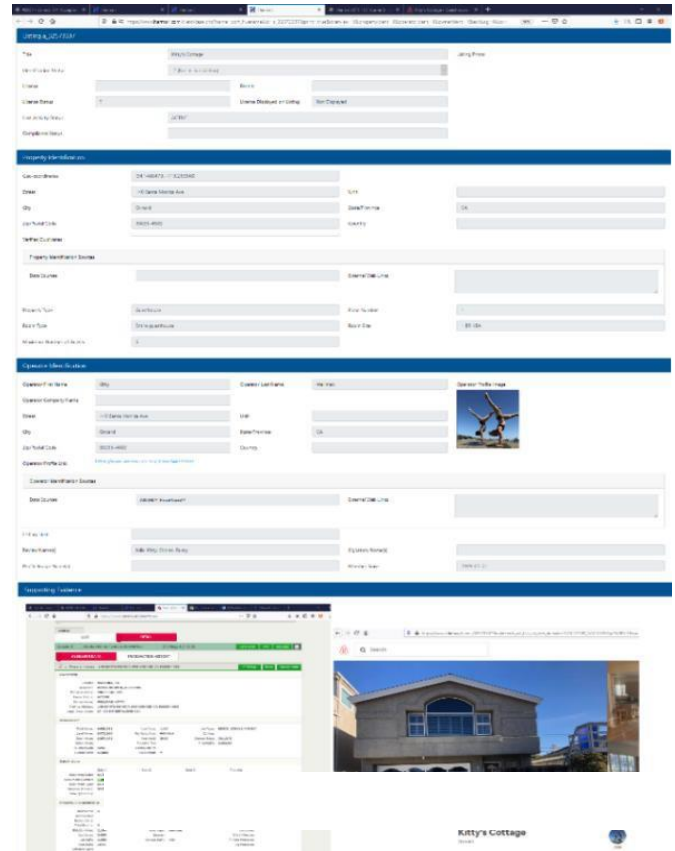
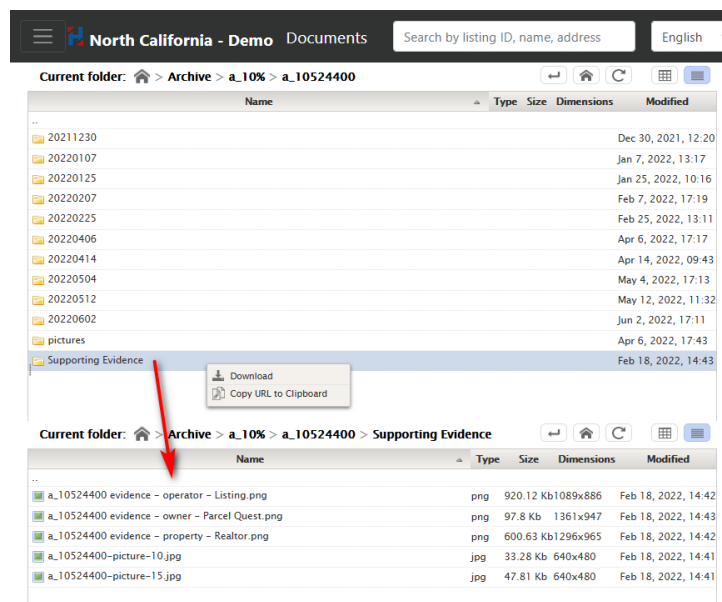


Figure 14 - Case History Report Example

4.4.7.5 WEB PORTAL ARCHIVE

The Web Portal – Sample Views are shown in Figure 15. The Avenu Team's proposed solution allows easy access to supporting evidence, Listing Archive Folder, and Export to PDF.

Figure 15 - Easy Access to Supporting Evidence

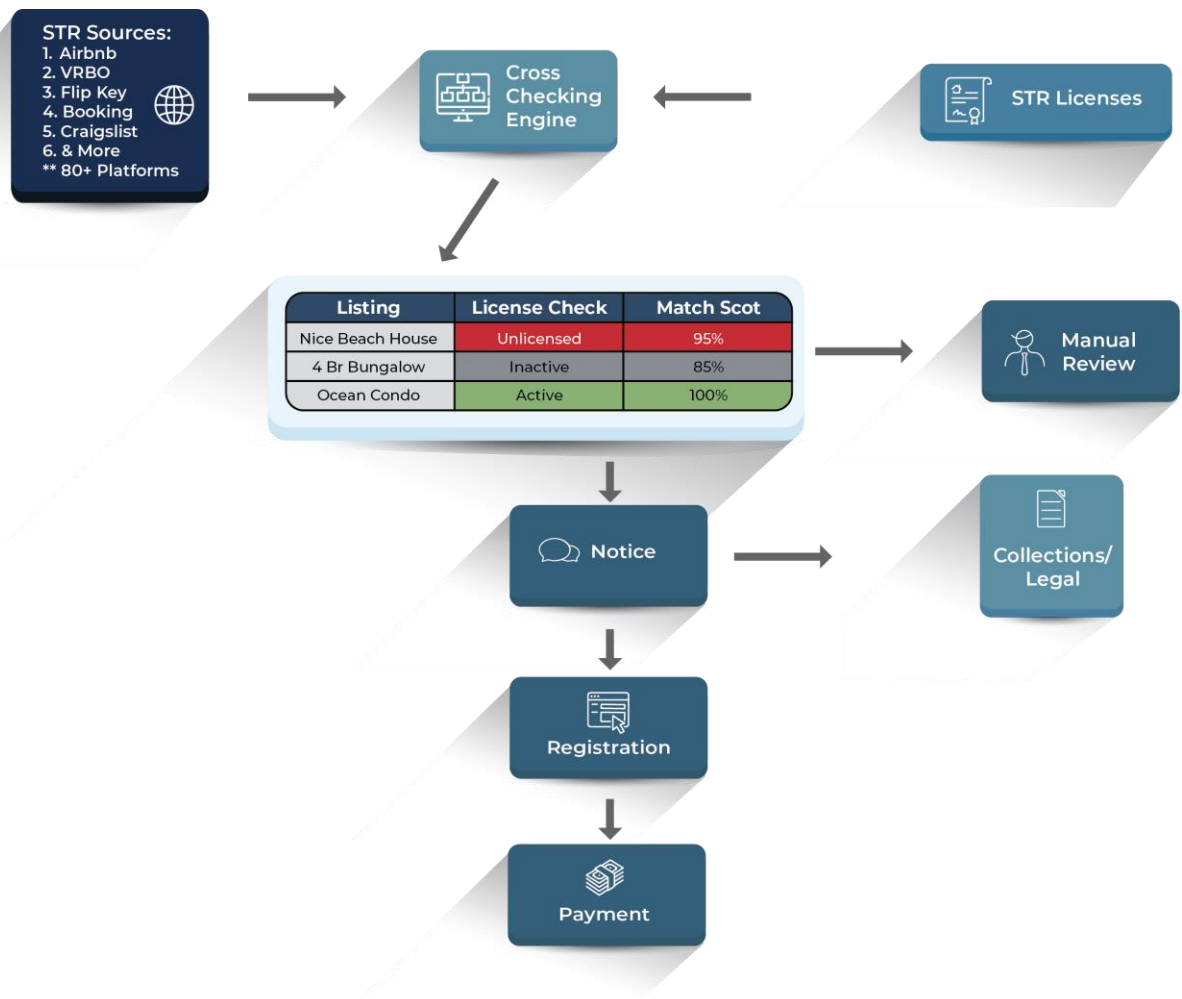


4.4.7.6 STR COMPLIANCE AND ENFORCEMENT

Figure 16 on the following page is a sample Licensing Workflow, which includes a cross-check of all STR data sources, against the business license and STR permit database and produces a report. Active-licensed listings won't be reported to you, they will simply be filtered out to not waste your time. Unlicensed and Inactive Licensees will be sorted by priority score and reviewed by our trained analysts if required.

Once the review is completed, the Notice letters can be auto generated by our software. Once the STR operator receives the notice letter, she can then go through the registration process and become compliant. The new licensee will then be fed back into the database for next month's cross-checking report and will no longer be sent any Notice letters.

Figure 16 - Licensing Workflow



4.4.7.7 COMPLIANCE AND OUTREACH

As presented in the above sections, Avenu's proposed solution's capabilities will allow us to identify STR operators and exact addresses. With this data, we will contact and communicate with the unregistered short-term rentals to elicit registration and compliance with municipal code.

Avenu's collective experience regarding STR operator outreach is that STR non-compliance notice is best served on plain black/white letter, with personalization directed on the letterhead within a #10 envelope, and only the STR address is listed in the inquiry. Once the STR operator engages in a dialogue with the agency disputing the letter, then that is the point where supporting evidence can be cited. All can be found readily available on the web portal.

The phone outreach can coincide with the letters or can be in sequence with a delay between round #1 and round #2 of 30 days to allow citizens to become compliant, and for City staff to complete their paperwork. Avenu/Customer will be responsible for mailouts and STR operator outreach regarding unregistered STRs. The STR operator will likely respond in the following manner:

In all these situations, our trained outreach staff will have Avenu's proposed STR reports with all supporting evidence at their fingertips.

1. Skepticism that our company truly represents the City and not to disclose any information
2. They are only renting out long term either listed 31+ minimum nights in the ad, or denial saying they have a long-term tenant or relative occupying the property
3. Denial of operating an STR or alternatively "I am just the cleaning lady, I'm not the boss"
4. Having personal guests over or personal use of the property that didn't pay to stay at the STR
5. Was not aware they were doing anything wrong

Some examples of the evidence that can be leveraged for compliance include:

- ▶ In situations (1 and 5) it is very easy to refer to existing City ordinances and laws related to STRs.
- ▶ In situation (2), the columns "Shortest Stay Duration" and "Shortest Stay Dates" can be presented to the STR operator as possible proof of a stay that is below the exemption threshold of 31 nights. For example, Shortest Stay Duration=2 and Dates 2018-12-14 to 2018-12-16 (Friday to Sunday) may indicate that the STR operator rented the unit for a weekend
- ▶ In situation (3), the name was obtained from reliable sources mentioned earlier through data triangulation between public record, the STR listing itself, and social media.
- ▶ In situation (4), the indication of reviews left by different travelers (of different countries and ethnicities) will prove that the guests are not friends or family but in fact stayed and paid for it through the STR platform.

Figure 17 presents an auto-generated mail merged letter, and activities questionnaire with pre-populated listing ID #s to assist with addressing the compliance gap. Listings with Identification status "Owner/Address Match" will go to owner/operators, and Identification status "Operator/Address Match" will go to property management agencies and the language of the letter can be adjusted for each.

CITY OF VENTURA

July 8, 2019

Santa Barbara, CA 93105-3715

RE: Short Term Rental listing at 1575 Spinnaker Dr

Dear Property Owner,

We are happy to learn you are conducting business within the City of Ventura! We are reaching out to get you set up in Ventura's Short-Term Vacation Rental (STVR) program, which is required for property rental of under 30 days.

A recent review of information available to the City indicates you may be providing a rental at a Ventura location. We do not see proper registration for a City STVR Permit or the collection of City Transient Occupancy Tax (TOT). Under City of Ventura code, anyone who rents out their property to provide short-term lodging is responsible for collecting and remitting taxes on those occupancy services. This includes lodging arranged through online sources.

