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OCTOBER 21, 2022

PROPOSAL

for the

City of **Dalton**, GA

SHORT-TERM RENTAL INVENTORY, REGISTRATION, COMPLIANCE & ANALYTIC SERVICES

presented by

Rentalscape

engineered by

DECKARD TECHNOLOGIES

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FOREWORD

Deckard Technologies, Inc. is pleased to submit this proposal to the City of Dalton. At Deckard we have one simple mission – to support local communities. We ensure local governments like the City of Dalton are able to enforce compliance, recoup crucial revenue, and keep communities safe.

We identify areas to utilize our data science expertise to assist local governments with managing their compliance activity and enforcement, such as short-term rental (STR) properties. Our technology ensures that everyone is held accountable to play by the same set of rules, follow all guidelines and ordinances, and pay their fair share of fees and taxes.

Since its inception in 2018, Deckard has focused on using industry leading data science processes and methodologies to help cities and counties track, measure and manage both long-term and short-term rental activity. With the exponential growth of the STR market, cities and counties can benefit significantly from having one single, easy to use platform that is powerful enough to both identify and track all rental activity.

Enter Rentalscape. Deckard's STR management platform will discover, identify, and efficiently present all STR activity in the City of Dalton, using unique technical capabilities such as its proprietary future booking detection software, automatic non-compliance recognition, industry-best address identification, and more.

Rentalscape is the only platform that shows upcoming rentals and bookings as they occur within 24 hours of the reservation being made. This allows Rentalscape users to reach out to owners and hosts who are unlawfully renting and address any issues relating to these future rentals long before guests arrive, thereby eliminating disturbances, neighbor complaints and other common issues that often arise from illegal rentals.

Rentalscape presents detailed STR activities including the precise address, owner information, booking history and availability and more. For each individual booking, the platform provides the actual date the reservation was made as well as the start and end date of each booking, ensuring that the City is able to distinguish back-to-back bookings. These insights are not possible to achieve by simply viewing the listing itself.

OVER THE PAST 12 MONTHS, RENTALSCAPE HAS MINED IN EXCESS OF HALF A BILLION STR LISTING RECORDS AND OVER 350 BILLION CALENDAR RECORDS. RENTALSCAPE CONTINUALLY MONITORS EVERY STR LISTING IN THE US, CAPTURING BOOKINGS AS THEY ARE MADE, AND IDENTIFYING VIOLATIONS WHEN THEY OCCUR

IN REVIEWING OUR DATA FOR DALTON WE HAVE BEEN able TO IDENTIFY OVER

39
LIVE STR LISTINGS IN DALTON

20
PROPERTIES ACTIVELY ACCEPTING BOOKINGS

179000
ESTIMATED TOTAL HOST REVENUE FOR 12 MONTHS

ABOUT DECKARD

Deckard Technologies, Inc. is a California-based corporation with headquarters in San Diego plus two international offices in Sydney, Australia and Medellín, Colombia. Deckard was founded in 2018 by Gregory Rose, a world-renowned cryptographer with over 100 patents to his name. He formed a technical team holding a similar number of patents between them who had all worked together at Qualcomm for over a decade prior to Deckard's inception.

At Qualcomm, the team successfully tackled some of the most difficult data-intensive challenges including developing data collection for self-driving cars and identifying every single cell phone in the world. Our team's success at Qualcomm and Deckard is a tribute to the truly exceptional abilities of the entire engineering group.

Deckard Technologies, Inc. is qualified to conduct business in the City of Dalton and the State of Georgia and has not been debarred by the Federal government, State of Georgia or local government in any jurisdiction within the US or worldwide.

In every jurisdiction in which we are providing service we have increased compliance and improved tax collection. Our process starts with producing the cleanest data possible – ensuring reporting is accurate and compliance levels are carefully monitored. We have in-house property appraisers and STR property managers. We also regularly consult with City staff to ensure we are always up to date with the latest STR best practices. Our systems come with unlimited user access and unlimited end-user training. Our customers give testimonials regarding the ease of use of our systems and vastly superior level of customer service when compared to other providers in the market.

PRODUCT OVERVIEW

INTRODUCTION

Rentalscape provides a complete solution for your City to manage short-term rental activity. All aspects of short-term rental activity are supported by Rentalscape including identification of rentals, monitoring rental activity, handling complaints, permitting, and TOT collection. At Deckard we specialize in short-term rental analysis and management, constantly identifying and monitoring more properties than any of our competitors. We have a 100% client retention record because, in short, our customers love our products and our service.

The Rentalscape system has 4 key solution components available:

1. The short-term rental listing monitoring system that captures 99% of all short-term rental activity nation-wide every single day. By monitoring all listings in the US every day Rentalscape records not only which days are booked, but exactly what day each booking was made.
2. The City Rentalscape portal that shows all monitored STR listings including weekly snapshots of every listing, booking information (past and future), the City permitting data, compliance activity, and allows City staff to take notes against any of the properties in the system.
3. An STR host-facing portal for STR registration (whether it be business licenses, STR permitting, or tax IDs) as well as tax collection. A report of all activity on this portal is sent to the City every evening. **Optional**
4. A 24/7 hotline and publicly available online complaint form that allows citizens to raise any concerns about STR activity. **Optional**

For every one of our customers, the Rentalscape team works in partnership with the City to provide not just the four software systems listed above, but instead a complete STR management solution. Our goal is to identify all STR activity in the City and to actively work with the City for the full length of the contract to reduce non-compliance and to increase tax collection. In this proposal we have included case-studies where we took over STR management for Placer County, CA and the City of La Quinta, CA. Within the 6 months after transition, we crawled, identified and brought into compliance hundreds of properties that had been missed by the previous providers.

The Rentalscape system:

- Includes unlimited City official access
- Is designed with intuitive controls and bold visual interfaces to shorten the learning curve
- Includes a dynamic map of the entire City and region, showing all STR listings as soon as they are detected
- The City map also includes customer-defined zoning overlays that can be used for reviewing and reporting purposes
- Allows City staff to manage STR permits (submit, approve, deny, suspend, revoke, etc.)
- Allows City staff to attach notes to permits and STR properties
- Flags violations based on the City ordinance
- Enables users to download property, listing and permit details
- Is Cloud based - no hardware or software to install
- Utilizes the latest in security practices: our company founder is a world-renowned cryptographer

It is easy to use and doesn't take much training. The data you are looking for to enforce your municipalities ordinances is easily accessible. Staff at Rentalscape is very responsive

Johnny Terfehr

COMMUNITY ENHANCEMENT & SAFETY MANAGER
CITY OF EASTVALE, CA

DATA MINING

The Rentalscape high frequency mining system is included in all Rentalscape installations and analyzes **every STR listing nationwide every day.** This system has been analyzing STR activity in the City of Dalton since January 2020 and has captured a record of every booking made on every STR discovered over the past 18 months. Rentalscape has identified approximately 20 STR properties active in the City of Dalton and our Machine Learning systems have already identified the address and owner of more than 1 of these properties.

Rentalscape by Deckard Technologies tracks transient vacation rental activity on over 10,000 sites across the internet every day. Where others track the major sites, Rentalscape continually scans the internet looking for transient vacation rental listings. To date Rentalscape has identified over 10,000 websites advertising transient vacation rentals and is finding more sites every day.

Once a new site is found, Rentalscape monitors the calendars of every listing on every site every day. Our competitors might monitor a few times per week but no platform other than Rentalscape monitors calendars every day.

Rentalscape analyzes every STR listing on every one of these sites daily. We record whether the listing is live and all the information in the listing including the description, the photos, the hostname, the reviews and most importantly the calendar availability. Rentalscape then compares every day of every calendar for every listing to the calendar on the previous day. Our artificial intelligence engines then categorize changes in calendar as either bookings or blockings. The result is a holistic view of the rental activity – where a property is listed on multiple sites, the calendars are combined, where bookings are taken word-of-mouth and calendars blocked on AirBnB or VRBO, Rentalscape identifies them as bookings. If a booking is taken on Stayz, luxe, Flipkey, or any of the other smaller brands, Rentalscape analyzes the parent site and records the booking.

