



# **TOURIST ROOMING HOUSE LICENSING AND ENFORCEMENT 2025**

PRESENTATION BY TODD SCHMIDT,  
ENVIRONMENTAL HEALTH TECHNICIAN

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# OVERVIEW

## BACKGROUND

## LICENSING PROGRESS

## CHALLENGES



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# WELCOMING VISITORS

- EAA
- Mile of Music
- Performing Arts Center
- Green Bay Packers
- Lawrence University
- Youth Sports
- Fox Cities Exhibition Center
- Oktoberfest
- 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.](#)

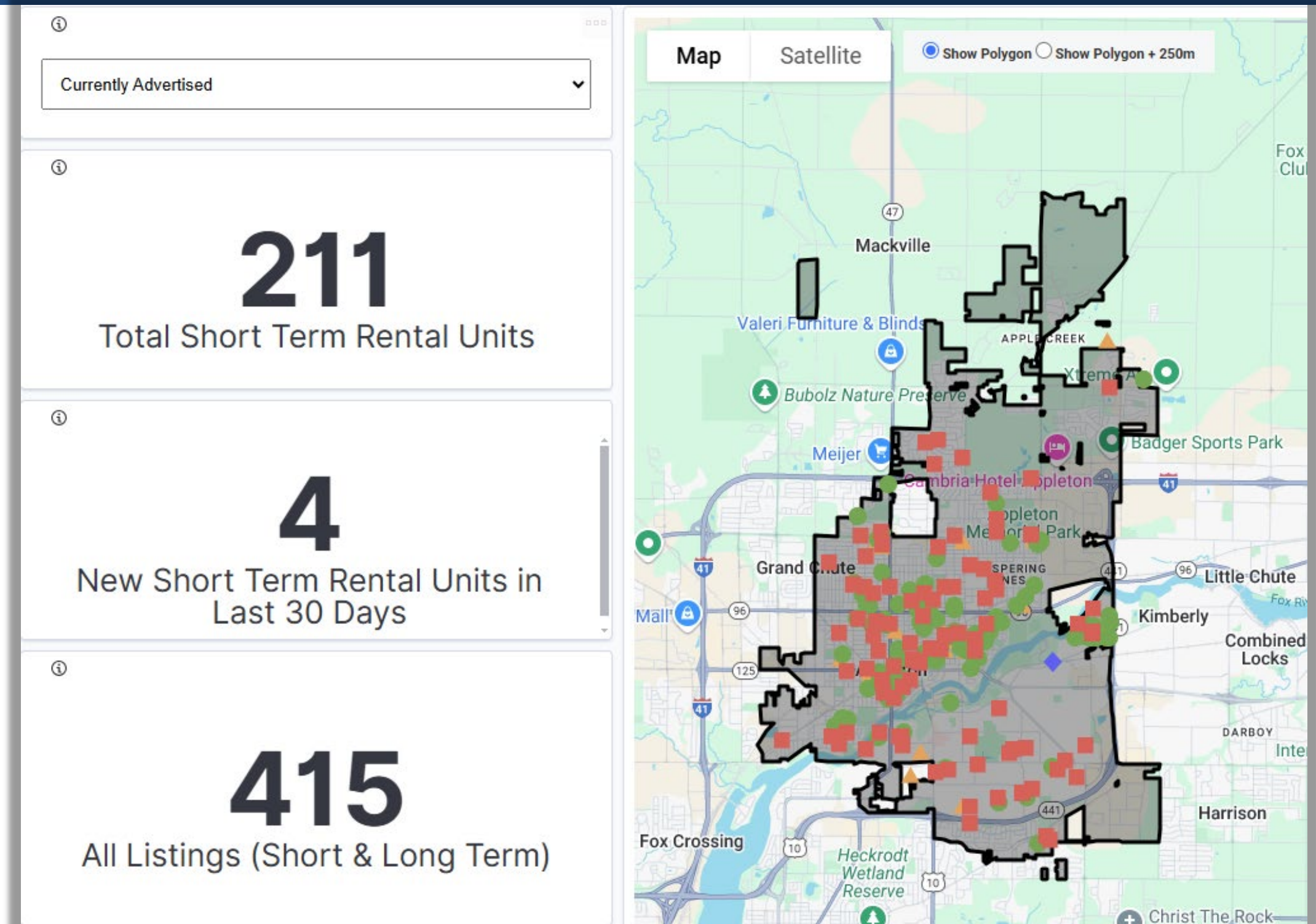
*Source: Airbtics.com*

# 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

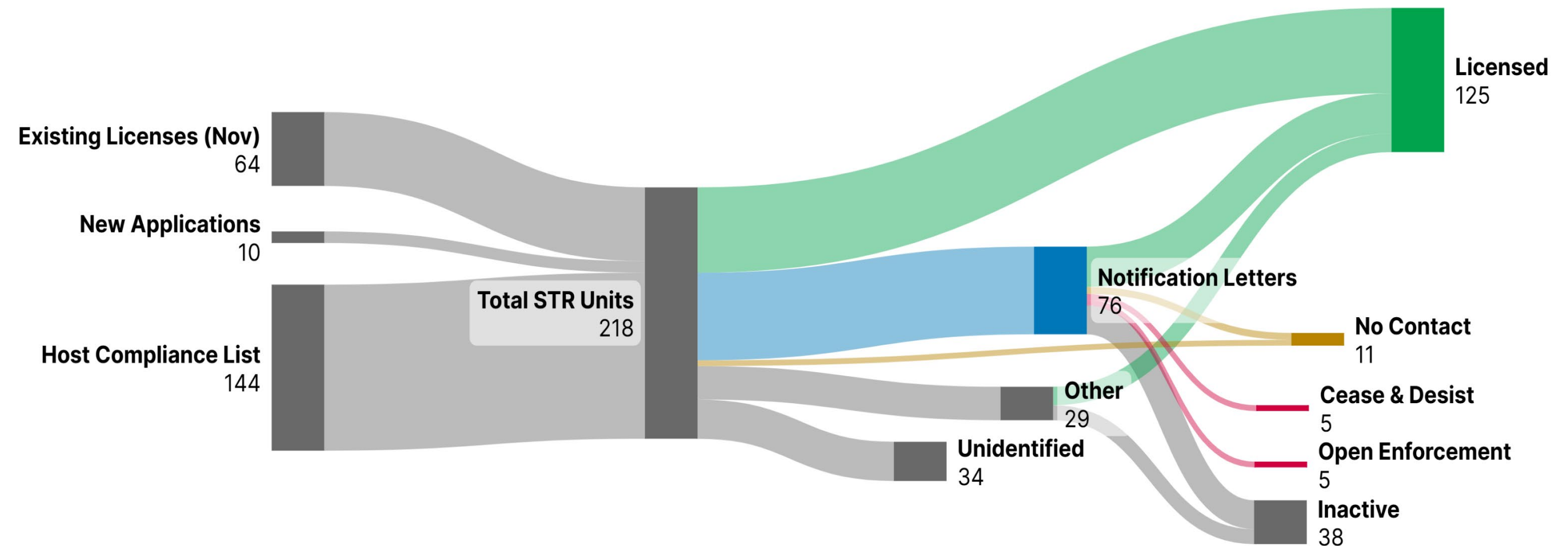


# 3-MONTHS OF DATA

## Unlicensed Lodging Facility Notices

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

## Appleton TRH Compliance February 2025





# LICENSING



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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

