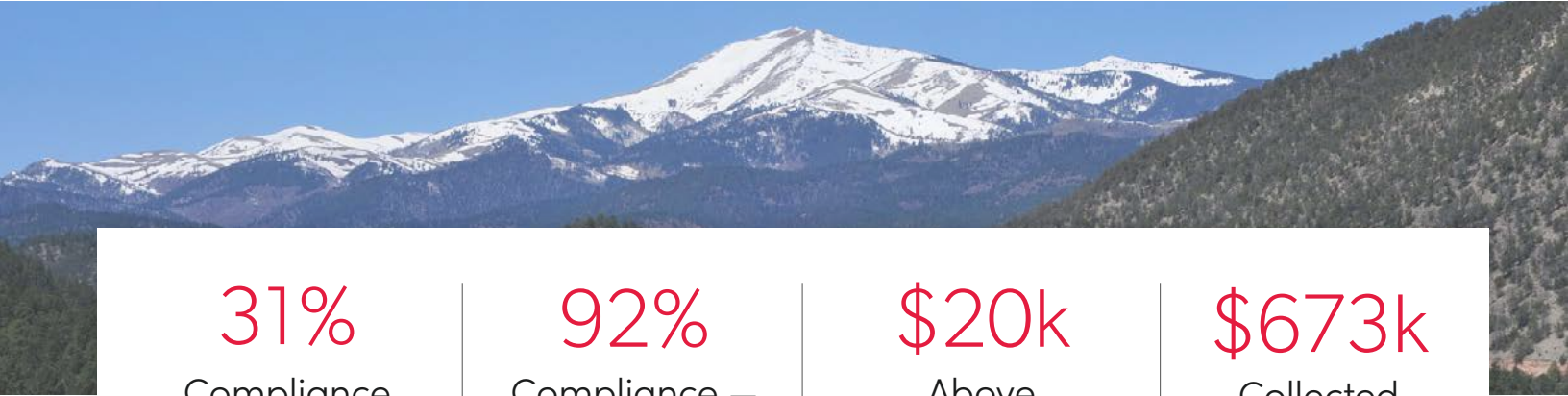




# Ruidoso, New Mexico

## How One Village Increased STR Compliance by 38%, Leading to \$673k Collected in Taxes



31%

Compliance Increase

92%

Compliance – Year One

\$20k

Above Budget

\$673k

Collected

### OVERVIEW

The Village of Ruidoso faced growth in short-term rentals, which brought increased safety concerns from residents. The Village staff also needed a more efficient system for handling registrations and taxes. They found a solution in Host Compliance, which surpassed their expectations.

### SITUATION

The largest challenge for Village staff was ensuring their growing population of STRs pay a monthly lodger's tax.

### SOLUTION

The Village uses Host Compliance to identify properties and send hosts letters that educate them and encourage compliance. This is an important step to ensuring that every host is registered and knows how to pay taxes.

### RESULTS

In their first six months of using Host Compliance, the Village increased STR compliance from 54% to 85%. Since implementation, the Village has collected \$637,000 in lodgers' tax.

### MUST HAVE SOLUTION

Host Compliance

“ The Village selected Host Compliance due to its ability to help with safety concerns and the neighborhood impacts that stem from STRs. While revenue recovery was not a key consideration in the decision, it was a bonus.”

– Stephanie Warren, short-term rental administrative assistant for the Village of Ruidoso