National Property Manager Platforms

Over the past few years, national STR property management companies such as Vacasa & Evolve have expanded across the US. To ensure maximum exposure for their clients all of these platforms advertise their properties on the big 4 platforms. By monitoring the big 4 platforms, Rentalscape is monitoring the activity of these companies. Rentalscape provides the ability to report on all properties managed by the same company within your City.

Direct booking & smaller STR platforms such as Craigslist

It is extremely uncommon to see a lot of STR activity that is not also present on one of the big 4 platforms. In some cases though there are smaller local property managers with a loyal following, or other factors particular to a region that result in activity that cannot be captured by crawling the big 4 platforms alone.

In most of these cases, the local businesses abide by the local laws, they register their properties and more often than not they report how and where they are advertised. Any listings that are self-reported through the Rentalscape STR registration portal are displayed within Rentalscape, regardless of the platform on which they are hosted.

In areas where there is a high level of STR activity that is not present on the big 4 platforms, the Rentalscape staff work with the City to identify other sources of activity, to actively monitor this activity and to report the activity inside Rentalscape.

IMAGE ANALYSIS & ADDRESS IDENTIFICATION

For many of our clients, including the City of La Quinta in California, Rentalscape has successfully identified nearly 100% of active STR properties within the city limits. We fully expect to be able to identify more than 95% of the 20 STR properties in the City of Dalton within 6 months of being awarded the contract to manage your STR rentals. Our Rentalscape solution does not stop with the identification of properties and rental activity. We will actively work with you to reduce non-compliance and to increase TOT collection. In La Quinta we have reduced non-compliance by half in 2021. Of the 20 properties currently hosting short term rentals in the City of Dalton we expect to identify over 95% in the first six months of our engagement, and work with the City staff to ensure at least 80% of these properties are permitted and paying taxes.

The first step of our process is to analyze all listings including the descriptions and images. On almost all occasions where a property is listed on multiple sites, the same, or very similar images are used. Rentalscape discards general location shots and other common photos (e.g., shared swimming pools) and utilizes the rest of the photos to match listings of the same properties on the various sites we crawl.

The second step of the process is, where possible, to automatically determine the property location. This automatic address mapping process includes comparing photos to street view photos and real estate photos such as those found on Zillow. At Rentalscape we compare information such as host name, host location to property ownership records, and we compare property characteristics to county parcel data. For the past 18 months we have been automatically performing these two steps on every short-term rental listing nationwide including in the City of Dalton.

FIGURE 1 shows the Rentalscape map for the City of Dalton where 1 of 20 properties have already been identified using our artificial intelligence systems. Once under contract the remaining properties will be identified and individually verified by our Data Analyst staff for accuracy.

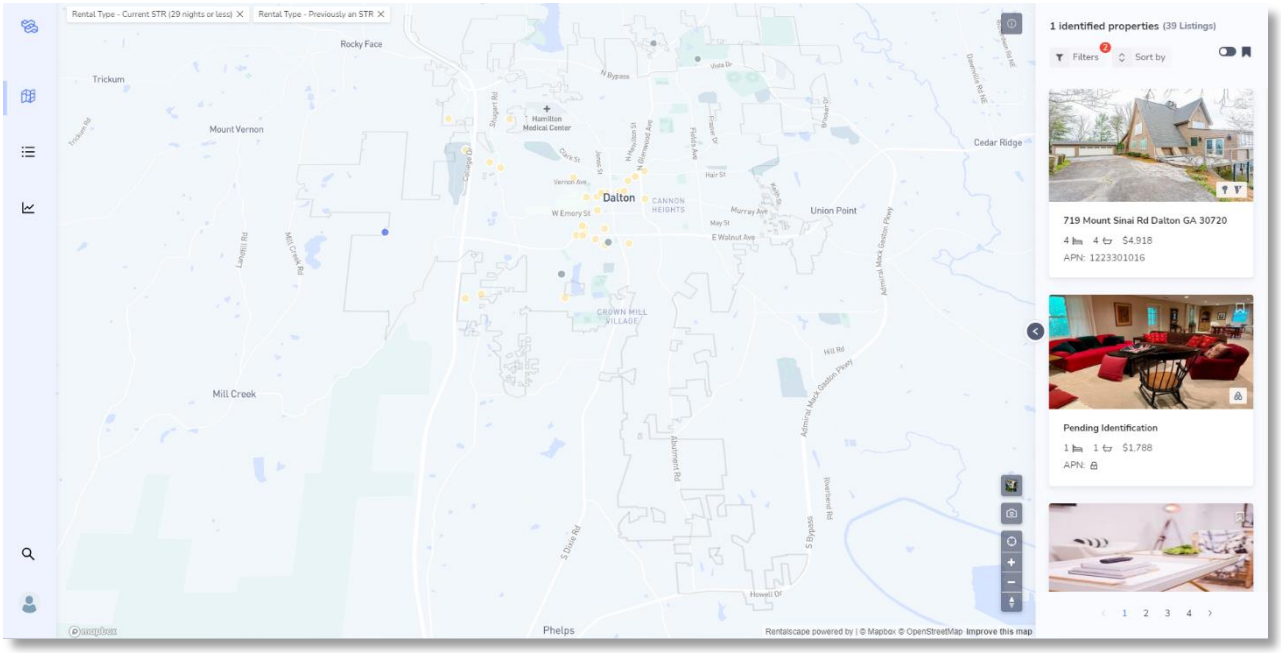


FIGURE. 1: Rentalscape Map

the City of Dalton, GA

BLUE DOTS — Properties already identified by Rentalscape Machine Learning
YELLOW DOTS — Properties yet to be identified

The third step of the Rentalscape identification process is for our **in-house data analysis team** to review each and every listing's suggested address. This includes properties identified by previous providers and supplied to Rentalscape by the City, properties automatically suggested by artificial intelligence, listings self-reported by the host, and finally the most elusive properties –properties that can only be found by manually scouring satellite imagery and other data sources.
We consider this level of diligence to be core to our business and never outsource this work.

The address mapping process is carefully documented for every property. Should it be required for litigation or other purposes, the Rentalscape team will provide the exact audit trail of the address mapping performed including evidence that the STR listing matches the address identified. In addition, this evidence package contains information including the matching street view photo, the Zillow listing information or other information collected during the identification process.

With Rentalscape we are ready to hit the ground running in the City of Dalton because we've already captured and analyzed the STR listings in every city, town and county nationwide. As seen in Figure 1, we have already identified 1 of the 20 total properties in the City of Dalton to date. In comparing Rentalscape to others, check these numbers against those quoted by our competitors. We routinely find that other providers often underestimate the number of properties in each City.

FIGURE 2 shows a property in Texas where the VRBO listing was identified automatically by cross-referencing the images to a Movoto real estate sales advertisement.

FIGURE 2: **Rentalscape** analyses listing photography to identify the STR property address

THE RENTALSCAPE PORTAL

The Rentalscape portal is a cloud-based system for City staff to track STR properties, monitor STR activity, manage STR permits and record information about properties. The data in the system is constantly being updated as new properties are discovered and address identified, as new permit applications are made and as permits are expired or revoked.

The Rentalscape portal displays information on all STR listings found within the City going back at least 12 months. We use US Census data to identify City limits and any parcels or listings within the limits are monitored. Rentalscape also tracks properties outside the City until they are accurately identified. On occasion, the STR listing estimated location for a property falls outside the City, but the actual location of the property once address identified is inside the City. Rentalscape displays:

1. Any permitted STR property
2. Any property with a currently live STR listing
3. Any property with historic STR listings
4. Any property with a future or past STR booking (even if the property currently does not have a live listing)

Rentalscape includes the ability to filter the properties displayed (e.g., only permitted properties, or only properties in a specific HOA), and to download all results. All data displayed is available for direct download from Rentalscape.