Because some homeowners may not be aware of their tax obligations regarding these services, the City is offering an opportunity to comply with past-due occupancy tax obligations without incurring penalties. To take advantage of this opportunity, complete the enclosed application packet and getting it to our office within 30 days of the date of this letter. You may also find it online at: cityofventura.ca.gov/STVR

Please contact the Business Tax Office directly in person, by email or by phone as soon as possible and begin contact with us. We would like to help you avoid any penalties and make this a quick process. We are happy to help you understand and answer any questions you have while filling out the forms.

Failure to respond to this request may result in additional enforcement actions, including Administrative Citations by Code Enforcement.

Thank you for your prompt attention to this matter.

Sincerely,

Business Tax Office

501 Pui Street, Room 107 • Ventura, California 93002
(805) 658-4715 • Fax (805) 653-0634
www.cityofventura.ca.gov/STVR
BL@cityofventura.ca.gov

CITY OF VENTURA

Activities Questionnaire

Name: _____ Case ID: a_13391555

1. Are you currently registered to remit Short Term Vacation Rental Occupancy Taxes?

☐ Yes – Provide Account Number: _____
☐ No – Continue with questionnaire

2. If you currently have an agreement with Online Home Sharing Broker(s), please indicate the name(s) of the broker(s) in the space below.

3. Address of property/properties used to provide Short Term Vacation Rental occupancy services in Ventura

Website	Listing #	Address	City	Zip

4. Please complete the number of days each property listed above was used to provide Short Term Vacation Rental occupancy services each year:

2016	2017	2018	2019

5. Income Received from Short Term Vacation Rental occupancy services each year:

2016	2017	2018	2019

(If additional space is needed please attach additional sheets)

6. Will the property/properties continue to be used for providing hotel occupancy services in the future?

☐ Yes
☐ No

Signature: _____ Date: _____ Telephone: _____

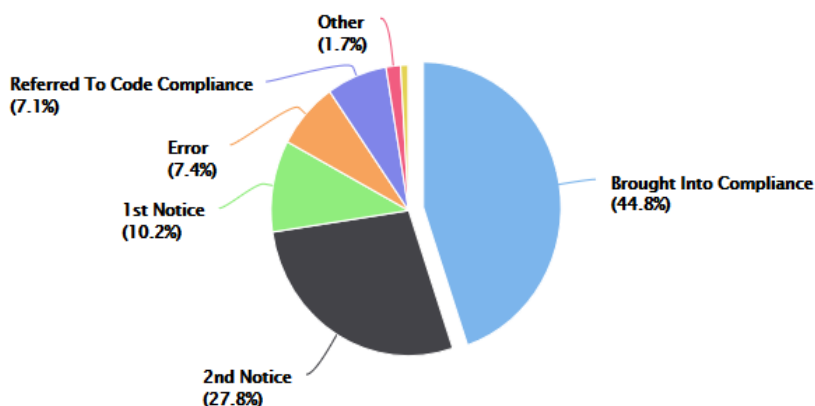
501 Pui Street, Room 107 • Ventura, California 93002
(805) 658-4715 • Fax (805) 653-0634
www.cityofventura.ca.gov/STVR
BL@cityofventura.ca.gov

Figure 17 - Auto-Generated Mail Merged Letter

Avenu's proposed STR solution will accept monthly uploads of STR operators that are filing Lodging Tax and/or permit and/or business license data, to measure which STR operators are now in compliance and who has not.

Figure 18 - Sample results for phone and letter-based outreach

Figure 19 presents example results for outreach and the positive outcomes obtained by bringing new and unregistered STR operators into compliance. As mentioned above, Avenu's proposed solution provides the capability to make the initial contact to educate the STR operator of their obligations and proceeds to actively working to collect. We will **support both English and Spanish** to simplify the phone outreach process.



Avenu's proposed solution is backed by 30 compliance analysts on staff who have experience with the above workflow, with educating customers, and gaining compliance numbers as shown above. Avenu will assist the City with various tasks, including:

- ▶ Lookups on STR ads on specific addresses that don't show up in our reports
- ▶ Investigate disputes to obtain the supporting evidence required by the City

- ▶ Update case history records when STR operators provide completed forms and licenses to the City to avoid future letters
- ▶ Correct returned mail that City staff receives, in the rare occasion of an error

Once the STR operator is in the STR system, automated reminders are sent out each month encouraging a timely remittance of lodging tax. Furthermore, customer service phone numbers are provided for STR operators to first contact Avenu before contacting the City for support, which **saves you dozens of hours of time on the phone assisting citizens**. Reminder emails are also sent regarding renewal of their permits.

4.4.7.8 COMPLIANCE ANALYTICS

Avenu's STR web portal also has add-on offerings to enhance the compliance effort.

- ▶ Calendar booking analytics which track when bookings are made on the STR operator's booking calendar. Example in Figure 20 shows statistics on average stay frequency and stay duration. Beside the Revenues module of each Case History, a user can pick a specific Calendar Download Date to download a CSV file containing discrete check-in, and check-out dates that were **not available** to a guest at the time the calendar was checked. **Note:** calendar blocked dates do not guarantee a revenue-generating stay occurred.
- ▶ Timestamped JPGs (Figure 20) which are web-browser rendered (WYSIWIG) format snapshots of what the STR listings looked like live on the platform. This is very useful for fly-by-night listings that only pop up for short periods of time, accept a booking and then shut down.
- ▶ Edit Log records, which enumerates how all information changes, when it changes (date/time, field, old value, new value). This is useful for code compliance cases when the number of bedrooms or maximum guests listed exceeds what is allowed per ordinance.
- ▶ Quickly and easily add compliance notes for people who call in and agree, dispute, or have questions on the letters they receive (Figure 21). Notes entered keep us updated on your activities to suppress those leads for next month, so that you don't get the same leads every month. This maximizes the efficiency of going through the data.

Calendar Bookings Analytics

Figure 19 - Booking and Reviews Data Including Average Stay Length and Stay Frequency

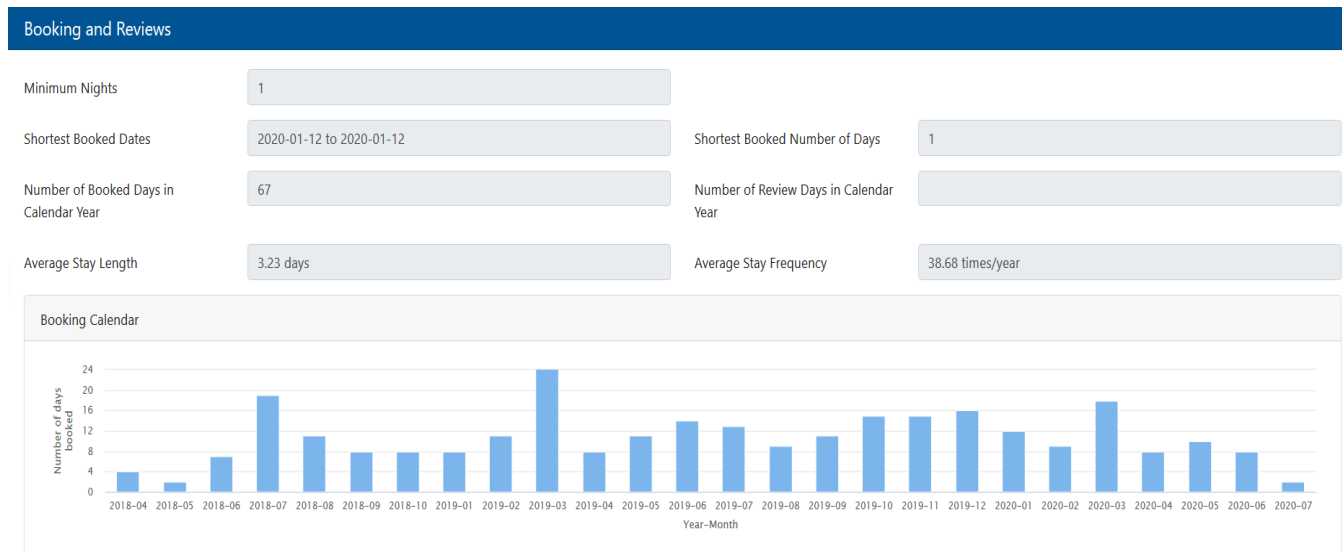
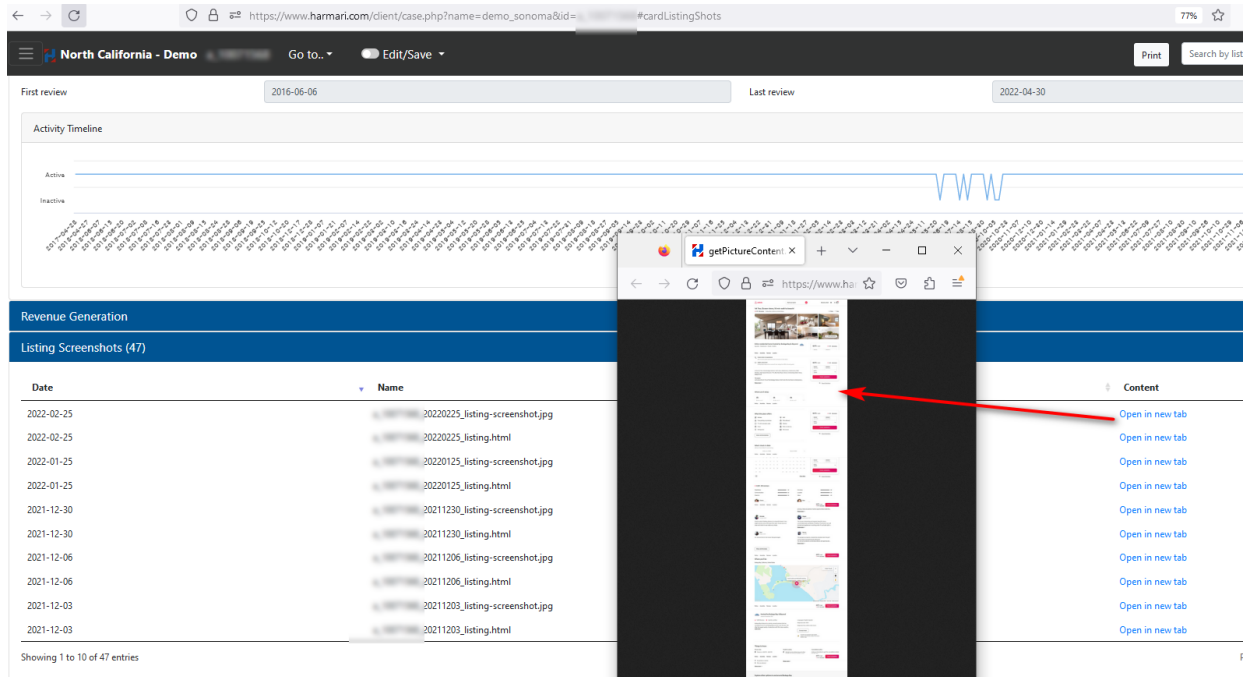
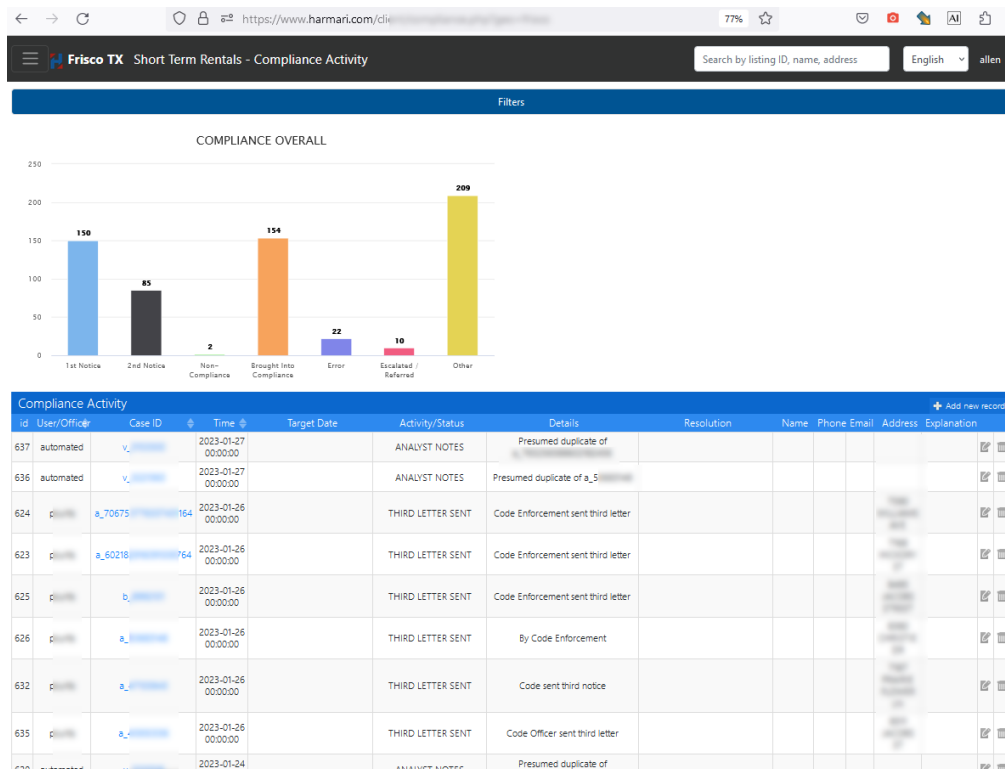


