



## **Alachua County Short Term Rental Tourist Development Tax Update**

**August 12, 2021**

Before Host Compliance, the Tax Collectors office had approximately 35 compliant online short term rental accounts.

**March 2019:** Host Compliance was first used by the Tax Collector's office in March of 2019 with the Address Identification module, where names, addresses and online listings were identified for each property.

A step-by-step instructional video was produced for the Tax Collector's website and a public outreach campaign was initiated in conjunction with Alachua County Communications and Visit Gainesville, Alachua County.

Subsequently, the Tax Collector mailed out letters to approximately 600 property owners who were identified as short term rental hosts. During that first year, approximately 325 accounts were added.

**March 2020:** Covid adversely impacted lodging, and over the course of the next year, 124 accounts became inactive.

**March 2021:** A Host Compliance Monitoring module was added, where Host Compliance direct mails a series of three letters to all the non-compliant identified hosts. Since incorporating the letters and compliance monitoring, 82 additional accounts have been added.

**As of the week of July 26, 2021, a total of 407 accounts have been added, of which 283 are currently active short-term rental accounts. We estimate that there are still 250 non-compliant accounts in our county.**

Going forward, Host Compliance will continue to mail out letters monthly. A new host listing will receive a letter after the first month that they are listed. After 3 letters, if the host does not respond, the Tax Collector's office is now conducting field visits to the location, hanging door hangers and attaching a copy of their listing.

With the compliance monitoring module, the Tax Collector's office can also create revenue estimation which will aid us when we audit the compliant accounts, as well as estimate revenue for non-compliant hosts who have not registered.

FY19: Total TDT Distributed: \$5,528,079.21 / Short Term Rental TDT: \$38,829.02

FY20: Total TDT Distributed: \$4,520,079.19 / Short Term Rental TDT: \$70,367.34

FY21: (To-date) Total TDT Distributed: \$4,037,746.60 / Short Term Rental TDT: \$146,894.65