# Yates County, NY

Collected $185K in back taxes in six months and put that revenue back into its community

| $185,000 | 753 | 67% | $200,000 |
|---|---|---|---|
| Collected in back taxes in six months | Short-term rentals identified (up from 200) | Short-term rental compliance rate | Projected to be collected by year's end |

## OVERVIEW

Yates County is a quaint, lakefront area comprised of nine towns and four villages in New York state. After an influx in short-term rental (STR) activity, spurred by the pandemic, Yates County's finance committee realized how much the entire community could benefit from the collection of occupancy taxes. The county instituted Granicus' short-term rental management software to help them easily identify hundreds of hidden STRs and collect $185,000 in back taxes in just six months.

## SITUATION | HIDING IN PLAIN SIGHT

The Yates County finance department, which manages short-term rentals, is a small team of people who painstakingly manage short-term rentals manually in the area. During COVID, a huge spike in short-term rental activity wasn't being reflected in occupancy tax collected.

## SOLUTION | DAZZLING DIGITAL DISCOVERIES

Because the finance team needed a better way to identify short-term rental hosts and monitor their activity, they found Granicus. The county had the ultimate goal of collecting tax revenue that could be funneled back into the community. The user-friendly Host Compliance dashboard made an immediate impact. Before Granicus, the county manually managed 200 short-term rental units in Excel. With Host Compliance, the finance team discovered 753 short-term rentals being operated! The software has also helped arm the county with a better understanding of local STR activity, which has helped inform their decision-making.

## RESULTS | EVERYBODY WINS

Midway through the year, Yates County has already collected a whopping $185,000 in back taxes (67% compliance), which is expected to climb to more than $200,000 by the end of the year. The revenue goes toward funding local events, beautification projects, and improvements for trails, parks and other outdoor activities.

**MUST HAVE SOLUTION**

Host Compliance

"It's been quite a whirlwind to see how many people are actually out there renting in Yates County. There are so many more operators than what we thought."

Jessica Mullins
Director of Finance