Figure 20 - Time Stamped JPG



Compliance Notes Tracking

Figure 21 - Track Compliance Notes, Disputes and Activity



Avenu's system is capable of integrating with 3rd party software through different methods manually and/or automated. Our automated integration process involves an API setup that establishes connection to your database to push and pull data at a set frequency.

Our manual integration method includes an export/import process of XML, CSV and XLSX files. This method allows staff to export data in a set format from the source system and import that said data into the destination system assuming data field mappings have been established and completed.

4.4.8 SAMPLE REPORTS

Avenu fully understands the importance of a simple, easy to use, and intuitive way to run reports. Avenu's proposed solutions' interface has been designed following two main principles:

- ▶ Be as simple as possible while covering all the needs of the user.
 - We have iterated with users until finding the optimum design implemented in the current version of the Avenu STR solution.
- ▶ Be as intuitive as possible, so that the learning curve can be accomplished in few hours. None of the City's employees will require more than 2 hours to become familiar with the tool and to leverage its potential.

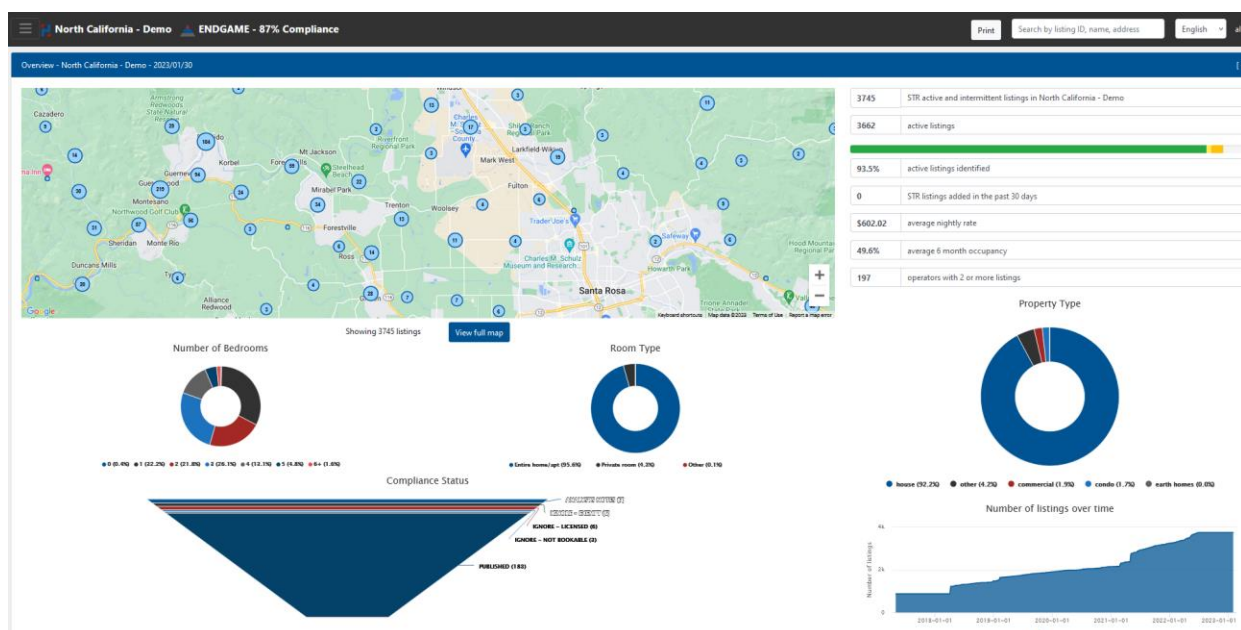
Easy navigation from start to information:

- ▶ Minimum number of clicks required to get to Case History
- ▶ Mobile-friendly interface
- ▶ Edit Mode – perfect for field work by Code Compliance

4.4.8.1 DASHBOARD, MOBILE READY AND SEARCHING

Shown below is the Web Portal – Sample View (Figure 22) of Avenu Team's proposed solution which has a three-Line Corner Menu to access all modules, Bubble Map showing STR density, and Charts for compliance and analytics

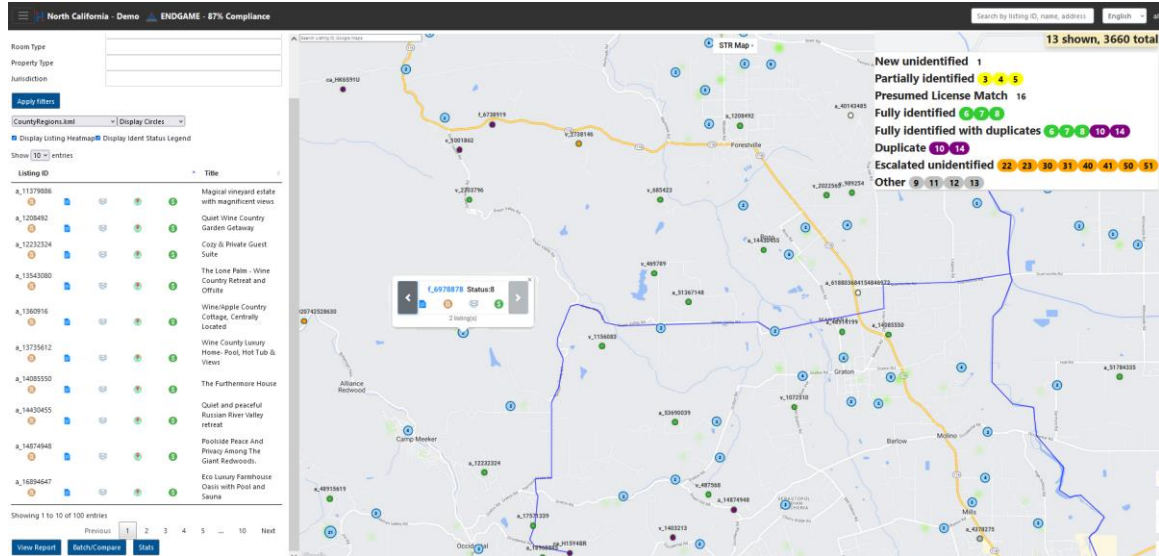
Figure 22 - Sample Web Portal View



Identification Progress Bar on the right shows you progress being made (including escalations) in real-time by our STR Analysts who are working through daily listings to determine if it's a new property to the data set or an additional listing for an established permit.

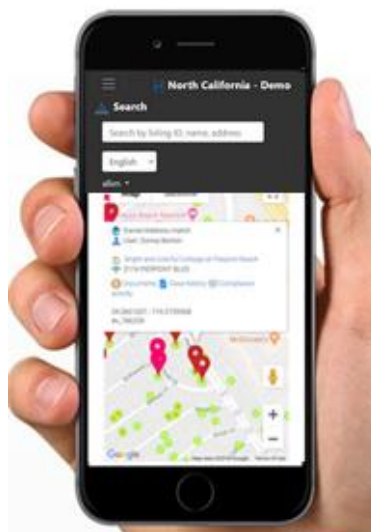
Shows a Map-based navigation which shows the Identification Status in the legend, and list-results as if you're using Google Maps!

Figure 23 – Map based navigation with legend for Identification Status



Our proposed solution is mobile ready with a web portal can be accessed from desktop PC's Macs, mobile, or tablet and will adapt to the screen size of each, as shown in Figure 24.

Figure 24 - Mobile Ready



Avenu's proposed solution allows for search by address, owner name, operator name, parcel number, permit number, URL, Listing ID (see Figure 25) and results are grouped.

Figure 25 - Variety of Search Options Available

Listing matches for: bodega

Person/Company name (100) Listing title (100) Person/Company address (13)
 Listing address (92) Owner/Operator name (100) Owner/Operator address (12)

Rank	Listing ID	Title	Address	Links
1	v_105 6	Bodega Bay- easy access view home in Bodega Harbor South	over	
2	v_659	Romantic-180° Water Views Pt. Reyes-Bodega Bay, Spa-FP-Quiet-Wildlife-Beach-Golf	heron	
3	b_504	Bodega Bay Inn	re	
4	b_525	Bodega Coast Inn and Suites	east	
5	f_920	Bright Bodega Bay House rental with Deck	bodega	
6	a_324 8	Quiet & Tranquil Seaside Bodega Bay Retreat	anz d	
7	f_884	Adorable Bodega Bay vacation House with Housekeeping Included	rd Ct	
8	f_884	Cozy House in Bodega Bay with Deck, sleeps 9	ing Ct	
9	b_430 3	Bodega Harbor Inn	bodega	
10	v_655 z	Wonderful Views of Dillon Beach and Bodega Bay	seana	

Showing 1 to 10 of 100 entries Previous 1 2 3 4 5 ... 10 Next

[Batch/Compare](#)

4.4.8.2ON-DEMAND EXPORT REPORTS

Rather than requesting a monthly report, Avenu's STR solution makes the process of getting a report as simple as possible. You can request any of our seven different reports with six different filters (see Figure 26). With a few clicks you have direct access to exactly what you need. We can even schedule weekly or monthly emails with progress reports attached.

Figure 26 - On Demand Reports

Frisco TX On Demand Reports Search by listing ID, name, address English

Fill out these fields, submit, and report(s) will be emailed when ready. Please be patient. Once started, report(s) will be delivered regardless of browser navigation.

