

TOURIST ROOMING HOUSE LICENSING AND ENFORCEMENT 2025

PRESENTATION BY TODD SCHMIDT, ENVIRONMENTAL HEALTH TECHNICIAN



OVERVIEW



BACKGROUND

LICENSING PROGRESS

CHALLENGES

WELCOMING VISITORS

- EAA
- Mile of Music
- Performing Arts Center
- Green Bay Packers
- Lawrence University
- Youth Sports
- Fox Cities Exhibition Center
- Octoberfest
- Jones Park Events

Tourism



ECONOMIC IMPACT

Income Property

Wide range of ownership

- Homeowners supplementing income
- Investment properties
- Passive retirement income
- Real estate management
- Corporate housing
- Long-term to short-term units
- \$6.6M potential host revenue in Appleton

Short-term rental statistics in Appleton?

A typical short-term rental listing in Appleton is booked for **223 nights** a year, with a median occupancy rate of **61%** and an average daily rate of **\$131**. In 2023, a typical host income (annual revenue) was **\$30,375**. As of 16th November, 2024, there are **218** active Airbnb listings. See short-term rental data in Appleton.

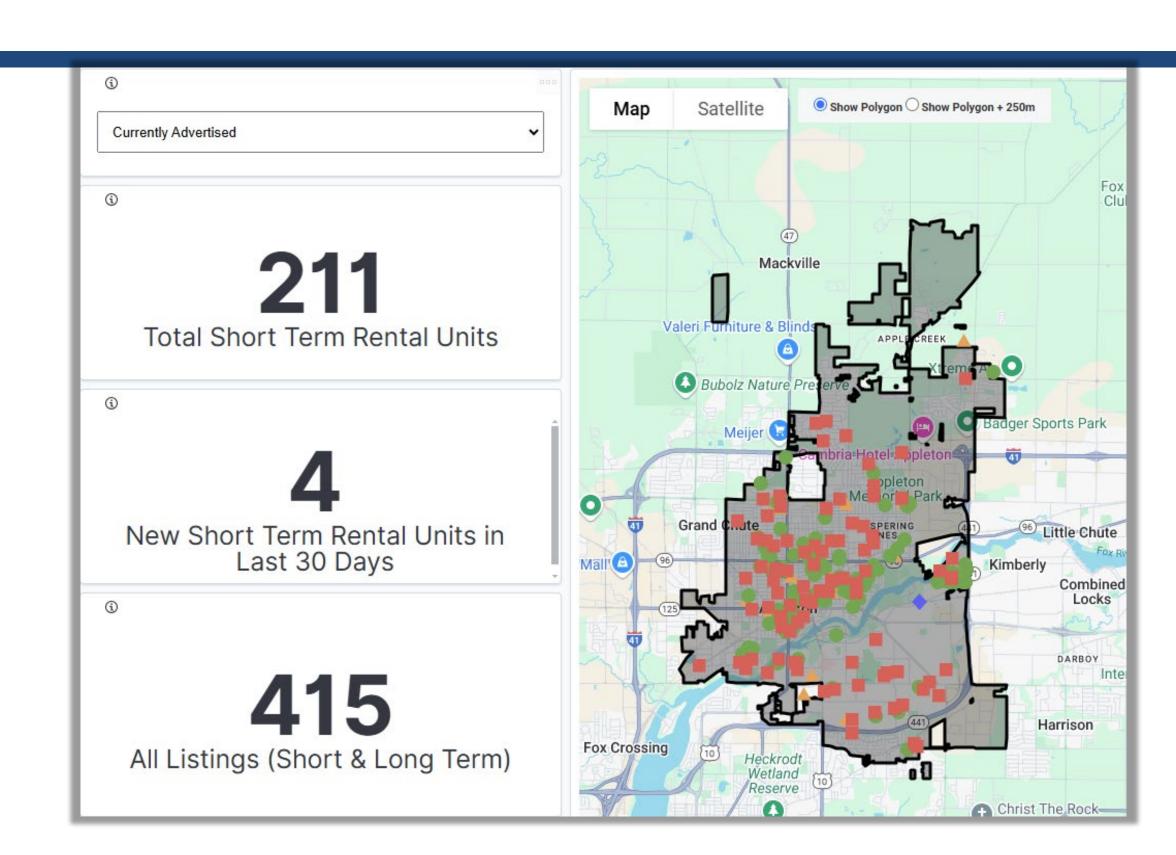
Source: Airbtics.com

GROWING MARKET

Since 2020:

- US total marketplace listings have increased by 65%
- "Small city / rural" travel locations are the highest growth segment
- Appleton TRH licenses have increased by over 850%

Listing updates weekly

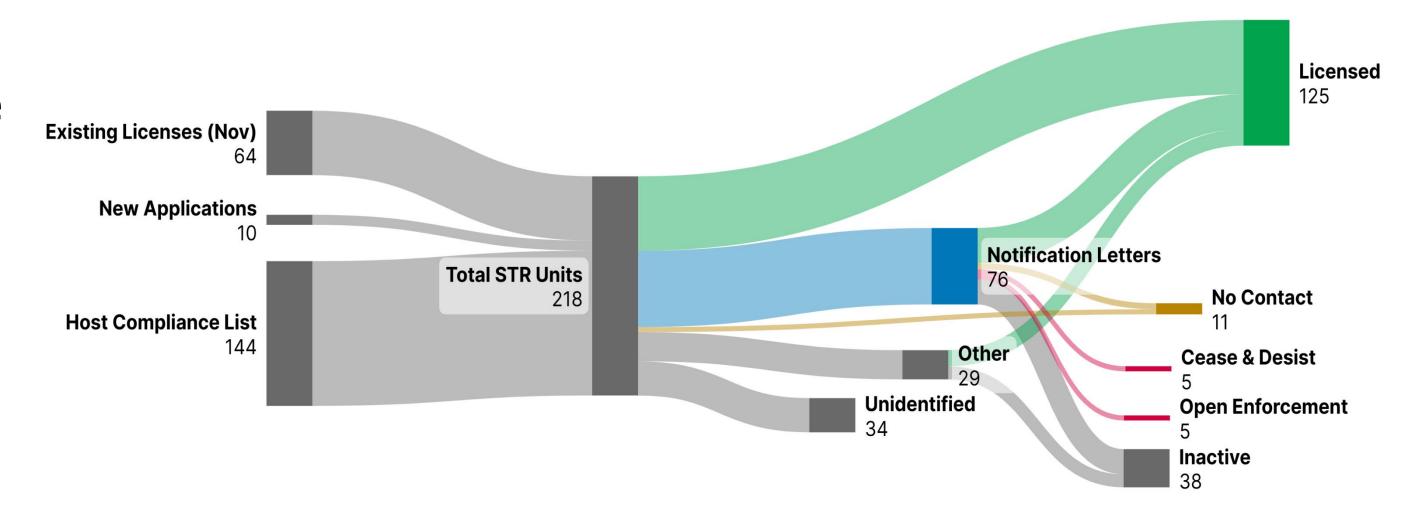


3-MONTHS OF DATA

Appleton TRH Compliance February 2025

Unlicensed Lodging Facility Notices

- 90% response rate
- 50/50 licensed vs withdrawal
- 40+ new licenses
- 21 pending inspections