Figure 3 shows an example property displayed in Rentalscape. Note that the calendar shows not only booked dates but differentiates separate bookings and shows the nightly rate and the date each booking was made. Also, note that the booking between September 16th and 18th 2021 was made in August 2021. Information shown in Rentalscape for each property includes:

Property Characteristics

1. Property address
2. Owner name and mailing address
3. Ownership type (primary residence, secondary/investment property)
4. Property type
5. Number of bedrooms and bathroom at the property, per public records data
6. A map showing the property's location
7. Maximum occupancy per the City of Dalton ordinance

Listing Characteristics

8. Listing URL for each listing associated with each specific property
9. Listing ad ID for each listing associated with each specific property
10. Rental calendar showing current month's activity as well as past twelve months and upcoming three months booking activity (calendars update daily)
11. Rentalscape clearly and easily differentiates between regular bookings and host-blocked dates that are not revenue-generating
12. Host name (when available)
13. Stay limitations (minimum/maximum)
14. Permit/license number if included in the listing
15. Daily Rental rate at time of booking
16. Rental frequency
17. Individual links to all active listing for the property
18. PDF copy of each listing, as well as a history of all previous versions of the listing, to identify any possible changes, as well as keep a record in case the listing is taken down by the host. Each image has a date-stamp showing when it was created and is kept indefinitely.
19. Rental type (Whole home, shared home)
20. Bedrooms and bathrooms advertised
21. Maximum occupancy, per listing

Estimated Sales Tax Based on Rental Activity

22. Occupancy rate
23. Estimated rental income
24. Estimated tax

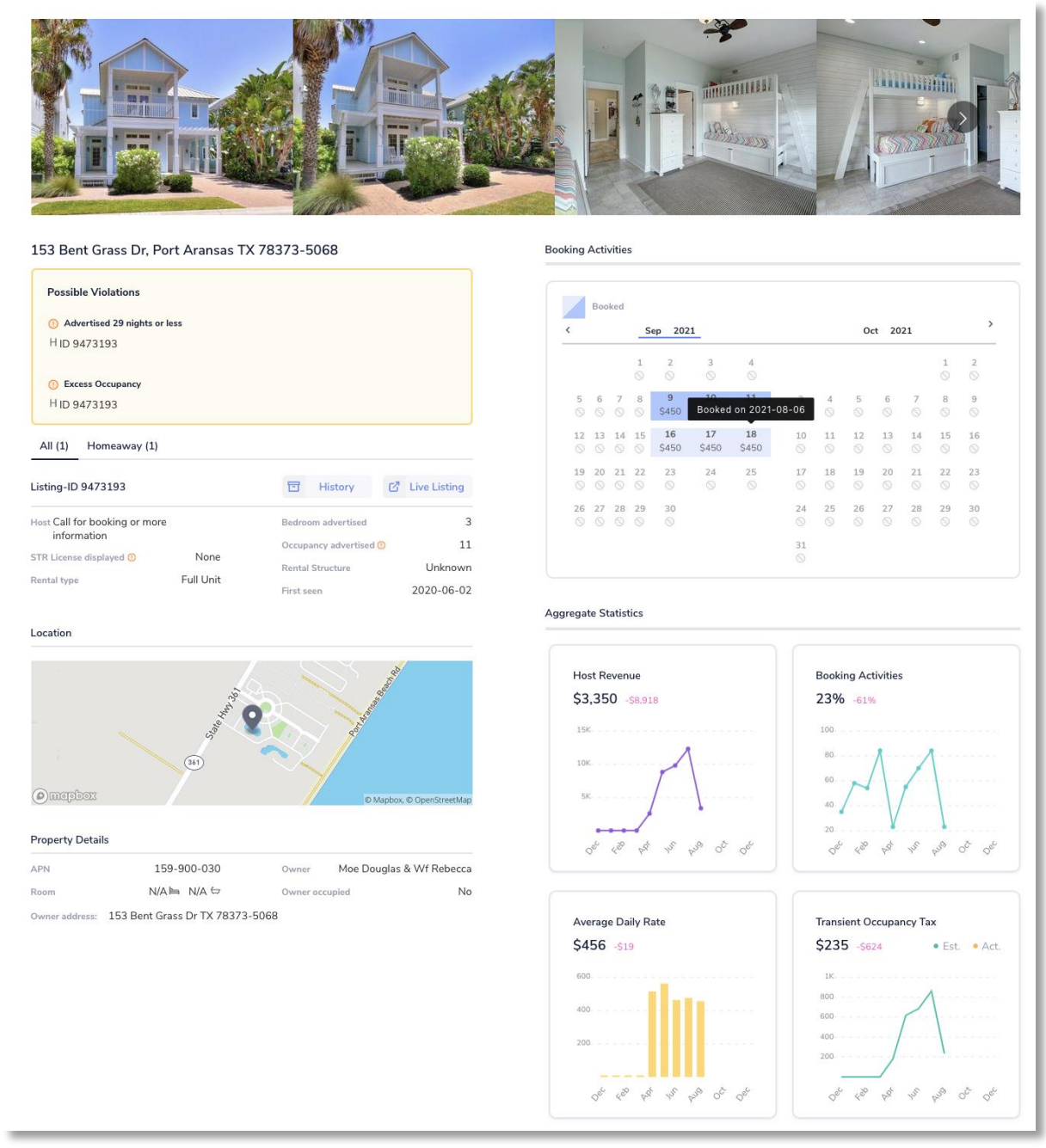


FIGURE 3: **Rentalscape** STR Property Details for 153 Bent Drive that has a valid permit but is advertising excess occupancy

As seen above, for each property, Rentalscape presents all the available data on the property detail screen, starting with a compliance box highlighting any violations detected. Rentalscape is configured to match the city's ordinance and is capable of flagging violations following the city's exact rules, including but not limited to permit registration and occupancy advertised versus permitted occupancy. Rentalscape looks for bookings less than 30 days when flagging STRs. When bookings longer than 30 days are created, these are correctly categorized as long-term rentals and do not cause a property to be treated as an STR.

Rentalscape actively monitors permit status and STR listings daily, flagging violations as they occur. We have encountered situations where other providers have flagged properties as "no longer listed" or "only performing long-term rentals", that later re-list or take a short-term booking, and are subsequently missed by these other vendors as violating the city ordinance. **Rentalscape continuously monitors every listing every day** including bookings up to a year in advance. As soon as an unpermitted booking is taken, Rentalscape sets a violation.

Rentalscape also includes a dashboard that provides an overview of all STR activity in the city. This dashboard includes aggregated revenue, bookings, and property data, and highlights top-earning hosts and owners. See figure 5, below as an example of the the City of Dalton dashboard. Please note that some charts will not be activated until we go live in the City of Dalton.