[Mail Merge](#)

Email *

Report Type *

 Full details of the listings, owner, operator, occupancy, tax, important dates, and other metadata (74 columns)

Filter *

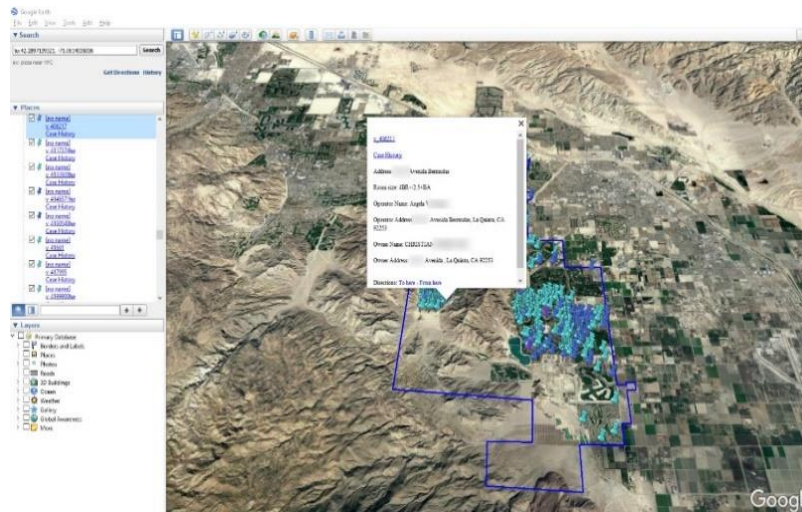
 Listings within the jurisdiction boundaries based on shapefile (includes active, intermittent, or zombie)

[Submit](#)

On-Demand Export Report templates include:

- ▶ Full Report with 87 columns of data
- ▶ Master Report of 16 columns for the public / Council meetings
- ▶ Mailout Report of 26 columns for sending letters
- ▶ Violations Report as mentioned below
- ▶ GIS export compatible format shown in Figure 27

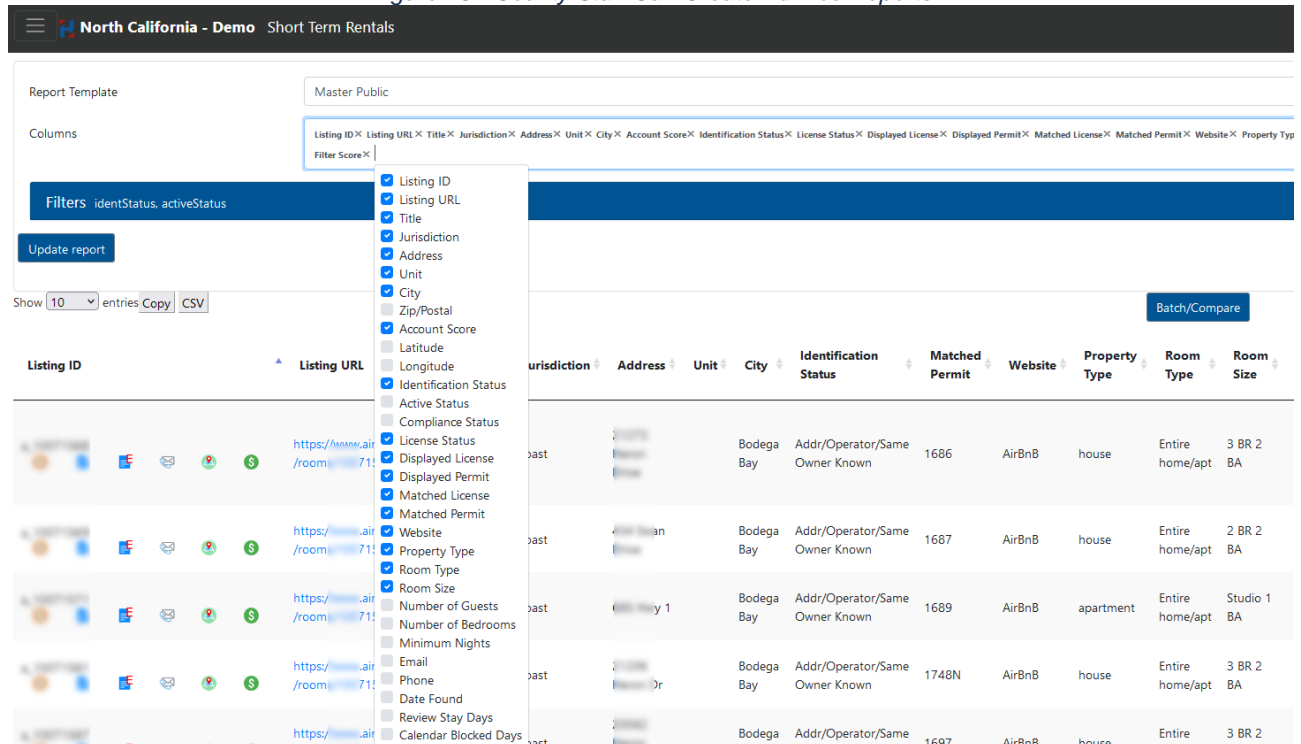
Figure 27 – GIS Export-Compatible Format



4.4.8.3ON-DEMAND VIEW REPORTS

City staff may generate their own ad-hoc reports with 25+ columns available, using 15+ different filters as shown in Figure 28

Figure 28 - County Staff Can Create Ad-Hoc Reports



4.4.8.4 VIOLATIONS REPORT

Avenu's proposed solution can generate a **Violations Report** which contains any STRs that have the following:

- ▶ Advertised a maximum guest occupancy that exceeds the number allowed based on permit
- ▶ Any upcoming or past stays on the rental's calendar that are fewer than the minimum nights required to be exempt from STR registration (e.g. a less than 30-night stay)
- ▶ Any hotline complaints that resulted in an escalation to Code or Police
- ▶ Any escalated complaints from outreach that have been exhausted by the vendor (e.g. hanging up on call, 2 letters / 2 mailouts without response, disputed evidence)
- ▶ Other data (customizable to your needs)

A screenshot is provided in Figure 29. The report is currently sorted by the greatest number of violations descending, but can be customized based on violation type, severity, and frequency. Should the City require additional violations to be detected, columns can simply be appended to the right of this report.

Figure 29 - Violations Report

Listing ID	Listing Title	Property Address	Unit	City	St	Zip	Signatory Name (s)	Identification	Licensing	Matched Rental Property License	Web-site	Number of Guests	Violation List	Violation Date Range	Compliance Activity	Compliance Activity Date Range	Hotline Complaint	Number of Violations	Violations Score (sorted)
a_53612873	Renovated Luxurious Modern Farmhouse	3650 N Wolff St		Denver	CO	80212	Ryan	Addr/Operator /Same Owner Known	UNLICENSED		website	14	COMPLAINTS - MULTIPLE ISSUES COMPLAINTS - NOISE/PARTIES COMPLAINTS - NOISE/PARTIES	FROM 2021-06-28 TO 2021-06-28			COMPLAINTS - MULTIPLE ISSUES COMPLAINTS -	12	166
b_7756954	2 king beds, Newton, sunroom, and bright kitchen in Denver	4928 N Newton ST		Denver	CO	80221		Addr/Operator /Same Owner Known	Active	***2021-BFN-0007527	website	2	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - MULTIPLE ISSUES	FROM 2021-11-03 TO 2021-11-03	IGNORE - EXEMPT	FROM 2021-11-03 TO 2021-11-03	COMPLAINTS - MULTIPLE ISSUES COMPLAINTS -	8	129
a_48398931	Lohi Luxury Lodge, Heart of Denver	2719 W 32nd AVE		Denver	CO	80211	Jake	Addr/Operator /Same Owner Known	Active	***2021-BFN-0001287	website	4	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - MULTIPLE ISSUES		PUBLISHED	FROM 2021-07-14 TO 2021-07-14	COMPLAINTS NOISE/PARTIES COMPLAINTS -	7	112
a_39791711	High-End Home 2 Miles to Wash Park & Cherry Creek	700 S Fillmore ST		Denver	CO	80209	Evolve	Addr/Operator /Same Owner Known	UNLICENSED		website	6	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - PRIMARY		SUSPECTED NON-COMPLIANCE	FROM 2022-01-13 TO 2022-01-13		7	100
a_52130786	Cheerful 5-bedroom residential home with patio	21340 E 48th Pl	104	Denver	CO	80249	Asbi	Addr/Operator /Same Owner Known	Active	***2021-BFN-0008944	website	10	COMPLAINTS - MULTIPLE ISSUES COMPLAINTS - PRIMARY RESIDENCY					5	72
a_820057125348029302	Beautiful 3 Bedroom Home, Great Denver Location!	1555 S Garfield St	1201	Denver	CO	80210	Daniel	Addr/Operator (Diff Owner Known)	UNLICENSED		website	6	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - PRIMARY		PUBLISHED	FROM 2021-07-14 TO 2021-07-14		5	69
a_12008338	Eco-Friendly Sunnyside Bungalow	4209 N Mariposa ST		Denver	CO	80211	Rob	Addr/Operator /Same Owner Known	Invalid	***2016-BFN-0004195	website	4	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - PRIMARY				COMPLAINTS NOISE/PARTIES COMPLAINTS -	4	52
a_27953051	% OFF Jan: Beautiful Historic Home in Top Location	1437 Columbine St	A	Denver	CO	80206	Joshua	Addr/Operator /Same Owner Known	Active	***2021-BFN-0005019	website	10	COMPLAINTS - PRIMARY RESIDENCY COMPLAINTS - PRIMARY					3	46
a_6284916116	Stunning & spacious 3-bed home -	3459 N Quivas ST		Denver	CO	80211	Mike And	Addr/Operator	Active		website	6	COMPLAINTS - NOISE/PARTIES					4	46

4.4.8.5 INSIGHTS REPORT

Our Insights module dashboard (Figure 30) helps find keywords around themes to assist with compliance. We have grouped those themes below:

- ▶ **COVID-19** – reviews that show vacations cut short due to the restrictions, or listings that now advertise they are “sanitized,” or offer “self-isolation.”
- ▶ **Events** – reviews mentioning they held an event, wedding, or a party at the rental, so Cities know that they require a permit, or enforce quiet hours at night, etc.
- ▶ **Fees/Taxes** – any mention of paying extra charges, or cash that are part of the taxes to be reported can be tracked by tax collectors
- ▶ **Overcrowding** – mention of too many people in a rental, or bunkbeds or rooming house causing safety issues for the neighbourhood
- ▶ **Unclean, Mold, Pests** – health issue for rentals that are run-down and not maintained
- ▶ **Safety** – safety related issues, secondary units (basement units, carriage houses, etc)
- ▶ **Unhosted Rental** – keywords or phrases that help find violations of primary residency. City staff can enter their own custom keywords to gain local specific insights, as shown in Figure 32.