LICENSING

HEALTH AND SAFETY OF THE GUESTS

COMMUNITY IMPACT

MONITOR HOUSING & RENTALS

FAIR MARKET COMPETITION

HEALTH AND SAFETY OF GUESTS



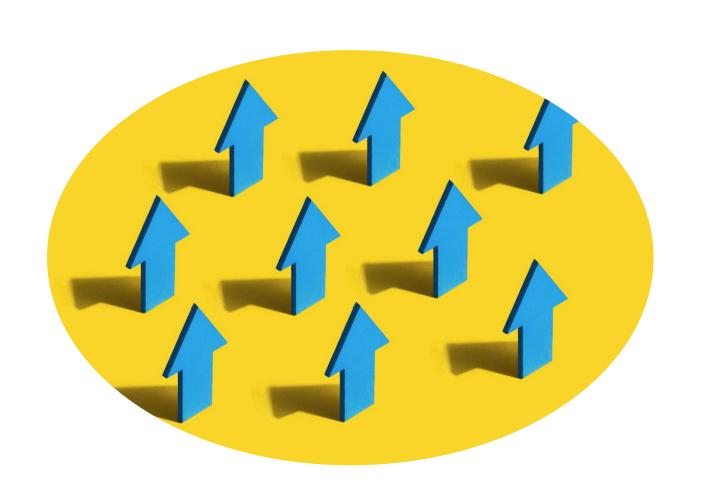
- > Cleaning and sanitizing processes
- > General cleanliness of the facility
- > Building code and fire safety
- Occupancy regulations
- "Slips, trips, and falls"
- > Security
- Pest control

COMMUNITY IMPACT



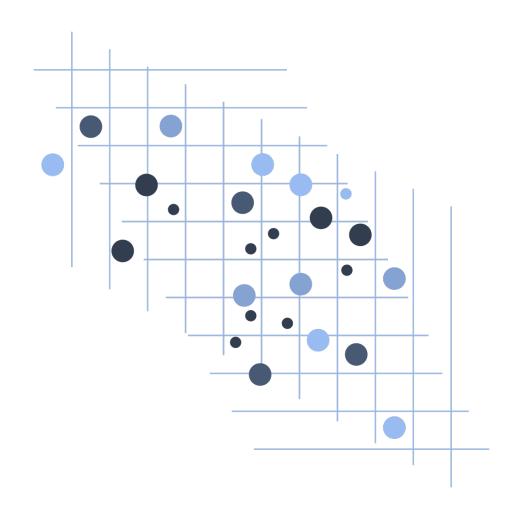
Education	Educate hosts on local ordinances
Preservation	Preserve neighborhood character
Maintain	Maintain standards and livability
Outreach	Outreach point of contact

MONITOR HOUSING & RENTAL MARKET



	TRH Units Listed	TRH Units Licensed	% of total listed online that are licensed
July 2024	254	85	33%
Feb. 2025	209	104	50%
July 2025	225 (est.)	150 (est.)	67%

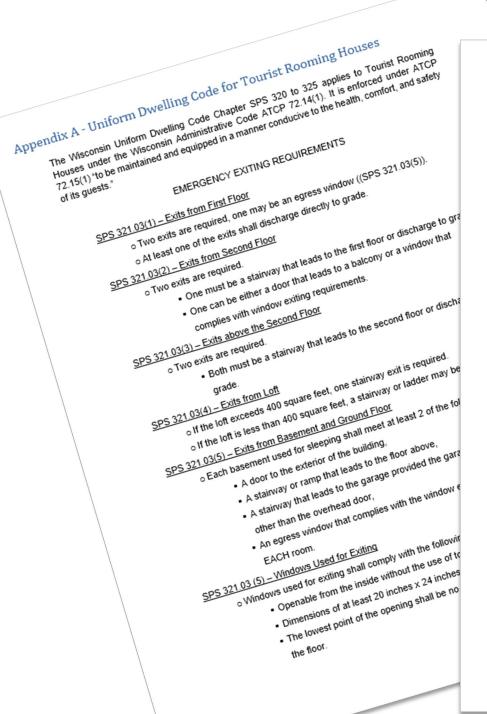
FAIR MARKET COMPETITION





APPLICATION ON INFORMATION

People inquiring about the application process are given information on what a pre-inspection involves and an easy 1-page application.