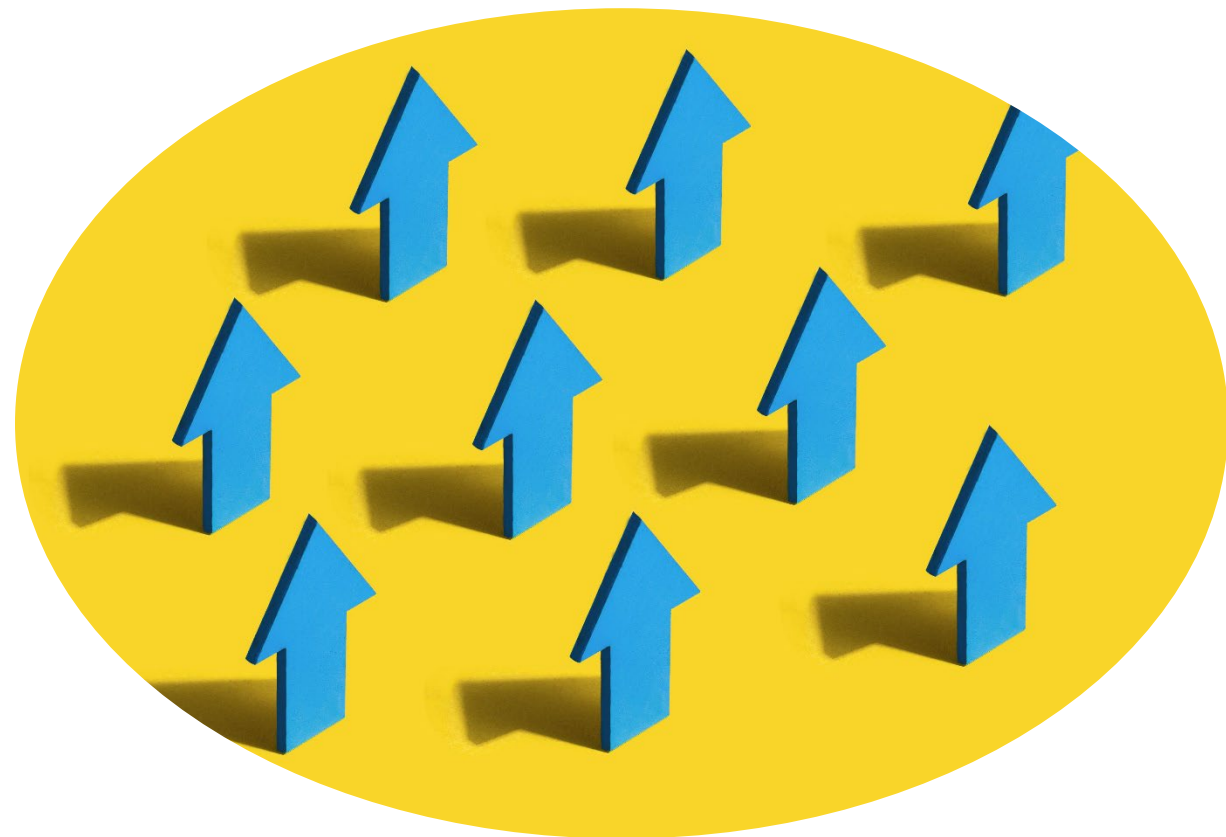


# COMMUNITY IMPACT



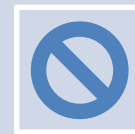
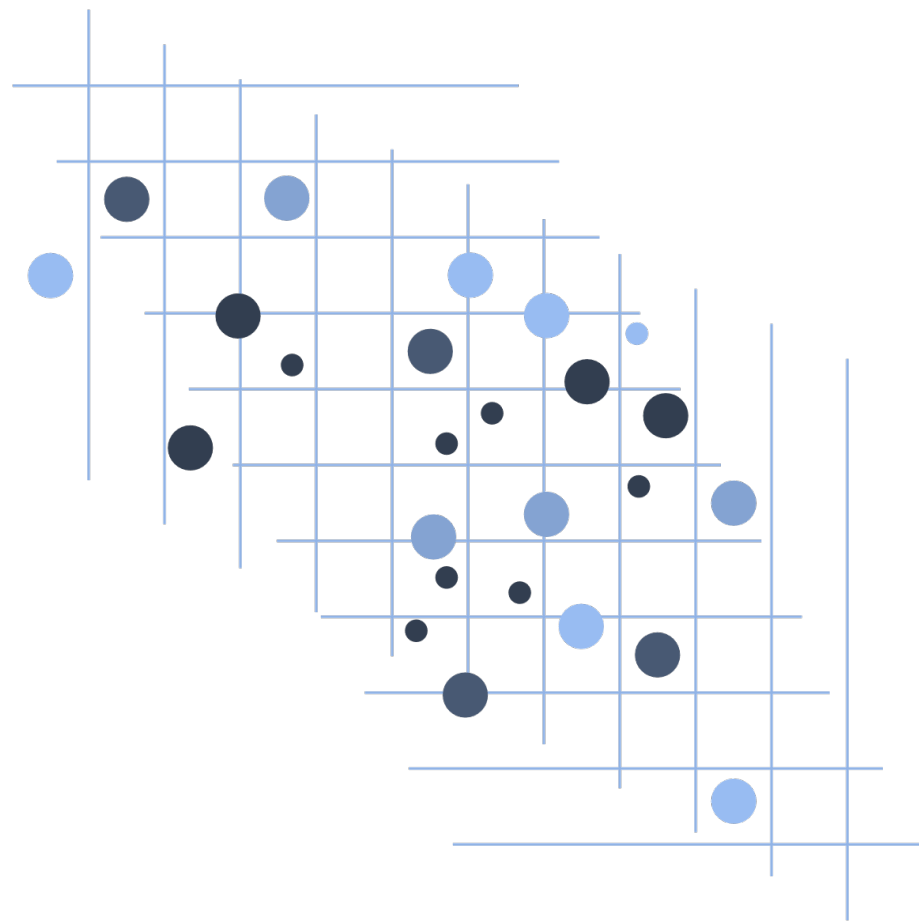
Education	Educate hosts on local ordinances
Preservation	Preserve neighborhood character
Maintain	Maintain standards and livability
Outreach	Outreach point of contact

