



# Alachua County, FL

tripled its tax revenue and eased local hospitality tensions with short-term rental management software

20 to 464

identified short-term rental accounts

Tripled tax revenue

from year 1 to year 3

High ROI

with a one-person team

Eased tensions

within the local hospitality industry

## OVERVIEW

Alachua County's mission is to serve the public with integrity, innovation, fiscal responsibility, and respect. With its mission top-of-mind, along with a limited budget and staffing resources, the county endeavored to boost tourist development and safety by ushering a budding crop of short-term rentals (STRs) into compliance. With the use of STR management software, Alachua County identified all STR accounts, tripled its tax revenue, and eased tensions within the local hospitality industry.

## SITUATION | WEATHERING THE SHORT-TERM RENTAL STORM

Lee Tussinger has been working for the tax collector for 16 years, 10 of which he's also handled STR tourist development. It's essentially a one-person department. His involvement in the Florida Tourist Development Tax Association (FTDTA) introduced him to the Granicus software that helps streamline STR management.

## SOLUTION | SOFTWARE, THE SAVIOR

Alachua started with the address identification feature, then added the compliance monitoring feature. The software gave Alachua County a clearer picture of tourism in the community, which showed a consistent, year-round STR trend.

## RESULTS | THE SHORT-TERM RENTAL RAINBOW

In the first year using STR management software, Alachua County collected \$38,000 in tax revenue. The second year it collected over \$70,000, and the third year it collected more than \$223,000 – all with one staff member whose time was divided between STRs and other tax and code-related responsibilities. This compliance software also offers a reliable, auditable means of tracking tax collections as stipulated by the statutory obligations of the county. Bringing STRs into compliance also assuaged tension between them and local hoteliers who were understandably frustrated by the lack of STR regulations.

Due, in part, to tax revenue collected through the software, Alachua County was able to fund attractions that will contribute considerably to tourism in the county and boost the local economy.

## MUST HAVE SOLUTION

Host Compliance

“ Our mission is to serve the public with integrity, innovation, fiscal responsibility, and respect and Host Compliance has been a partner that has helped us achieve that mission.”

Lee Tussinger, Tax Operations Specialist