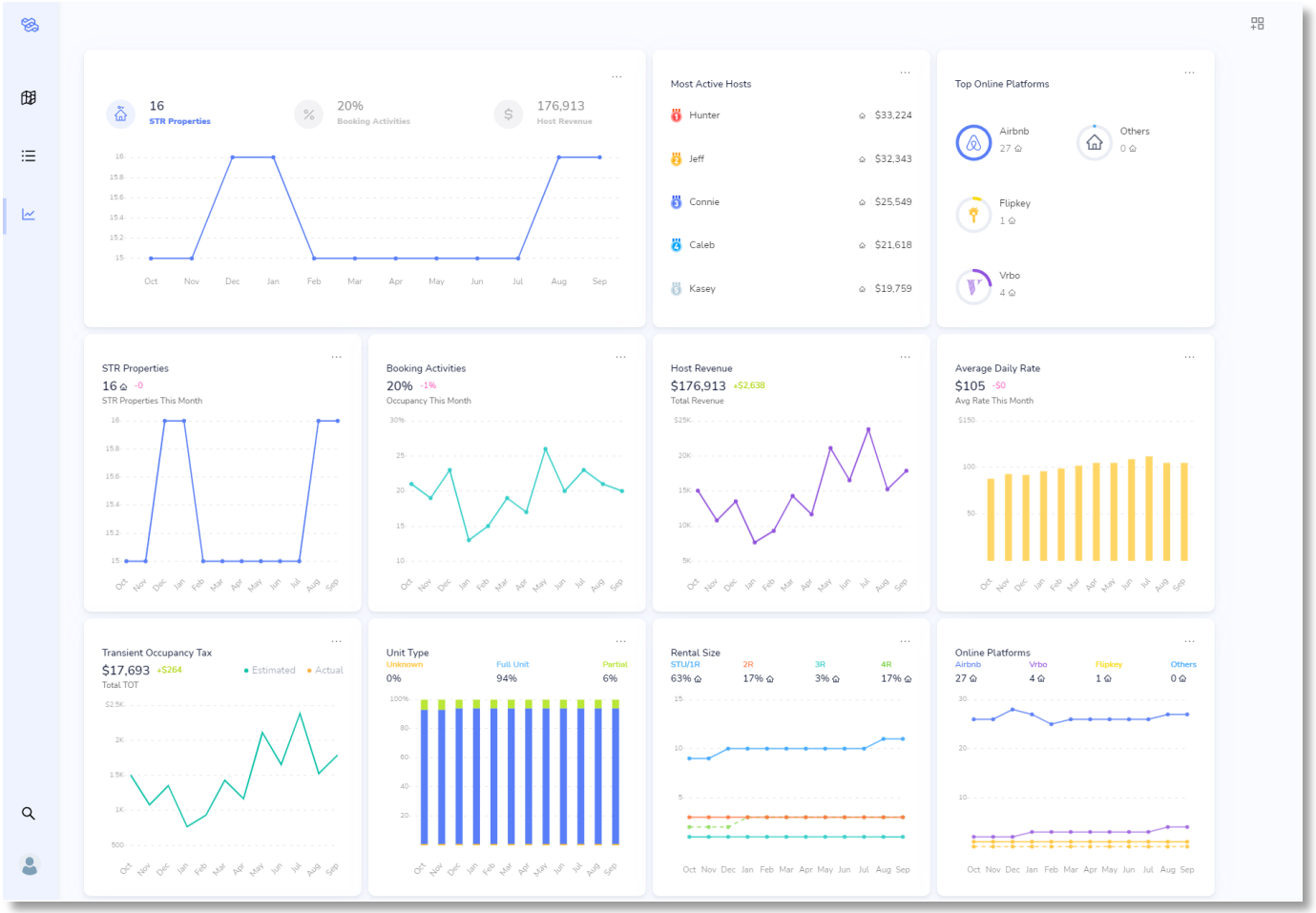


FIGURE 4: **Rentalscape** the City of Dalton Dashboard Example

OPTIONAL FEATURES

The Rentalscape STR Registration and Renewal portal is a configurable system that is customized for each client. Included in our project pricing is:

- Customization of this portal to include the City of Dalton branding.
- Adding custom fields such as occupancy rules specific to the City (e.g., occupancy limits, bedroom counts)
- Collection of documents as required for the STR registration process
- STR registration approval portal
- Configurable STR permit pricing and expiration
- Collection of any STR permit fees
- Regular reporting

Rentalscape STR Registration collects permit fees via the Stripe secure payment processing system and allows payment via credit card or ACH bank transfer.

Should the City wish to individually approve each STR permit (some of our clients automatically issue STR permits once payment is received, while others individually approve permits), the Rentalscape Permit Management portal allows City staff to view and then approve or reject permit applications. In addition, the portal can be used to suspend or revoke permits when operators are not in good standing.

The Rentalscape Registration portal allows STR operators to update contact details pertaining to their permit for themselves, their property managers, and their local contacts. Rentalscape emails both the applicant and the City for each new application received and every permit approved. Rentalscape also generates a report daily containing the status and details of all permits.

FIGURE 6 below shows the Placer County TOT Certificate system showing Placer County specific fields. The Rentalscape staff will work with the City of Dalton to configure the registration system as needed.

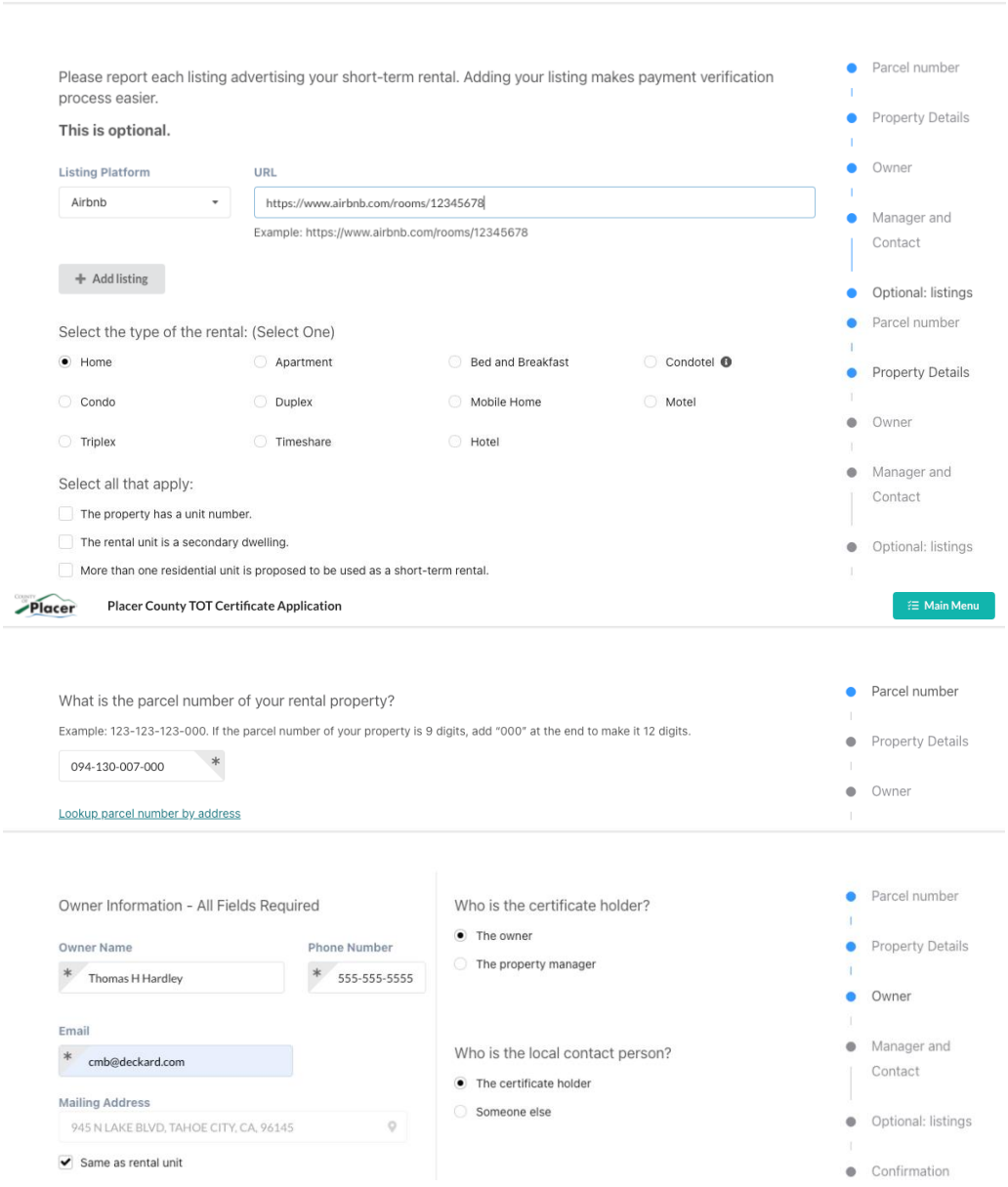


FIGURE 5: **Rentalscape** STR Registration System

Tax Payment Option

The Rentalscape Tax Payment portal can be utilized to collect taxes from STR operators on a monthly, quarterly, or yearly basis. The Rentalscape Tax Payment system collects information regarding the number of nights available for booking, and the number of nights booked.