Figure 30 - Insights Module Dashboard

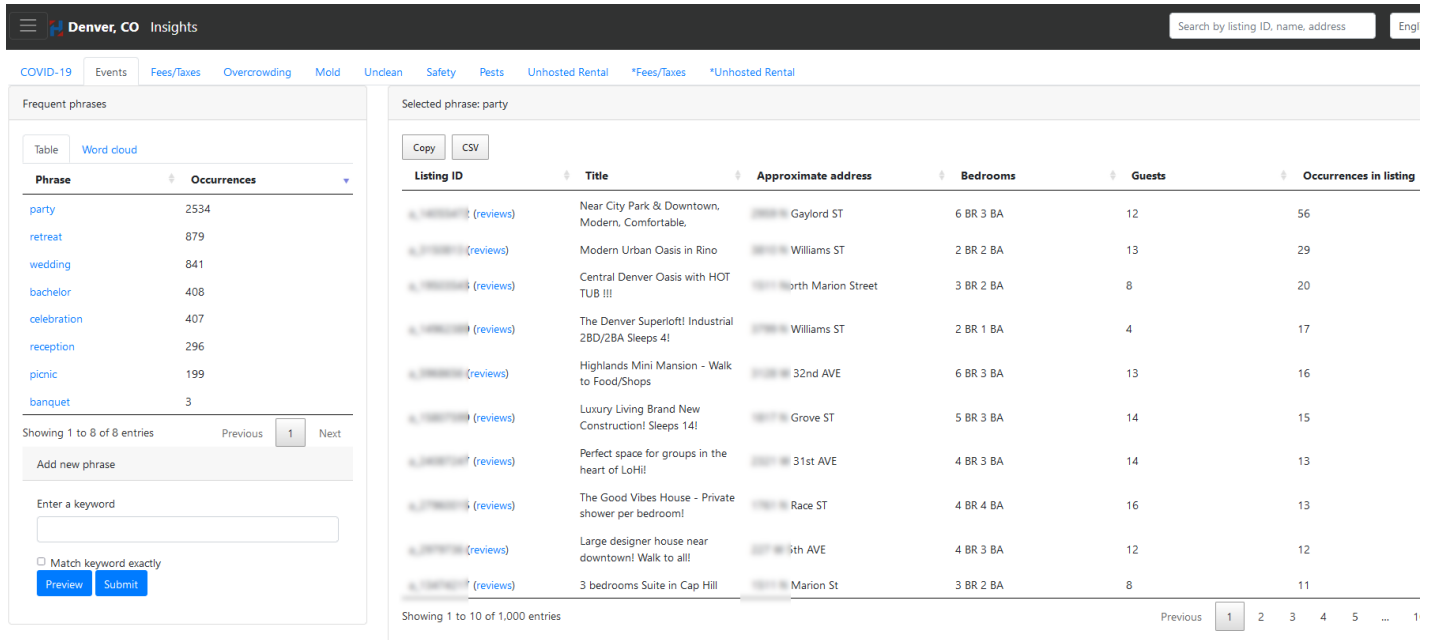
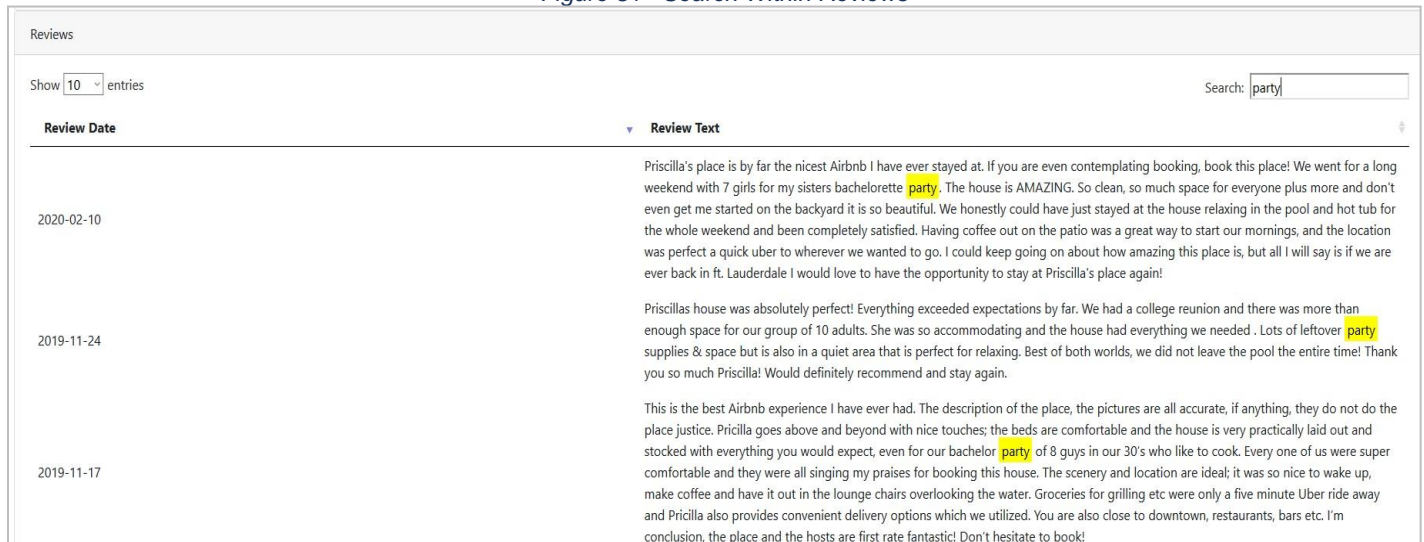


Figure 31 -Search Within Reviews

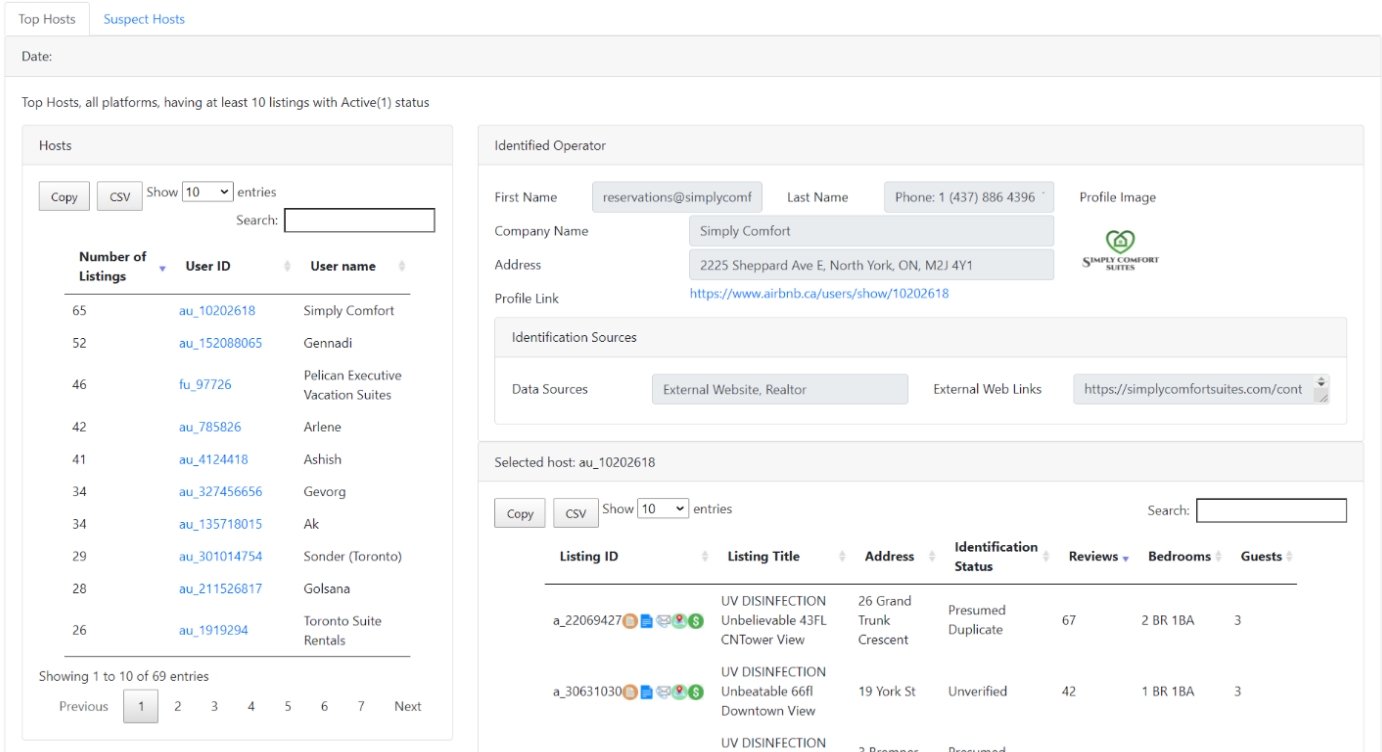


4.4.8.6 TOP HOSTS / SUSPECT HOSTS

For customers with large-short term rental inventory, it makes sense to approach hosts with large multi-listing inventories to make great gains in compliance with reaching a few hosts. Simple steps get to results as in Figure 32:

1. Click the user ID of the host in each platform
2. The Host contact information, web links, mailing address appear in the top right, while the associated listings show up in the lower right panel

Figure 32 - Top Hosts Review



The interface is divided into two main sections: 'Top Hosts' and 'Suspect Hosts'. The 'Top Hosts' section on the left displays a table of hosts with columns for 'Number of Listings', 'User ID', and 'User name'. The 'Suspect Hosts' section on the right provides detailed information for a selected host, including contact details, company information, and a list of their listings.

Top Hosts Table:

Number of Listings	User ID	User name
65	au_10202618	Simply Comfort
52	au_152088065	Gennadi
46	fu_97726	Pelican Executive Vacation Suites
42	au_785826	Arlene
41	au_4124418	Ashish
34	au_327456656	Gevorg
34	au_135718015	Ak
29	au_301014754	Sonder (Toronto)
28	au_211526817	Golsana
26	au_1919294	Toronto Suite Rentals

Identified Operator Details:

- First Name: reservations@simplycomf
- Last Name: Last Name
- Phone: 1 (437) 886 4396
- Company Name: Simply Comfort
- Address: 2225 Sheppard Ave E, North York, ON, M2J 4Y1
- Profile Link: <https://www.airbnb.ca/users/show/10202618>

Selected host: au_10202618

Listings Table:

Listing ID	Listing Title	Address	Identification Status	Reviews	Bedrooms	Guests
a_22069427	UV DISINFECTION Unbelievable 43FL CNTower View	26 Grand Trunk Crescent	Presumed Duplicate	67	2 BR 1BA	3
a_30631030	UV DISINFECTION Unbeatable 66fl Downtown View	19 York St	Unverified	42	1 BR 1BA	3
	UV DISINFECTION	3 Bremner	Presumed			

Suspect Hosts

In the constant cat-and-mouse game between non-compliant hosts and enforcement, it's important to have suspect data scored for risk. Based on years of experience, we have engineered a leading-edge algorithm that combines a few factors to assess risk of fraud (results shown in Figure 33):

1. Client profile photo contains a face or not
2. Variance between profile name(s) and other names detected in listing
3. Displayed license number does not conform to City format and/or invalid or inconsistent with registry
4. Client verification on-platform

Figure 33 - Suspect Hosts Review

Top Hosts Suspicious Operations

Date: 2020-12-15 13:53:15

Factors: "UNVERIFIED IDENTITY": 0 if platform has verified user identity, otherwise 1. "NO FACE": 0 if face found in profile picture, otherwise 1. "NO LICENSE": 0 if license was displayed on listing, otherwise 1. "NUMBER OF NAMES": 0 if all reviews are addressed to host name, the more names that differ the higher the score to a maximum of 1.

Hosts Listings

Copy CSV Show 1,000 entries Search: au_

User Score	User ID	User name	Factors
3.97	au_82885365	Vincenzo	("Unverified Identity": 1.0, "Average Listing Score": 2.97)
3.97	au_109538557	Steve	("Unverified Identity": 1.0, "Average Listing Score": 2.97)
3.97	au_27257989	Patricia	("Unverified Identity": 1.0, "Average Listing Score": 2.97)
3.97	au_10699780	Jonnie, Jack And The 2 Little Ones	("Unverified Identity": 1.0, "Average Listing Score": 2.97)

Hosts Listings

Copy CSV Show 1,000 entries Search: au_103

Listing Score	Listing ID	User ID	Listing Title	Factors
3	a_15914439	au_103_246907	cc's home	("No Face": 1.0, "No License": 1.0, "Number of Names": 0.0, "Unverified Identity": 1.0)
2.97	a_17562533	au_103_420587	Pretty 2BR+2BA -Fashion/Entertainment District	("No Face": 0.0, "No License": 1.0, "Number of Names": 0.97, "Unverified Identity": 1.0)
2.98	a_15997719	au_103_895855	Comfy and Private House In Annex!	("No Face": 0.0, "No License": 1.0, "Number of Names": 0.98, "Unverified Identity": 1.0)
2.97	a_15988502	au_103_895855	Comfy 2-bedroom downtown house!	("No Face": 0.0, "No License": 1.0, "Number of Names": 0.97, "Unverified Identity": 1.0)

Showing 1 to 4 of 4 entries (filtered from 1,000 total entries) Previous 1 Next

4.4.8.7TIME SERIES DATA ANALYSIS

Figure 34 shows an example of a Time Series data query for Average Nightly Rate over a 3-year period, which can be filtered by Property Type, Room Type, etc.