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www.applet

Tourist Rooming House ("TRH") Check List

Requirements for the establishment of a new TRH facility:

- Completed City of Appleton TRH license application
- 2. Pre-inspection of the property by the Appleton Health Department
- 3. Payment submitted for the pre-inspection and the annual license fees
- ** Not Included here **
- 4. Business Seller's Permit from the Wisconsin Department of Revenue ("Sales Tax")
- Local Hotel/Room Tax
- 6 Dronarty Incurance
- (See Wisconsin Administrative Code ATCP 72 for complete regulations on TRHs)

This checklist shows most items that will be considered during a TRH pre-inspection before the establishment can be permitted to operate, but is not exhaustive:

- > Completed application, fees paid in full and permit to be conspicuously posted
- General and Safety
 - Guests must register their full names and addresses in a registry either on-site or digitally. A record kept by the operator is sufficient.
 - One smoke detector per home is required on each level and in each sleeping room, if not within 6 ft. of the bedrooms in the hallway.
 - One carbon monoxide (CO) detector per home is required if there is an attached garage or fuel-burning device (e.g. stove, dryer, water heater, boiler, fireplace).
 - All smoke and carbon monoxide detectors must be checked after each quest's stay to ensure it is operational.
 - Railings on decks, patios, balconies, and staircase handrails follow Uniform Dwelling Code – Chapters SPS 320-325.
 - Fire safety, exits, and extinguishers to follow Uniform Dwelling Code Chapters SPS 321.03 (Appendix A).
 - Facility cleanliness is acceptable, maintained, and with proper pest control.
- Guest Room
 - All beds must have a mattress pad, and clean linens, with a 12" fold-back over the top blanket.

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	Licenses issued April 41	Zip Code
	the following April 19	
	Licenses issued April 1st – June 30 ³⁰ will remain effer the following year. In familiar with the Wisconsin Codes (the rules for the post/docs.legis.wisconsin Codes)	
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CHALLENGES

MISINFORMATION ONLINE

COMMON ISSUES

COMPLEX FACILITIES

What is considered a short-term rental?

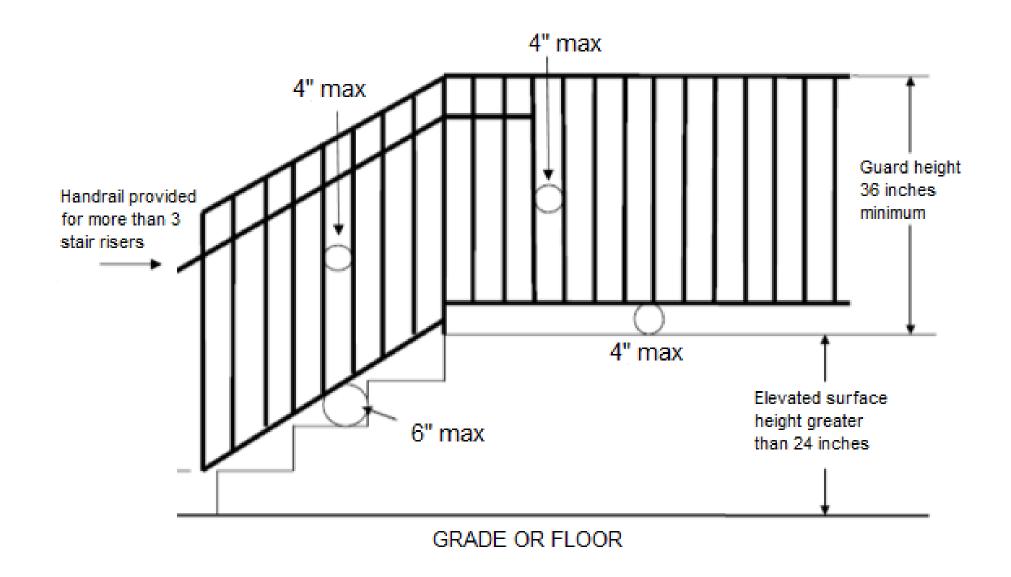
Terminology

State regulations (ATCP 72) define this as:

- 1. Any rental period of less than 60 days and;
- 2. To a tourist/transient* and;
- 3. For a fee to lodge overnight.

*Tourist/transient – an individual seeking temporary accommodations away from their primary residence for vacation, pleasure, culture, business, or employment.