The Rentalscape Tax Payment system is customized for each jurisdiction and includes automatic calculation of tax due based on the City's tax rate, automatic calculation of late fees and penalties, and the ability to apply leniency on a per-property basis for late fees should it be required.

The Rentalscape Tax Payment system utilizes Stripe payment processing that allows for payment by credit card or by ACH payments. Payments are directly remitted to the City. Our existing customers have seen an increase in tax payments following the adoption of this system due to the ease of use of the portal. The Rentalscape Tax Payment system generates nightly reports that are delivered to the city allowing for easy reconciliation of transactions. This system reduces the manual work required when processing paper forms.

Figure 7 below shows the Placer County Tax Payment system showing Placer County specific fields. The Rentalscape staff will work with the City of Dalton to configure the Tax Payment system as needed.

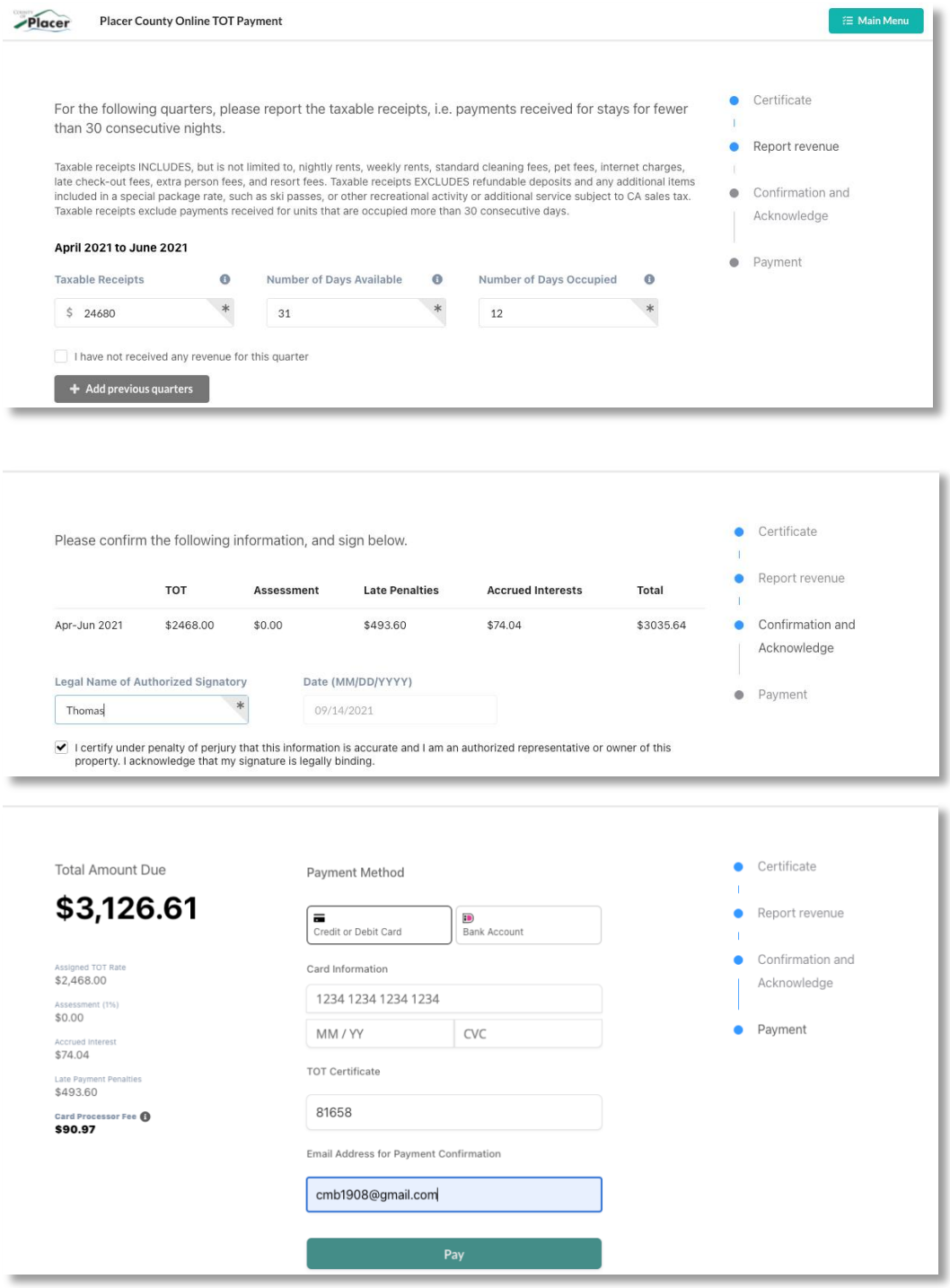


FIG 6: **Rentalscape** TOT Payment System

Permit Management Option

The Rentalscape City portal allows City staff to view STR permits and applications, to change the permit status (approve, deny or revoke) and to create notes. The STR permits are automatically associated with any identified STR listings that match the permit address. Rentalscape associates permits with listings using APNs and unit numbers to ensure accuracy.