# 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



Enforcement

Curb illegal facilities and unsafe practices by operators



Protection

Minimize fluctuations in the housing market, rental stock



Legal

Manage legal issues and overall compliance for renters and owners



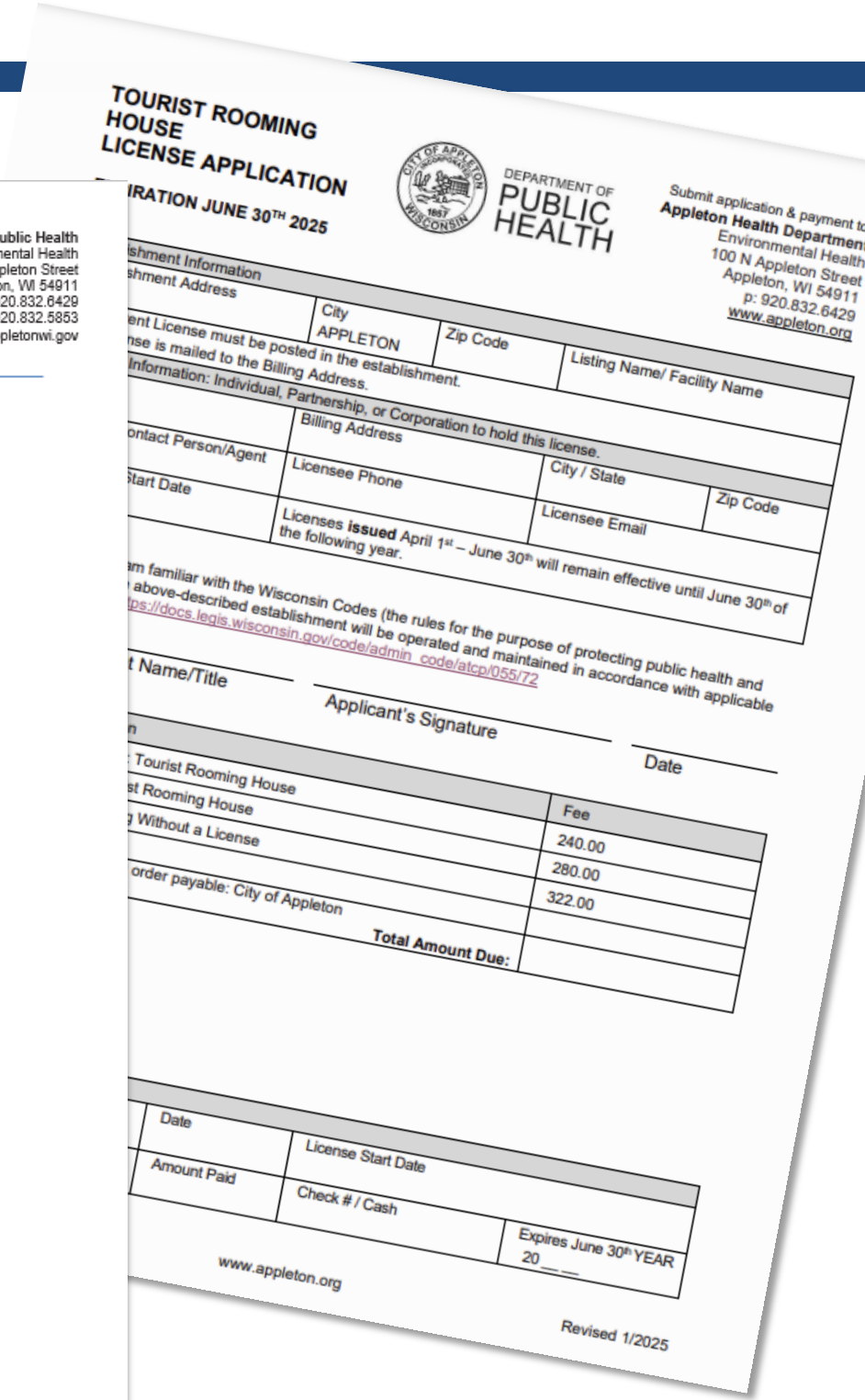
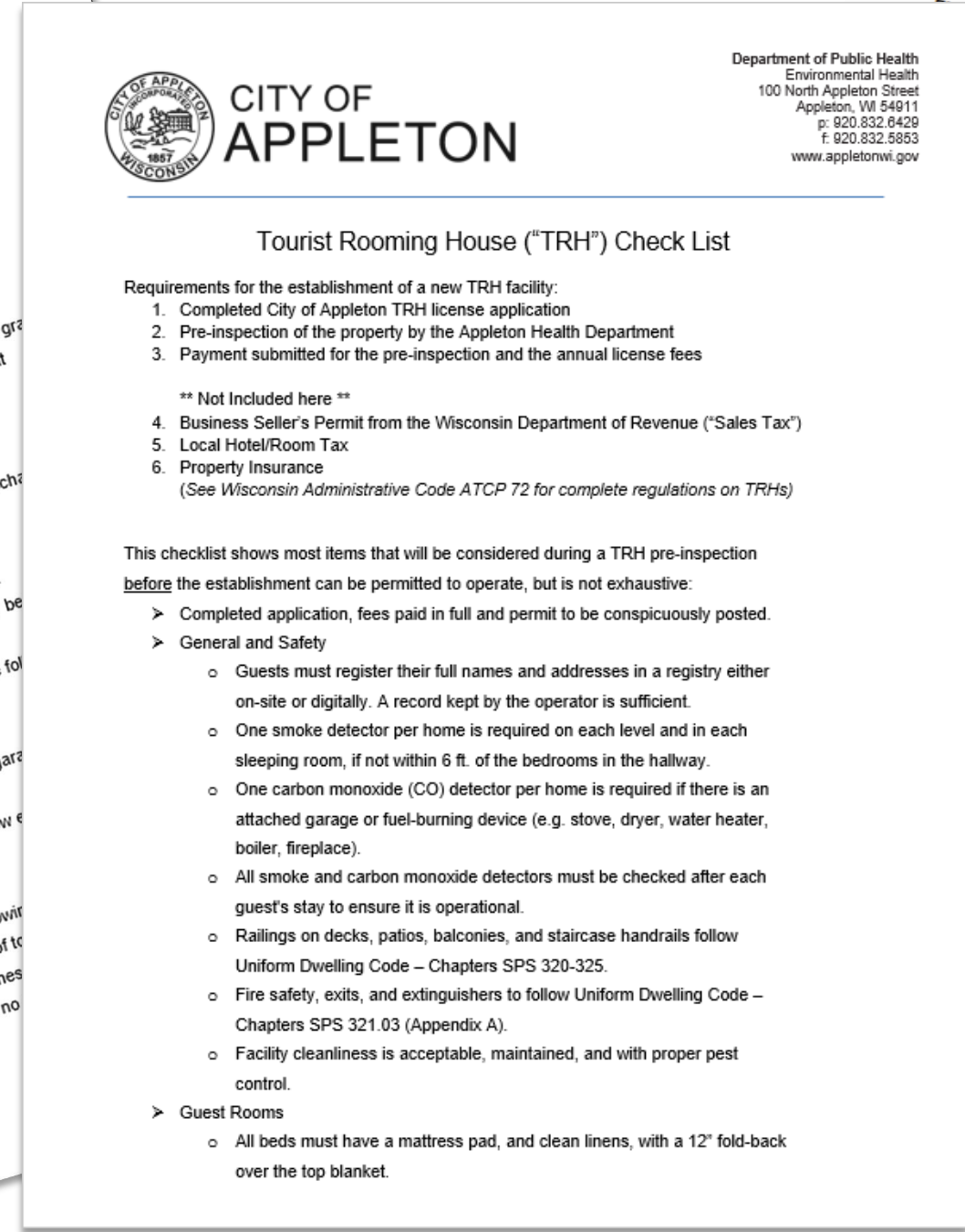
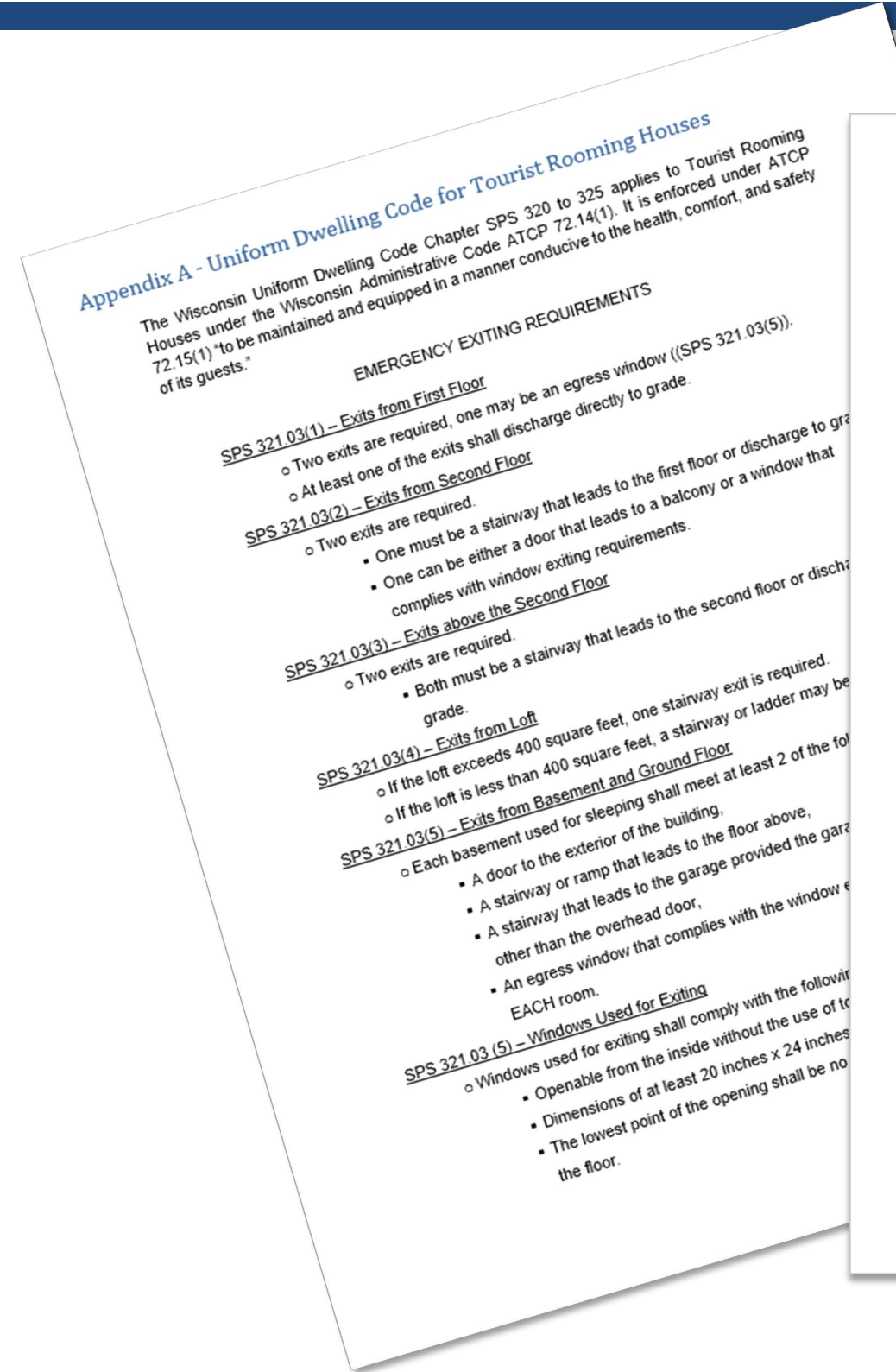
Fair