GUEST SAFETY



"Slips, Trips and Falls"

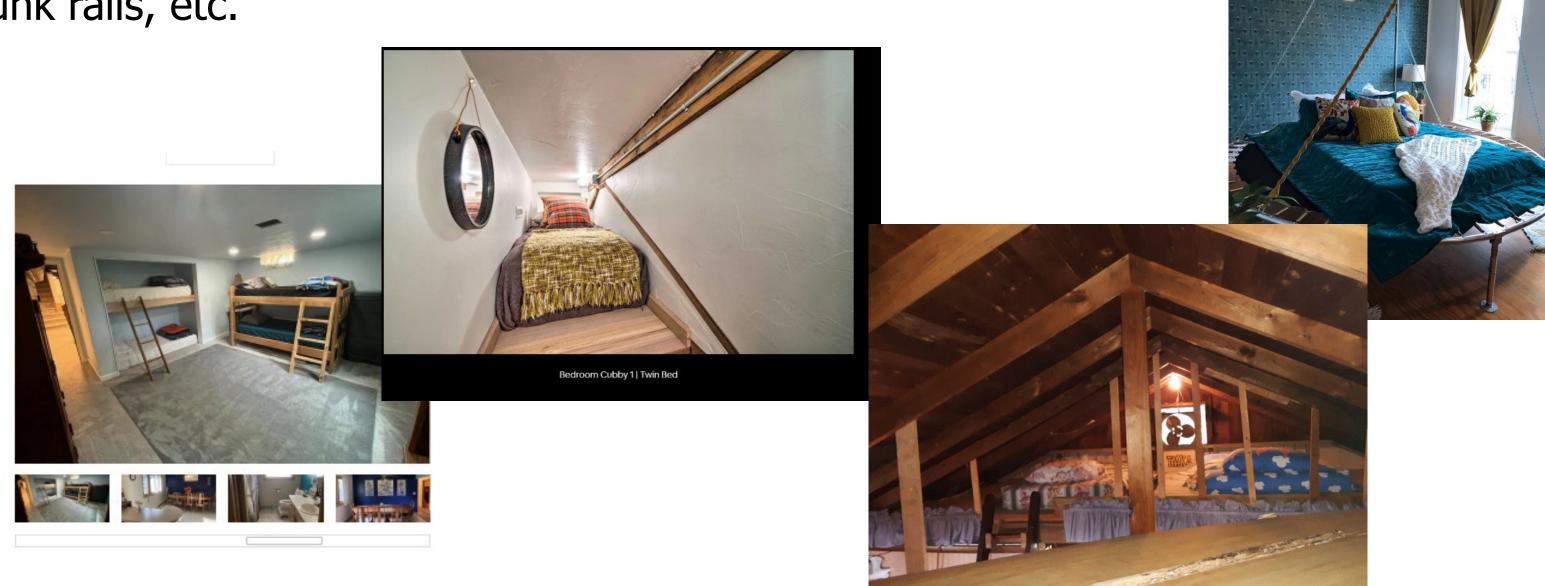
Common Issues

- Porch / balcony guardrails
- Tub / shower surface
- Smoke alarms
- Outdated standards

ATCP 72.15(1) "to be maintained and equipped in a manner conducive to the health, comfort, and safety of its guests."

SLEEPING ACCOMODATIONS

Defined minimum square footage for sleeping area with emergency exiting requirements, clean linens, mattress covers, bunk rails, etc.



What is a commercial property?

Terminology

Single- and Two-family dwellings are properties where most TRH facilities fall under

A multi-family dwelling is any facility with 3 or more attached dwelling units, or "keyed units."

Multi-family dwellings are classified as commercial properties and are subject to stringent guidelines under the International Building Code (IBC). A multi-family dwelling housing tourists/transients requires an "R-1" occupancy permit under IBC.

This also includes housing more than 10 people in a single-family home or duplex

MULTI-AGENCY APPROACH



Residential buildings used as TRH facilities need to comply with the commercial building code

Complex requirements for "R-1 occupancy" because of a higher risk rating in housing transient guests

- Fire and Building Inspection
- Zoning and Licensing
- Cease & Desist on 7 properties =
 37 units of illegal lodging



THANK YOU

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