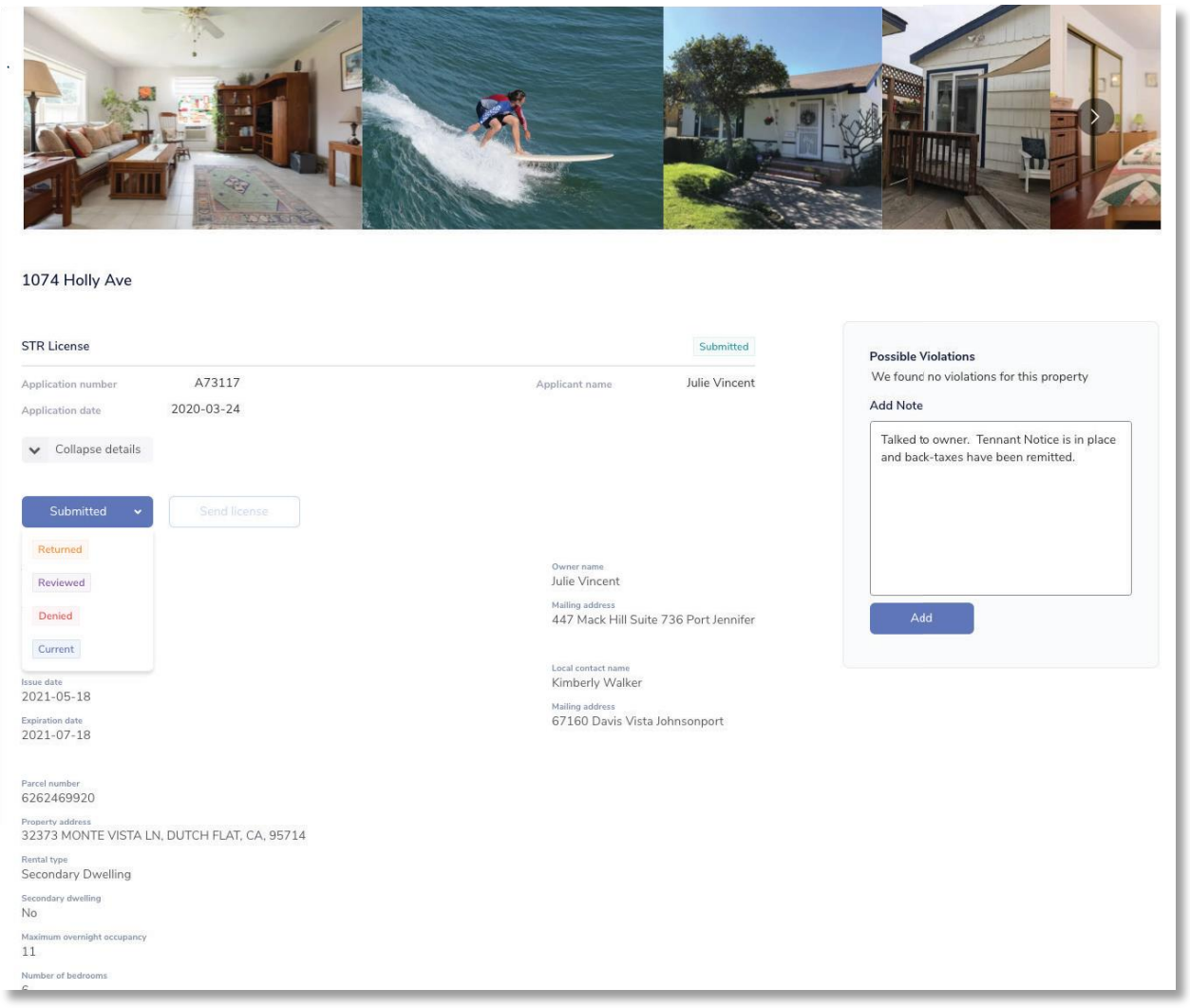
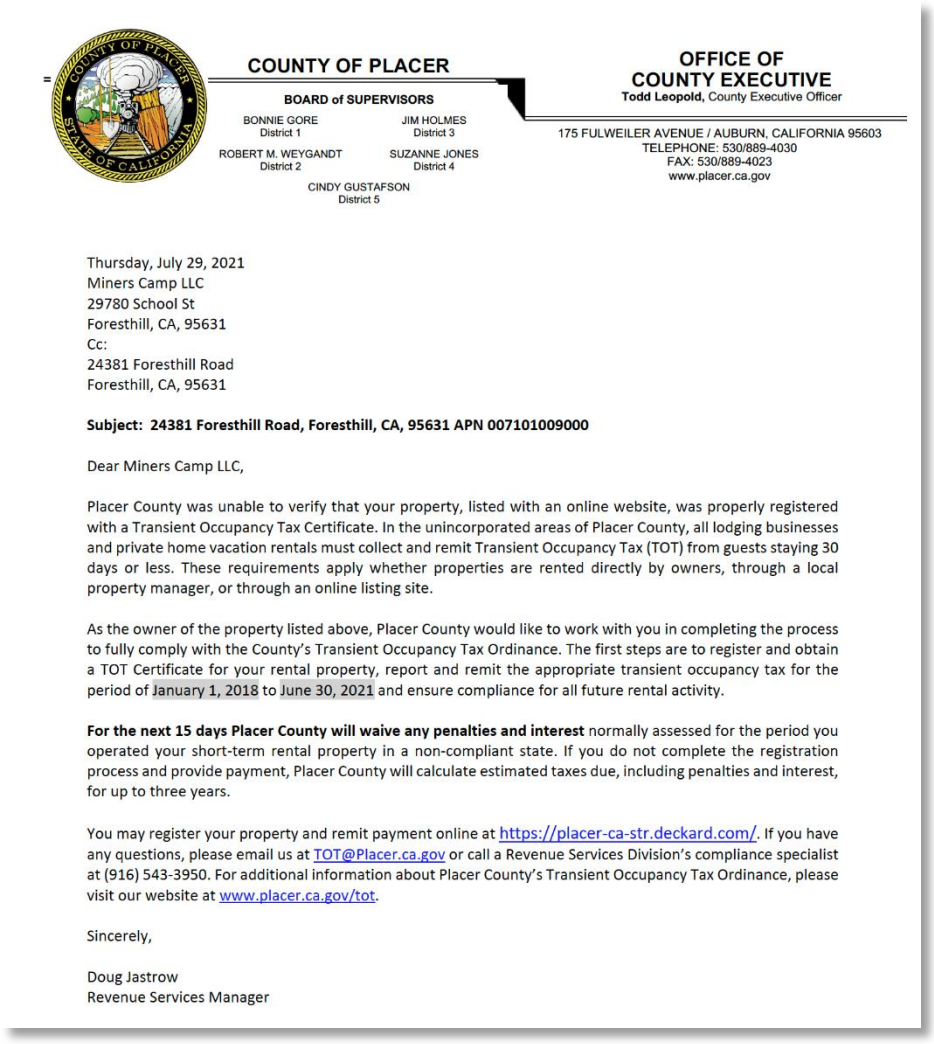


FIG 7: **Rentalscape** Permit Details Screen showing notes, permit status and details of all permits

Letter Campaign for STR Hosts Option

Rentalscape will create and send letters to all Identified STR hosts, explaining the tax requirements, current rate, and payment process. The letter templates will be approved by the City of Dalton staff prior to beginning the mailings.

Rentalscape's targeted letter campaign, timed to generate best results, have shown great efficacy in cutting the number of unregistered hosts by over 50% within the first six months of a new client engagement. Earlier this year, Placer County in California utilized Rentalscape to identify one property where the taxes due totaled more than $50,000.



COUNTY OF PLACER

BOARD of SUPERVISORS

BONNIE GORE
District 1

JIM HOLMES
District 3

ROBERT M. WEYGANDT
District 2

SUZANNE JONES
District 4

CINDY GUSTAFSON
District 5

OFFICE OF
COUNTY EXECUTIVE

Todd Leopold, County Executive Officer

175 FULWEILER AVENUE / AUBURN, CALIFORNIA 95603
TELEPHONE: 530/889-4030
FAX: 530/889-4023
www.placer.ca.gov

Thursday, July 29, 2021
Miners Camp LLC
29780 School St
Foresthill, CA, 95631
Cc:
24381 Foresthill Road
Foresthill, CA, 95631

Subject: 24381 Foresthill Road, Foresthill, CA, 95631 APN 007101009000

Dear Miners Camp LLC,

Placer County was unable to verify that your property, listed with an online website, was properly registered with a Transient Occupancy Tax Certificate. In the unincorporated areas of Placer County, all lodging businesses and private home vacation rentals must collect and remit Transient Occupancy Tax (TOT) from guests staying 30 days or less. These requirements apply whether properties are rented directly by owners, through a local property manager, or through an online listing site.

As the owner of the property listed above, Placer County would like to work with you in completing the process to fully comply with the County's Transient Occupancy Tax Ordinance. The first steps are to register and obtain a TOT Certificate for your rental property, report and remit the appropriate transient occupancy tax for the period of January 1, 2018 to June 30, 2021 and ensure compliance for all future rental activity.

For the next 15 days Placer County will waive any penalties and interest normally assessed for the period you operated your short-term rental property in a non-compliant state. If you do not complete the registration process and provide payment, Placer County will calculate estimated taxes due, including penalties and interest, for up to three years.

You may register your property and remit payment online at https://placer-ca-str.deckard.com/. If you have any questions, please email us at TOT@Placer.ca.gov or call a Revenue Services Division's compliance specialist at (916) 543-3950. For additional information about Placer County's Transient Occupancy Tax Ordinance, please visit our website at www.placer.ca.gov/tot.

Sincerely,

Doug Jastrow
Revenue Services Manager

FIG 8: **Rentalscape** Placer County Complaint Letter

24/7 Complaint Line & Online Form Option

The Rentalscape 24/7 call center is available for fielding complaints raised by the public related to short-term rentals. Rentalscape also includes an online complaint form that is customized with City branding. All complaints are logged and reported to City staff.