Everyone plays by the same rules



# APPLICATION ON INFORMATION

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



# CHALLENGES



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MISINFORMATION ONLINE

COMMON ISSUES

COMPLEX FACILITIES

# What is considered a short-term rental?

## Terminology

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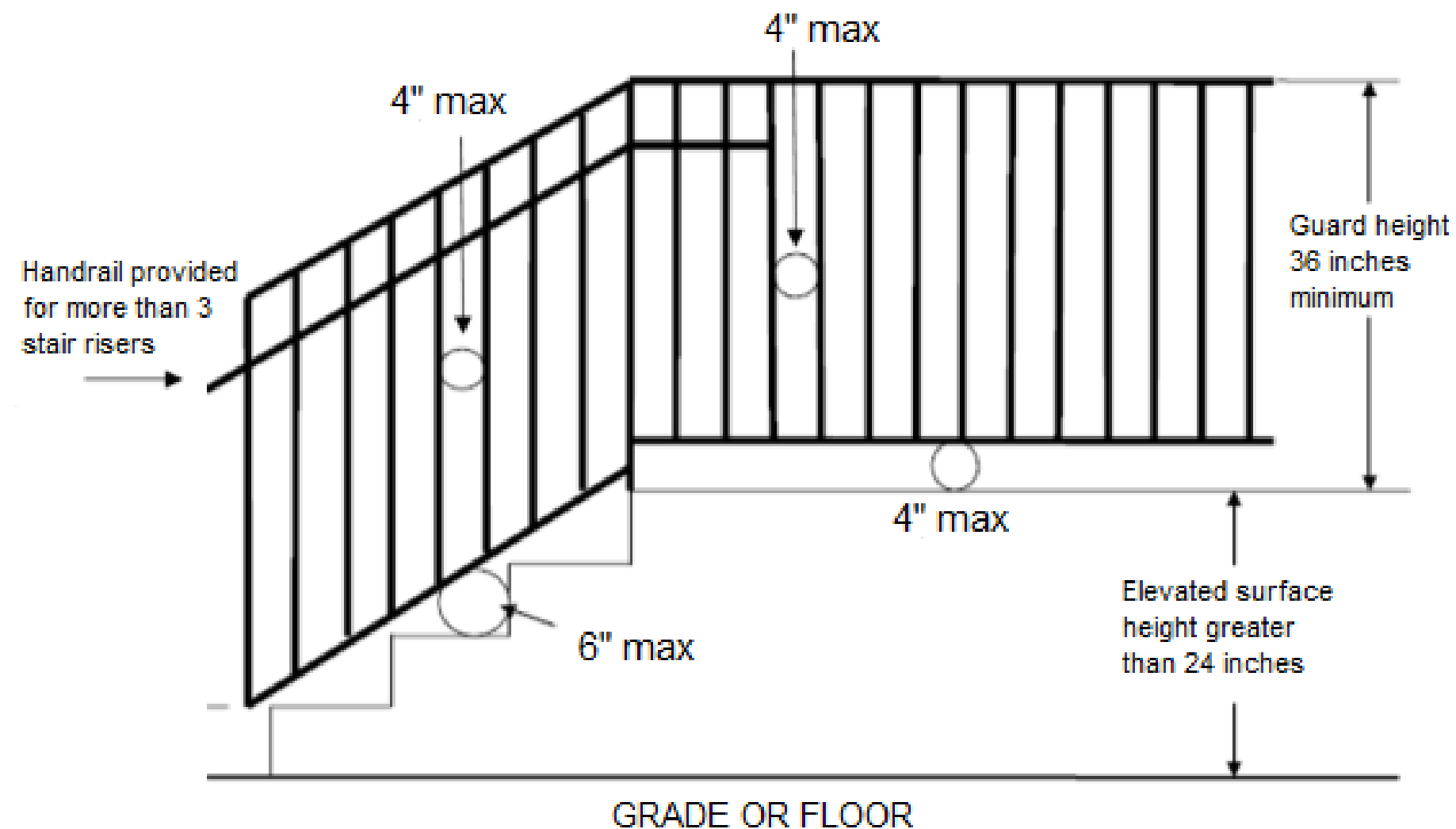
State regulations (ATCP 72) define this as:

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”

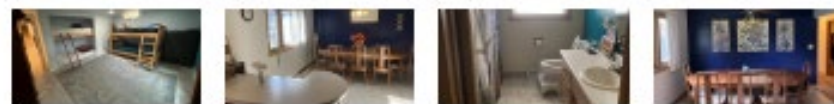
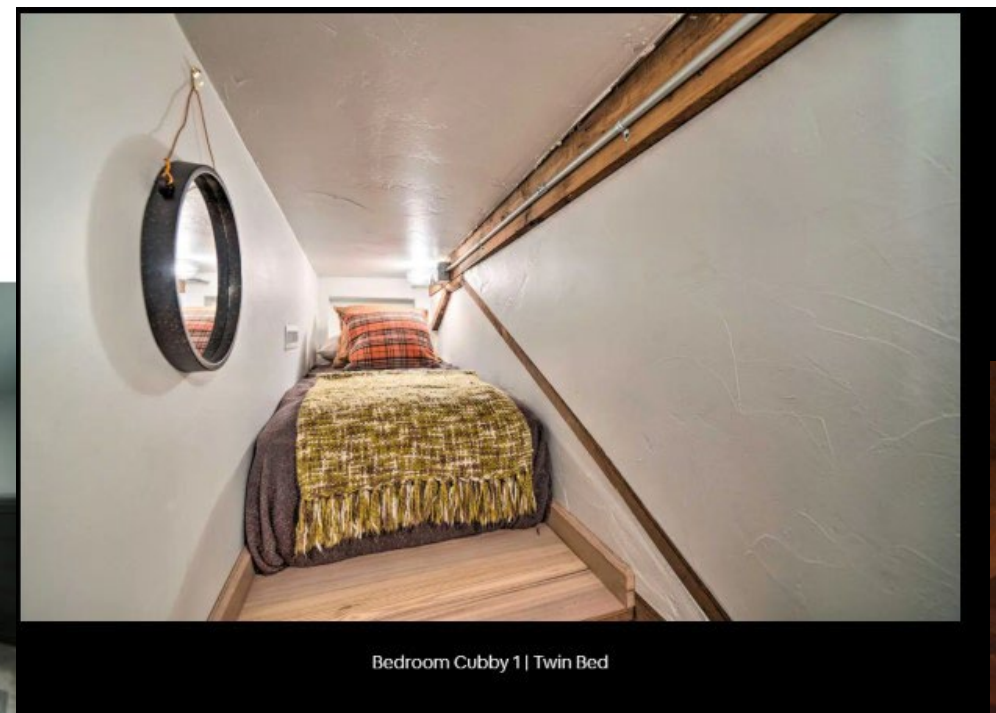
## Common Issues

- 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 ACCOMMODATIONS

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



# What is a commercial property?

## Terminology

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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

T o d d   S c h m i d t  
E n v i r o n m e n t a l   H e a l t h   T e c h n i c i a n  
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