Figure 34 - Time Series Data Query

City of Toronto Short Term Rentals Search by listing ID, name, address English ata

Report Template Rates

Filters

Update report

Copy CSV Show 10 entries Compare

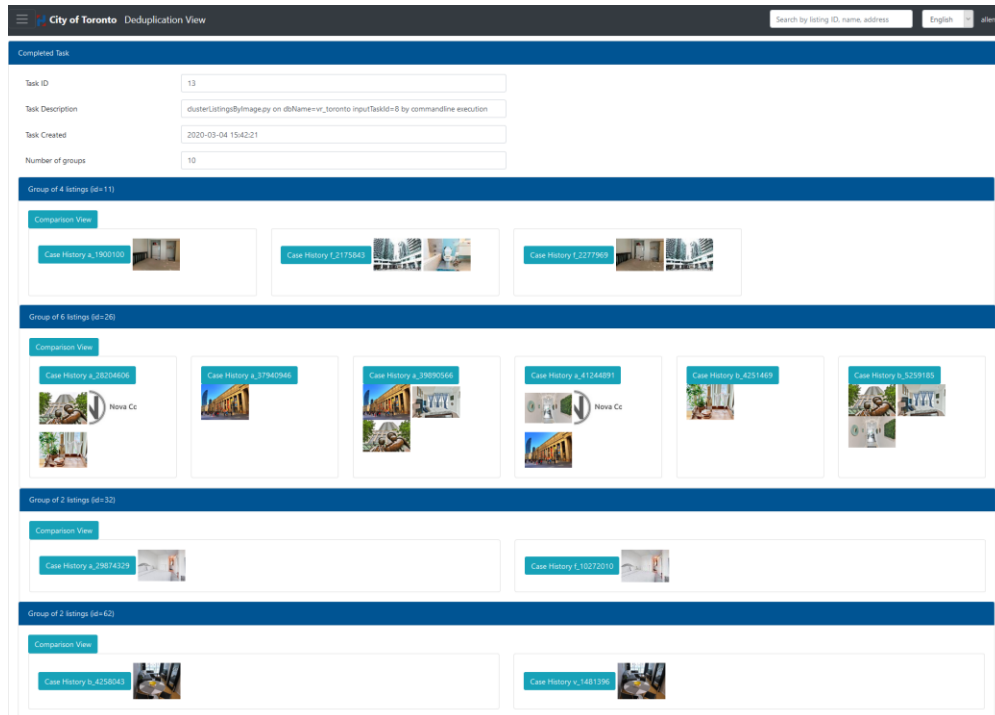
Archived rate date	Archived average rate
2020-12-01	\$111.58
2020-11-01	\$112.63
2020-10-01	\$127.24
2020-09-01	\$125.92
2020-08-01	\$126.37
2020-07-01	\$135.85
2020-06-01	\$130.37
2020-05-01	\$131.94
2020-04-01	\$128.47
2020-03-01	\$131.85

Showing 1 to 10 of 50,289 entries Previous 1 2

4.4.8.8 CLUSTERING VIEW

Figure 35 shows a sample of our Clustering Task view interface, with listings from different websites with prefixes a=Airbnb, v=VRBO, f=Flipkey, b=Booking, to assist with matching clients

Figure 35 - Clustering Task View Interface



4.4.8.9 CUSTOMIZED REPORTING BY ZONING

Some ordinances are complex in nature, whereby STRs are allowed in some designated zones, disallowed in others, and furthermore have caps in others (e.g. by density percentage, number of permits, each STR at least a fixed distance apart). Avenu STR displays districts and HOAs with customized workflows similar to how City is organized. See below Map interface which allows both visualization and filtering by districts or zones, shown in Figure 36.

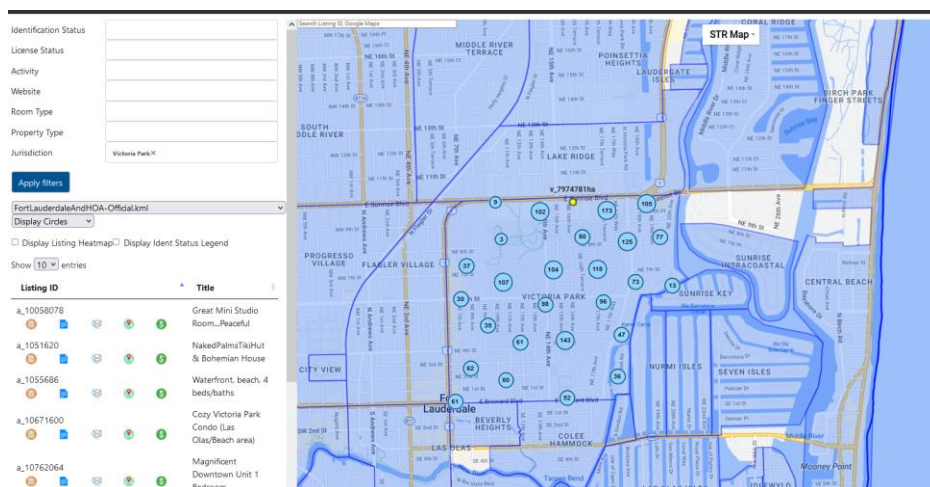


Figure 36 - Customized Filters and Compliance Reporting for Zoning-specific STR ordinances

4.4.8.10 Continuous Monitoring and Reporting of Non-Compliance

The Avenu STR proactively monitors continuously for key changes to the STR listings that may regress back into non-compliance. For example:

- ▶ STR listing was taken down by the host, marked IGNORE TAKEN DOWN by the City staff member, and then the host brings it back up again 30 days later
- ▶ STR listing's minimum night stay was change to 31 or more nights, marked IGNORE EXEMPT by the City staff member, and then the host changes it to below 31 nights after one week
- ▶ STR listing maximum guests was within exceedance by the host, marked IGNORE MAX GUESTS by the City staff member, and then the host changes maximum guests to out of tolerance

In such cases, City staff will be emailed a notification that something has changed, and they should investigate the case history report for further enforcement actions. See Figure 37 for an example notification.

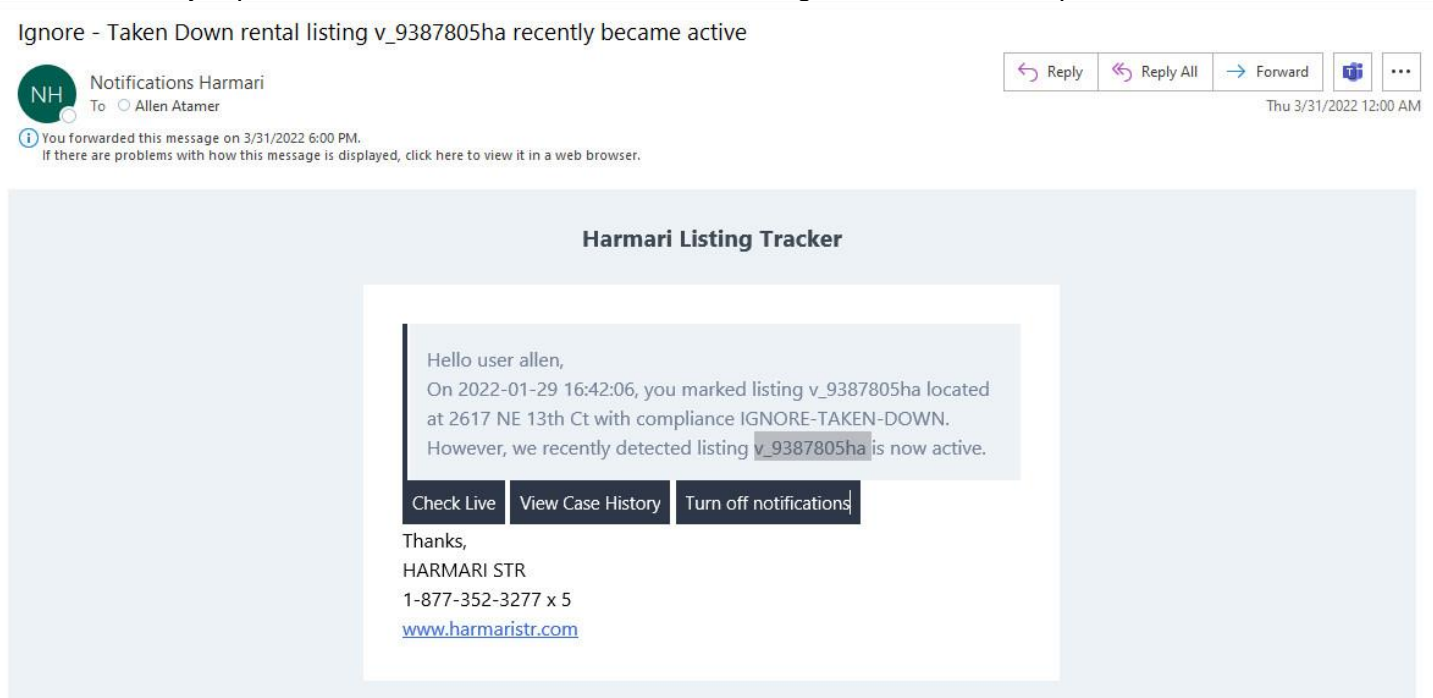


Figure 37 - Notification that a Non-compliant listing that was taken down is back up

4.4.9 PERMITTING AND TAX COLLECTION PORTAL

Avenu's STR Permitting feature allow for citizens to easily register and renew permits via a self-service portal. Our interface is designed to support both single property and multi-property requirements allowing for taxpayers to interact with the City from the web or via walk in at a City terminal. The data required in our Permit module flows seamlessly to the STR monitoring and tax applications allowing for reduced errors in rekeying data and dramatically improving the speed in which the City can make decisions.

In addition, your citizens will have the ability to pay their first-time permit applications and their renewal applications. Our solution provides multiple payment methods for your citizens to complete the entire permitting process at the same time.

Figure 38 **shows three screenshots** regarding a view from the property owners' perspective where they can locate all their properties, and indication of when the property is due for renewal and the ability to renew existing properties, add new properties as part of the application process.

Figure 38 - Short Term Rental Permit 3 Screenshots with a Property Owner Perspective)

Sub-Figure 1

Short Term Rental Permit

Show Properties: ☐ Active (4) ☐ Inactive (0) ☒ On This Application (2) Add New Property

Properties on this application

Permit #	Property Name / Unit #	Operator Name	Status	Fee	Actions		
2015-663434	AQUARIUS CONDOMINIUMS, 407	SANDRA DOTSON (SANDRA DOTSON)	OK	\$0.00	Edit	Remove	Clone
NEW	AQUARIUS CONDOMINIUMS, 433	SANDRA DOTSON (SANDRA DOTSON)	OK	\$50.00	Edit	Remove	Clone

Remove All

Back Save and Continue Later Next

Sub-Figure 2

Return Successfully Filed

Jurisdiction or Return Name	Confirmation	Amount	Convenience Fee/ Surcharge	Total	
Short Term Rental Permit	NFOQQP629K	\$50.00	\$0.00	\$50.00	PRINT/VIEW

- The Confirmation Number displayed indicates that the return and payment information will be made available to the taxing authority on the File Date selected.
- The printable copy of the return renders as a PDF. Please download/use [Adobe Reader](#) to view the return.