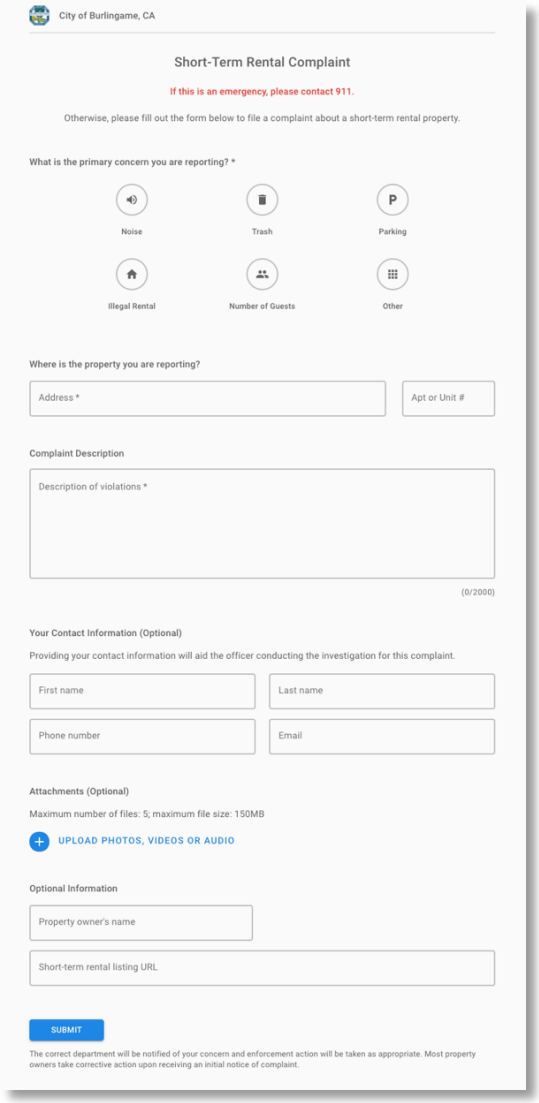


FIG 9: **Rentalscape** Online Complaint Form

Dedicated Account Manager

Deckard will assign the City of Dalton a dedicated Account Manager, who will work with the City to develop "best practices" based on Deckard's experiences with other clients. The account manager will ensure that the implementation process proceeds smoothly and will be the main point of contact for any questions, suggestions, training, or concerns. The account manager will also participate in periodic calls with city staff as requested.

DATA ACCESS AND REPORTING

The platform includes the ability to customize reports and download all results into an easy to use format. All maps, historical listing PDFs and interface displays are available for direct download to be used as evidence on appeal.

CASE STUDIES

We believe that **continuous innovation** is required to face the challenges of today and of tomorrow. We are proud of our achievements and solutions that enable cities and counties to manage short-term rental activities and to ensure local rules and ordinances are enforced for the betterment of local residents.

The following three contracts, similar in size and scope to the services outlined in this proposal, are all examples of successful partnerships between Deckard Technologies and its clients.

CASE STUDY 1

Placer County, CA

ORGANIZATION:	Placer County, CA
PM NAME:	Doug Jastrow
TITLE:	Revenue Services Manager
EMAIL:	dwjastro@placer.ca.gov
PHONE:	916-543-3945
PROGRAM:	Assist the County in identifying unpermitted STR operators and ensure local ordinances are followed; manage STR registration and TOT collection process

Placer County, California is included in the Greater Sacramento metropolitan area. The County stretches roughly 65 miles from Sacramento's suburbs at Roseville to the Nevada border and the shore of Lake Tahoe. From 2017 through November 2020, the County had a STR monitoring and permitting service with another provider.

In November 2020, Rentalscape delivered a new, live permitting system to Placer County in under 30 days, one that was tailored to their needs, highlighting our commitment to do whatever it takes to help a customer, Placer manages

thousands of STR permits per year and the Rentalscape platform was able to handle this high traffic volume with ease. In addition, we enabled daily reconciliation reporting that was lacking from Placer's previous provider so that the county's Revenue team had clear view of each transaction.

Within the first six months of our contract with Placer County, Rentalscape discovered over 1700 properties not previously identified and increased permitting from 56% to 88% compliance.

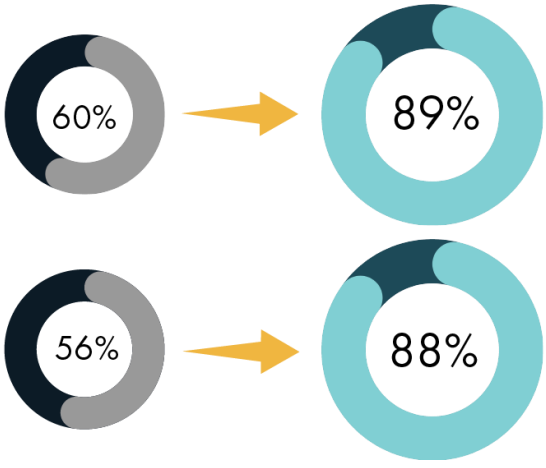
FIRST STR PROVIDER

2016, 2017, 2018, 2019, 11.2020

- ADDRESS MAP: 3,011/5,037
- COMPLIANCE: 2,797/5,037

* IN LESS THAN 9 MONTHS DECKARD IMPLEMENTED A SIGNIFICANT INCREASE IN BOTH REVENUE & COMPLIANCE

TAHOE



DECKARD TECHNOLOGIES

11.2020 — Present Day

- ADDRESS MAP: 4,798/5,393 = **89%**
- COMPLIANCE: 4,721/5,393 = **88%**

CASE STUDY 2

City of Cathedral City, CA

ORGANIZATION:	City of Cathedral City, CA
PM NAME:	Annie Teall
TITLE:	Public Safety Dispatch Supervisor / STR Compliance Supervisor
EMAIL:	ateall@cathedralcity.ca.gov
PHONE:	760-770-0302
PROGRAM:	Assist the County in identifying unpermitted STR operators and ensure local ordinances are followed

Cathedral City is a popular tourist town located in the Coachella Valley, bordering Palm Springs and Rancho Mirage. The city had a detailed ordinance with permitting requirements and occupancy limits for STR operators but was struggling with vast numbers of unpermitted rental operators conducting illegal rental activities.

The city turned to us and immediately upon utilizing Rentalscape saw tremendous benefits as far as identifying rental properties, identifying owners/hosts, and tracking detailed rental activities. Working alongside the city, we developed and implemented our FutureCast™ service, which is included with the Rentalscape platform. FutureCast™ identifies upcoming rental bookings in real time, prior to guest arrival, and allows the city to proactively address unpermitted rental situations. FutureCast™ proved invaluable during the COVID-19-related shelter-in-place ordinance imposed by the County of Riverside, as it allowed the city to identify rentals as soon as the booking was made, communicate with the host to ensure these rentals met the guidelines (first responders, emergency workers, etc.), or instruct the host to cancel the rental if they did not conform.

CASE STUDY 3

City of La Quinta, CA

ORGANIZATION:	City of La Quinta, CA
PM NAME:	Gil Villalpando
TITLE:	Assistant City Manager
EMAIL:	gvillalpando@laquintaca.gov
PHONE:	706-777-7094
PROGRAM:	Professional STR Location Services for Code Enforcement

The City of La Quinta, California is a resort city in Riverside County, located in the Coachella Valley. The city enjoys a healthy tourism industry, especially during the cooler winter months when the 'snowbirds' arrive in town.

The city was working with another STR service provider before they subscribed to Rentalscape. However, due to the previous provider's lack of flexibility and limited data insights, the decision was made to migrate to the Rentalscape platform to assist in identifying the city's large STR population.

