



Paradise Valley, Arizona

Short-term rental compliance in Paradise Valley: A model for preserving community character

OVERVIEW

When short-term rentals (STRs) surged during the COVID-19 pandemic, Paradise Valley, Arizona, faced an influx of large gatherings of hundreds of people in luxury residential properties. The town needed a scalable way to regain control of STRs but had no formal system to identify, track, or enforce compliance. Paradise Valley's lean team implemented Granicus' Short-Term Rentals solution (Host Compliance) to gain the data needed to identify properties, enforce permitting requirements, and maintain the quiet charm of its community.

SITUATION | PARTY HOUSE PREDICAMENT

Paradise Valley is a unique residential area known for large, high-value homes and a quiet atmosphere. Said homes became attractive venues for large gatherings, or "party houses," during the pandemic-driven STR boom, leading to widespread noise and safety concerns.

At the time, the town had no established STR ordinance or reliable way to identify rental properties across platforms. Enforcement was reactive and inconsistent, relying on police responses and temporary measures like "unruly gathering" ordinances. Without visibility into listings – especially across smaller or obscure booking platforms – many operators remained under the radar.

MUST HAVE SOLUTION

Short-Term Rentals



Where Granicus comes in is the identification part; it's impossible to do this without some sort of third-party compliance help. That identification makes a world of difference."

Kristi Hillebert | Lead Community Development Technician



“We don’t know what we don’t know, and we can’t fix what we don’t know,” explained Kristi Hillebert, lead community development technician for Paradise Valley. **“We had to find a way to identify the true short-term rentals in the first place and then be able to track them more closely.”**

SOLUTION | REDUCING RESISTANCE

Paradise Valley adopted Short-Term Rentals to establish control through comprehensive STR identification and tracking. **The platform enabled the town to:**

- ✓ **Identify STR listings** across both major and niche booking platforms.
- ✓ **Track listing activity**, including last booked dates and reposting patterns.
- ✓ **Verify active vs. inactive (“zombie”) listings** to focus enforcement efforts.
- ✓ **Collect evidence** like listing screenshots and booking availability.
- ✓ **Maintain detailed compliance notes and history** for each property.

This visibility allows the small team to monitor activity weekly and quickly address violations. “If they could skirt by under the radar, they would,” said Hillebert. “It would be absolutely impossible to track them without this system.”

Equally important, the town paired technology with proactive engagement, including twice-yearly community meetings for both residents and STR operators. This helped build awareness around expectations and encourage cooperation rather than resistance.

RESULTS | NEAR TOTAL COMPLIANCE

Paradise Valley achieved a dramatic turnaround — boasting near-total awareness and compliance with STR requirements.

The town also saw a significant decline in STR volume due to non-compliant operators exiting the market, which ultimately eliminated large “party house” incidents. “We haven’t had a party house complaint since we began registering and getting them permitted,” said Hillebert.

The town can now enforce regulations more efficiently while maintaining steady oversight, with stronger accountability through direct communication with owners and managers. Most importantly for the public, the process has safeguarded the quiet, residential charm of Paradise Valley.

“It is much easier to work with [owners] than to work against them,” explained Hillebert. “Now that they know they’re being held responsible, it helps maintain that quiet, peaceful neighborhood setting — which is why people want to live here.”