DONE

Sub-Figure 3

Short Term Rental Permit

Show Properties: ☒ Active (4) ☐ Inactive (0) ☐ On This Application (0) Add New Property

Active Properties

Permit #	Property Name / Unit #	Operator Name	Renewal Date	Actions		
2015-663434	AQUARIUS CONDOMINIUMS, 407	SANDRA DOTSON (SANDRA DOTSON)	3/1/2023	Renew Permit	Clone	Make Inactive
2015-265989	AQUARIUS CONDOMINIUMS, 507	SANDRA DOTSON (SANDRA DOTSON)	3/1/2023	Renew Permit	Clone	Make Inactive
2015-912101	AQUARIUS CONDOMINIUMS, 807	(GREG DOTSON)	6/8/2022	Renew Permit	Clone	Make Inactive
2015-154899	AQUARIUS CONDOMINIUMS, 906	(SANDRA DOTSON)	6/8/2022	Renew Permit	Clone	Make Inactive

Renew All (Skip Edit / Review)

Back
Save and Continue Later
Next

4.4.9.1 MULTI-DEPARTMENTAL APPROVAL SCREEN

In addition, Avenu will make some configurations as part of the onboarding process to set up multiple levels of approvals needed for your City (Figure 39). This ensures that after a permit application is submitted, it is then routed to the proper department for review and approval.

Figure 39 - Multi-Departmental Approval Screen

Export to PDF
Export to XLSX
Export to CSV

Enter text to search...

License	Department	Account No.	Start Date	Date Added	Status	Add Note to License
License: 9137001073 - DAVINCISKY GROUP INC (2024 3RD AVENUE NORTH SUITE 204, BIRMINGHAM, AL)	PLANNING	471957	09/12/2019	12/28/2019	Under Client Review	
	TAX AND LICENSE	471957	09/12/2019	12/28/2019	Under Client Review	
License: 9137001106 - OVERWATCH SECURITY ADVISORS LLC (6 OFFICE PARK CIR STE 100, BIRMINGHAM, AL)	PLANNING	471799	06/01/2019	12/30/2019	Under Client Review	
	TAX AND LICENSE	471799	06/01/2019	12/30/2019	Under Client Review	
License: 9137001875 - XTRAORDINARY FINANCIAL SOLUTIONS LLC (500 GENE REED RD STE 113B, BIRMINGHAM, AL)	PLANNING	492899	01/01/2020	01/09/2020	Under Client Review	
	TAX AND LICENSE	492899	01/01/2020	01/09/2020	Under Client Review	
License: 9137003311 - M&J WHOLESALERS LLC (7704 1ST AVENUE NORTH, BIRMINGHAM, AL)	PLANNING	493655	01/08/2020	01/18/2020	Under Client Review	
	TAX AND LICENSE	493655	01/08/2020	01/18/2020	Under Client Review	
License: 9137003614 - BLACK ALABAMIANS FOR EDUCATIONAL OPTIONS (444 PRICE DR, BIRMINGHAM, AL)	PLANNING	493713	01/01/2020	01/20/2020	Under Client Review	

Select the appropriate status in the dropdown for each business. Then click "Submit" button when you are ready to save the status change.

SET ALL BUSINESSES TO 'APPROVED'
UNDO SET ALL
SUBMIT

4.4.9.2 TAX FILING AND PAYMENT PORTAL

For Full-Service Administration customers who use our Tax Module, Avenu works with the City to ensure that for every registered, permitted, identified STR that we have a corresponding Tax Filing, Business License and associated License and Tax Payment(s). The following 4 screenshots in Figure 40 and Figure 41 are representative of the filing and payment processes that a property owner would use.

The Tax Module uses the same database, and this ensures an appropriate set of controls, ensuring every commercial business is in compliance while reporting and paying the correct amount.

Figure 40 - Filing Period Example

Filing Period: Jun 2022 **File Date:** 4/27/2022

Return will **not** be filed and payment will not be processed until the **FILE DATE** specified above.

1. **Select Jurisdiction:**

2. **Select Business Description:**

3. **Select Business Class:**


ADD

Jurisdiction	Type	Code	Taxable Receipts	Rate	Tax Due	Discount	Penalty	Interest	Total	Modify
Hilton Head Island	30	11	\$62,500.00	7.00 %	\$4,375.00	\$0.00	\$0.00	\$0.00	\$4,375.00	EDIT
	9	11	\$62,500.00	2.00 %	\$1,250.00	\$0.00	\$0.00	\$0.00	\$1,250.00	
Total for Jurisdictions:					\$5,625.00	\$0.00	\$0.00	\$0.00	\$5,625.00	

CANCEL **SAVE & CONTINUE LATER** **NEXT**

Figure 41 - Three Screenshots with Sample Accommodation Tax Calculation Grid, Payment & Confirmation Screens

Sub-Figure 1



Taxpayer Information
 BUSINESS LOCATION #1 CHANGED
 Business Trade #1
 1151 Rue Saint-Jean
 Quebec, QC G1R 1S3
Filing Period: Jun 2022
Account #: 123456
Confirmation #: 090N50BUOE
Filed Online at SalesTaxOnline.com

Hotel Occupancy Tax
Remittance Address:
 Avenu Insights & Analytics
 ATTN: TX Hotel Occupancy Tax
 PO Box 830725
 Birmingham, AL 35283-0725
 Phone (866) 240-3665 • Fax (205) 423-4099
 Email: supportmuni@avenuinsights.com Website: www.avenuinsights.com

Total Amount Remitted with This Return
\$5,625.00
Payment Type: Checking

Jurisdiction	Tax Type	Tax Code	Hotel Revenue (City)	Hotel Revenue (County)	Hotel Revenue (State)	Gross Room Receipts	TPID (+)	Less (-) Exempt	Taxable Room Receipts	Tax Rate	Net Tax Due	Less (-) Discount	Plus (+) Penalty	Plus (+) Interest	Total Due	Room Nights Available	Room Nights Rented
Hilton Head	30	11				\$65,000.00		\$2,500.00	\$62,500.00	7.00%	\$4,375.00	\$0.00	\$0.00	\$0.00	\$4,375.00	50	45
	9	11				\$65,000.00		\$2,500.00	\$62,500.00	2.00%	\$1,250.00	\$0.00	\$0.00	\$0.00	\$1,250.00		
Totals:											\$5,625.00	\$0.00	\$0.00	\$0.00	\$5,625.00	50	45
Convenience Fee/Surcharge:															\$0.00		

(Pursuant to local Hotel Occupancy Tax Code - See your local Code for additional information.)

In addition to submitting a return to Avenu on this website, please provide a copy of your quarterly tax report filed with the State Comptroller in connection with the Texas State Occupancy Tax.

The copy of the quarterly State Comptroller report may be submitted via mail or email to:
 Avenu, Attn: TX Hotel Occupancy Tax PO Box 830725 Birmingham, AL 35283-0725
 Email: supportmuni@avenuinsights.com

**Please reference your online filing confirmation # and Avenu account #.

The confirmation number listed confirms only that you have successfully submitted your tax filing and payment information through this website.
 The confirmation number does not in any way confirm that your payment has been accepted or that the banking / credit card account information submitted is valid.
 If your payment does not process successfully, you will be contacted by the appropriate filing authority.
 If you have any questions regarding your filing and/or payment history, please contact Avenu at (866) 240-3665.

Under penalties of perjury, I declare that I have examined this return and to the best of my knowledge and belief it is true, correct and complete.
 Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

Taxpayer's Signature Maria Simmons

Date Filed 4/27/2022

Disclaimer: Please note that the administration and rate changes on the Avenu Advisory and Avenu tax forms are updated once the required information has been received, verified and validated in compliance with Avenu policy. Any information received before or after the publication of a Avenu Advisory or tax form will not be guaranteed to appear on said forms until all such requirements have been met. Avenu is not responsible for incorrect information and/or improper use of the information provided. All updates are completed on a timely basis once the requirements have been met. For the most current Avenu administration and/or rate information provided, please visit our website at www.avenuinsights.com.

Sub-Figure 2
Return Successfully Filed

Jurisdiction or Return Name	Confirmation	Amount	Convenience Fee/ Surcharge	Total	
Avenu DBA MuniServices Hotel Occupancy Tax Return	O90N50BUOE	\$5,625.00	\$0.00	\$5,625.00	PRINT/VIEW

- The Confirmation Number displayed indicates that the return and payment information will be made available to the taxing authority on the File Date selected.
- The printable copy of the return renders as a PDF. Please download/use Adobe Reader to view the return.
- If required, click [here](#) to email a scanned copy of your documentation (board certifications, tax documents, IRS statements, etc.) to MuniServices (dummy@salestaxonline.com).

Sub-Figure 3

1.	Gross Room Receipts (Before Exemptions)	65000.00
2a.	Exemption: Legal Exemptions (Required Hotel Occupancy Tax Exemption Certificate Form - See Form)	2500.00
2b.	Total Exemptions	2500.00
3.	Taxable Room Receipts (Line 1 minus 2e)	62500.00
4a.	Tax Rate: HOT	7.00 %
5a.	Tax Due	4375.00
6a.	Penalty	0.00
7a.	Interest	0.00
8a.	Total: HOT	4375.00
4b.	Tax Rate: Venue	2.00 %
5b.	Tax Due	1250.00
6b.	Penalty	0.00
7b.	Interest	0.00
8b.	Total: Venue	1250.00
9.	Total Net Amount Due	5625.00
A.	Total # of Room Nights Available	50
B.	Actual Room Nights Rented	45

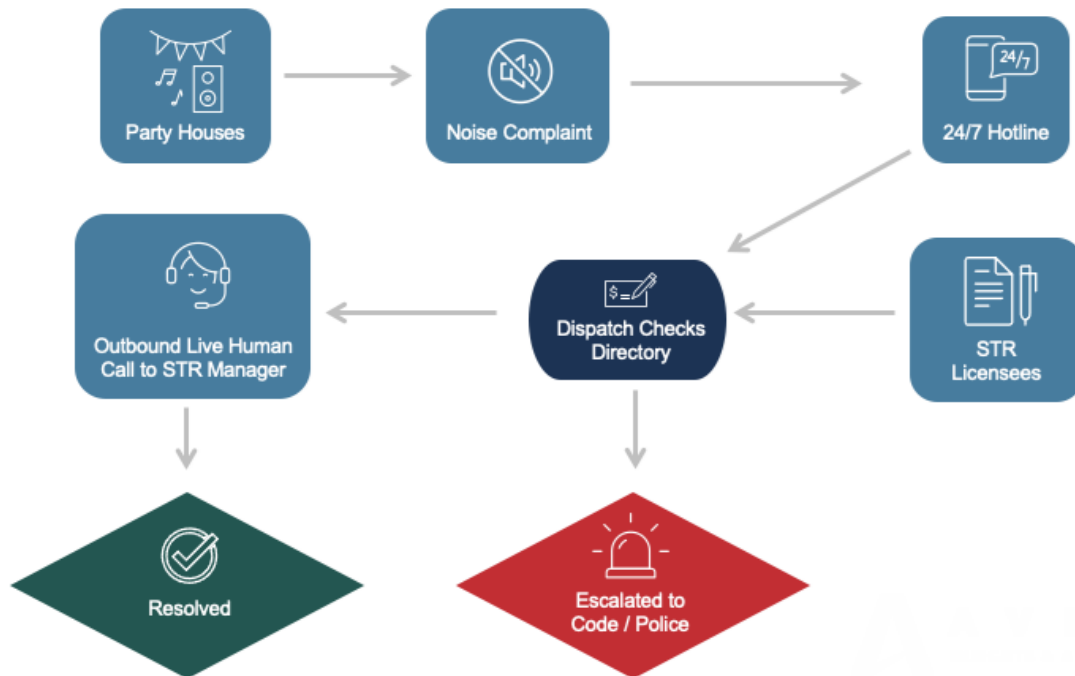
[DELETE](#)
[SAVE](#)

4.4.1024/7 NUISANCE HOTLINE AND TIPFORM

The 24/7 Hotline offered by Avenu STR, where a live human operator can take down the type of complaint (noise, garbage, parked vehicles, violence, drugs), the address of the incident. Then the 24-hour property manager for the STR will be called back by a live human regarding this incident and to immediately resolve the issue. If that incident is not resolved within 45 minutes, then the dispatcher escalates the call to code enforcement, or to police after hours.