In addition to Rentalscape, we also provide the city with advanced analytics, including STR utilization rates, rental frequency and localized distribution. La Quinta has over a hundred different Homeowners Associations (HOA) within the city, each with its own by-laws Utilizing Rentalscape has enabled the staff to drill down to the HOA level and incorporate each HOA's unique restrictions and regulations. Finally, we have created custom reports to enable Council and staff to craft better, more informed policies regarding Short-term Rentals.

Deckard has been a great organization to work with. We have worked with several previous vendors that provided a product that was not flexible and provided limited information. Deckard has gone above and beyond to help us with a product that is easy to use and flexible for our team. They also have great customer service and are there for any questions from our team. They have been a great addition to our family

Gilbert Villalpando

ASSISTANT CITY MANAGER
CITY OF LA QUINTA, CA

THE TEAM

NICK DEL PEGO

CHIEF EXECUTIVE OFFICER
EXPERIENCE: 25 YEARS

Mathematician, U.S. SpecOps veteran, seasoned corporate senior leader and all-around problem solver. Nick's career path has always left him solving difficult problems with finesse and efficiency. He stays actively engaged with our customers and takes pride in providing solutions that meet your needs. Nick and the core technical team have been solving data problems together for over 13 years.

CRAIG BROWN

PRESIDENT
EXPERIENCE: 30 YEARS

Senior level executive and engineer for three renowned telecommunications and graphics companies. He leads by example and has spent his career leading teams that push the boundaries of what is possible. Craig is always focused on client success, enabling creative solutions that quickly become industry best-practices.

JESSICA FLANAGAN

CHIEF TECHNICAL OFFICER
EXPERIENCE: 16 YEARS

Jess is a career software engineer, technical manager, accomplished communicator and public speaker, skilled trouble-shooter, team mentor, gamer, women-in-tech advocate and former white hat hacker, bringing over 12 years of software engineering experience to the team. Her team will make your data come together and is the backbone of everything we build.

TONY MORIARTY

VP OF DATA SCIENCE
EXPERIENCE: 16 YEARS

Machine Learning & Data Science Lead, Big Data native and software research engineer, and Open Source contributor. Building on the foundation that Jess creates, Tony and his team elevate what is possible through modern data science techniques and allow us to find more property locations and uncover more insights than anyone else in the market.

DANA LORIMER

CLIENT SUCCESS MGR
EXPERIENCE: 30 YEARS

Dana has worked in many industries, ranging from customer service in the Hotel Industry to Financial Compliance. Over the past 8 years Dana's specialty has been working in Financial Compliance, Risk Management and maintenance. Dana has worked with Cities and Counties across the board solving problems and creating processes.

ALEXA HAUN

SR CLIENT SUCCESS MGR
EXPERIENCE: 8 YEARS

Alexa combines her 8 years of experience working in highly dynamic tech environments with her degrees in Psychology and Communications to provide an empathetic level of service to customers. She has a passion for building relationships, solving problems, and using creative insights to drive meaningful customer engagements. Her background is in digital agency account leadership; complex program management; strategic planning and creative web services

DUSTIN REILICH

VP SALES & GOVT AFFAIRS
EXPERIENCE: 31 YEARS

As the head of Sales, Dustin brings decades of government experience to the Deckard team. His far-reaching experience has taken him to every city and county in the California, as well as countless other jurisdictions nationwide. He is passionate about staying involved throughout the implementation process to ensure his clients get exactly what he promised, and more.

BORIS STARK

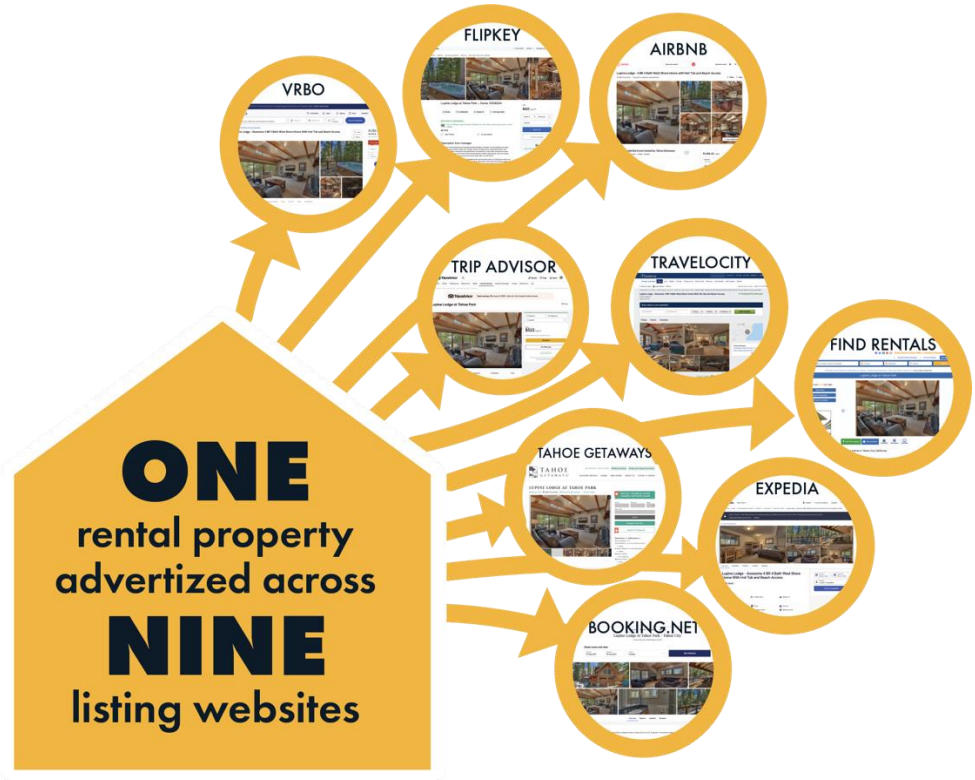
PUBLIC POLICY CONSULTANT
EXPERIENCE: 15 YEARS

Boris has over a decade of experience in the property management space, and is the former Vacation Rental Compliance Officer for the City of Palm Springs, where he created one of the nation's premier Short-Term Rental Management programs in the country. In his current role, he helps our clients address local challenges and develop tailored solutions.

PRICING PROPOSAL

Currently, Rentalscape is showing close to **39 live STR listings in *the City of Dalton***. Based on the number of live STR listings, we estimate there are **20+ *short-term rental properties in the* City**, advertised on one or more platforms.

While other providers charge a recurring identification fee annually, Deckard Technologies only charges an identification fee once when the property is initially identified. In addition, we only charge fees on a per property, not per listing, basis. Since a single property can have multiple listings, we feel it is unfair to charge fees based on listing count. Finally, we do not charge one fee for compliance monitoring and another for rental activity monitoring as, in our view, these are the same service.



PROPERTY IDENTIFICATION	PRICE
• Estimated 20 new properties • Identify property address & address • Identify property owner address	$3000 Annually
MONITORING & REPORTING	
• Estimated 20 properties • Real-time reporting of all new listings & daily calendar monitoring • FutureCast™ - Identify future bookings as they are made on the rental platform • Automatic identification of violations • Daily calendar monitoring	
REPORTING & ANALYSIS	
• Dynamic reporting, offering multiple ad hoc reports • Filters allowing users to focus on specific segments of the STR population	INCLUDED
DEDICATED ACCOUNT MANAGER	
• Single Point of Contact for City staff for all matters • Ensures the City is following Industry best practices • Shepherds the implementation process from start to finish • Periodic meetings/calls throughout the life of the account	INCLUDED
UNLIMITED ACCOUNTS & TRAINING SESSIONS	
• No limit on the number of Rentalscape user accounts • No per-session training costs	INCLUDED
TOTAL YEAR ONE	**$3000**

NOTE – Pricing valid for 90 days