Figure 42 is a flowchart of an actual customized workflow for the 24/7/365 Tipline that Avenu STR has delivered, which is in full compliance with the City ordinance.

Figure 42 - Flowchart for 24/7 Nuisance Hotline



A web form allows the Tipline operator / recorder to submit all information, including auto-completion of the address, and upload evidence of non-compliance directly from mobile device any photo, video or audio (Android or iOS) as shown in Figure 43 below.

Avenu STR's hotline tip submission page features

- ▶ Auto-completion of the address
- ▶ Upload evidence of non-compliance directly from mobile device any photo, video or audio (Android or iOS)
- ▶ Private view for inspection (with all information), and public view (with names removed)

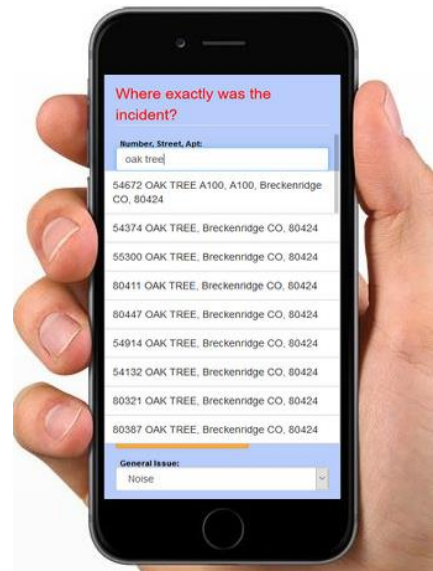


Figure 43 - Mobile Friendly Tipform

Figure 44: Features of easy to use mobile tipline

have (photos, videos, audio, etc.) that you are willing to share:

Drop a file here

Cloud storages and social networks

Choose a local

Take Photo or Video

Photo Library

Browse

Cancel

To report an incident, please fill out and submit the form below.

To view an existing incident with an Incident ID, please [follow this link](#).

If you already have an Incident ID, enter it below or leave blank:

Incident ID:

Where exactly was the incident?

Number, Street, Apt:

123

123 N GOLD FLAKE TER, Breckenridge CO, 80424

123 PINE ST, Breckenridge CO, 80424

1167 SKI HILL RD UNIT 1123, 1123, Breckenridge CO, 80424

123 WINDWOOD CIR, Breckenridge CO, 80424

123 SAWMILL RD, Breckenridge CO, 80424

In Figure 45 below please find an example tipline complaint public view (with name/contact redacted) and the private view for City staff in Figure 46.

Figure 45: Tipline Status - Public View

Report to City

Incident ID:

Submit

*** This status report cannot be edited. If you need to add or update information to this report, please contact the tipline and reference the incident number. ***

Detail of Person Reporting Incident:

(OPTIONAL)

Name and Phone Number:

Address:

City:

State:

Zip:

Actions Taken Detail Report

Resolution Summary

To report an incident, please fill out and submit the form below.

To view an existing incident with an Incident ID, please [follow this link](#).

If you already have an Incident ID, enter it below or leave blank:

Incident ID:

Where exactly was the incident?

Number, Street, Apt:

555 S PARK AVE, 402

City:

Breckenridge

State:

CO

Zip:

80424

What happened in the incident?

Figure 46: Tipline status - Staff view of incident detail and resolution summary

[Add threat](#)
[Verify threat](#)
[Alerts](#)
[Human labels](#)
[Current malware list...](#)

[Human Help](#)

Filter by Activity/Status Time from: to:

and Address:

Incidents	ID	CNR	Date	Reported Address	Actual Address	City	Incident Result
	71895997	CBED	2018-01-06 13:41:50	64900 Ave. Hermosa, La Quinita, CA 92023	64900 Ave. Hermosa, La Quinita, CA 92023	La Quinita	EPICLOUD - NOVEL STR
	71913211	OLBO	2018-01-08 11:43:43	77639 Desert Dr	77639 Desert Dr, La Quinita, CA 92023	La Quinita	ELUCAL STR
	71977712	ADKH	2018-01-15 09:50:49	83555 Legends Way, Elgin, Legends way, La Quinita, CA 92023	83555 Legends Way, Elgin, Legends way, La Quinita, CA 92023	La Quinita	ELUCAL STR
	72094756	OSTE	2018-01-22 12:15:43	54900 Avenida, La Quinita, CA 92023	54900 Avenida, La Quinita, CA 92023	La Quinita	ELUCAL STR
	72122187	BAUS	2018-02-02 16:20:54	77400 Lucania, La Quinita, CA 92023	77400 Lucania, La Quinita, CA 92023	La Quinita	RESOLVED - CLOSED
	73177386	WALI	2018-02-06 09:55:34	53384 Laurel Valley, La Quinita, CA 92023	53384 Laurel Valley, La Quinita, CA 92023	La Quinita	EPICLOUD - CLOUD
	74181819	SNHR	2018-03-02 16:37:27	78727 Saguaro Hwy, La Quinita, CA 92023	78727 Saguaro Hwy, La Quinita, CA 92023	La Quinita	RESOLVED - CLOSED
	75810775	SAUR	2018-02-22 20:40:47	46370 Camino Palm Drive, La Quinita, CA 92023	46370 Camino Palm Drive, La Quinita, CA 92023	La Quinita	ESCALATED TO CODE
	78812873	NLSH	2018-03-23 00:13:50	Corner of Calle Teruelita & Avenida Juarez, La Quinita, CA 92023	Corner of Calle Teruelita & Avenida Juarez, La Quinita, CA 92023	La Quinita	ESCALATED TO CODE
	99900001	ATHH	2018-03-24 16:37:00	54611 Avenida Suaniz, La Quinita, CA 92023	54611 Avenida Suaniz, La Quinita, CA 92023	La Quinita	ESCALATED TO CODE

66 of 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

66 to 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

66 to 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

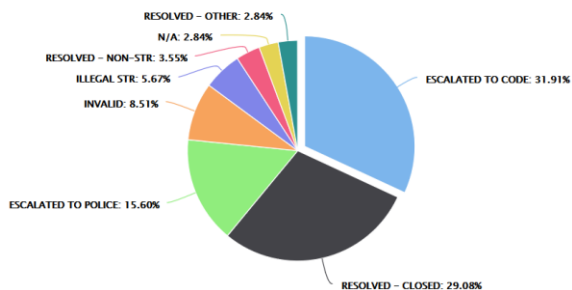
66 to 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

66 to 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

66 to 100 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

66 to

Incident Results



5 COST

Avenu is pleased to offer the City our services for the following costs:

Hotel Occupancy Tax Administration

- ▶ \$255 per property

Hotel Occupancy Tax Auditing

- ▶ \$2,500 per property

Hotel Occupancy Tax Discovery and Recovery

- ▶ 45% Contingency Fee, with a \$10,000 minimum

Short-Term Rental Services

**‘Compliance 360’ – Full-Service- including monitoring, identification and administration services for hotels and short-term rentals.
City of Killeen TX**

1.Advanced Tax Portal 2.Permitting 3.Tax Collection & Remittance 4.Discovery & Recovery 5.Community Outreach 6.Reporting 7.Compliance Auditing – 5% of STR Properties included. 8.Payment Processing *Set up and training fee is \$5,000 but can be waived with 5-year term.	Per Property Fee	\$255
	Minimum Annual Fee	NA
	Compliance Auditing (optional)	STR: \$750 per property
	Annual Total	\$122,965¹

⁽¹⁾ Please note, Avenu only bills based on actual totals. The annual total is an estimate and may vary based on the total amount of properties identified.

6 ADDITIONAL INFORMATION

As a provider of services exclusively tailored for state and local governments, Avenu offers the City a full suite of services.

6.1 PAYMENT SOLUTIONS

Most recently, Avenu added payment solutions to its product suite to help our municipal clients. Below is some basic information on our new offerings:



EB2Gov

Powerful and intuitive payment processing platform designed to automate revenue collection and provide digital services and self-service access for constituents.

- Self-service citizen and administrative portals
- Manage real-time payment data in one place
- Faster funding and collection
- Pay as you go system
- Integrates with existing software and systems



Virtual Terminal

Our browser-based solution turns your computer into a credit card terminal, making it easier than ever to facilitate in-person and by phone payments.

- Supports wide range of payment types
- Tracks payments in real-time
- Print or email receipts
- Advanced encryption and fraud protection
- Integrates with existing software and systems



Permitting & Licensing

Simplify revenue collection with our centralized registration, licensing, and point-of-sale software solution.

- Supports a wide range of permitting, licensing, and registration types
- Accept in-person payments in a single application
- Web based licensing lookup tool
- Automatic and flexible fee calculations



Fund Accounting

A collection of fully integrated invoicing modules designed to work together to manage property taxes, miscellaneous billing, and utility billing.

- Simplifies accounting operations
- Easily collaborate in a centralized database
- Customizable to meet specific agency needs
- Forecast with real-time data and analytics

6.2 DOCUMENT PROCESSING AND DIGITIZATION SERVICES

A service commonly used by our Texas customers are our document processing and digitization services. Avenu has provided this service for over 40 years, and we digitize and process over **1 billion** documents each year, and we have several offerings.

DIGITAL IMAGING

Digital imaging greatly reduces record handling cost, improves operational efficiency, and increases public access to records. On-site or off-site scanning options are available to meet your jurisdictional needs.

BOOK PRESERVATION/ RE-CREATION

Maintain and preserve valuable historical books that have been broken or damaged. Replace damaged book volumes via scanning, printing, and insertion into binders.

IMAGE TO MICROFILM

Protect your originals by using our low-cost and long-term microfilm conversion solution and extend your record's life expectancy for hundreds of years.

ARCHIVAL STORAGE

Maximize your disaster recovery planning through our secure archival storage options. Set up and use a functional record retention schedule, meet regulatory requirements, and maintain low document storage costs.

INDEXING

Streamline your constituent experience through our powerful "search and find" indexing process. Provide citizens with the ability to quickly find and retrieve public records.

FILM DUPLICATION

Preserve original film via retrievable archives while providing a working copy for public use. Transfer from acetate-based material to modern polyester to eliminate deterioration.

REDACTION

Protect confidential information through our document redaction process. Our team will securely store original documents, remove sensitive information, and save the redacted document as the new standard.

TRANSCRIPTION

Preserve the understanding of history through our word for word rendering of original cursive to computer text.