



**Town of Rome**  
1156 Alpine Drive  
Nekoosa, WI 54457  
(715) 325-8046 Office  
(715) 325-8035 FAX  
[www.romewi.gov](http://www.romewi.gov)

Dear Applicant,

RE: SHORT TERM RENTAL LICENSING PROCESS

The Short-term rental application process requires the following:

1. Tourist Rooming House License (*example included-obtain this before submitting application to the Town of Rome*) \*
2. Short-term Rental License application\*
3. Room tax license application (Information on Room Tax) \* *including a DOR Seller's Permit number*
4. Proof of Insurance\* (*See Ordinance 234-58(4) for requirements*)
5. Short Term Rental Zoning Permit \*
6. A Town of Rome Fire Inspection
7. A Town of Rome Building Inspection
8. A Police Department background check

*\*Asterisked materials, with applicable fees, will need to be submitted **all at one time** to the Town of Rome (applications will not be accepted without all the required documents).*

Please review the Town of Rome Code regarding short-term rentals, Town of Rome Room Tax requirements, and Town of Rome Short Term Rental Zoning permits. The entire process will take approximately 2-3 weeks.

A Tourist Rooming House License is issued from the Adams County Health and Human Services Department. Adams County has contracted with Wood County to provide this service and you may contact them at (715) 421-8911 and ask for the Environmental Health Department. They will schedule an on-site visit directly with you. The Town of Rome needs a copy of the certificate, which will include an expiration date, do not include the Inspection Report. Once you have received this certificate you can then submit your Short-Term Rental paperwork to the Town.

Once #1-5 are submitted and paid, the Town will schedule a Police, Fire, and Building Inspection of the requested short-term rental property. After all inspections are passed, the file will then be given to the Zoning Administrator for their issuance of the Zoning Permit. All items of the process need to be provided and approved before operating as a short-term rental is permitted.

The Short-Term Rental License term runs from July 1 – June 30 each year and the fee is \$250 initially and \$150 for renewal (*annual fees are not prorated*). Short-term rentals are also required to renew their Tourist Rooming House license annually with the County. The Town of Rome Code 234-57 also states that "Short-term rentals of six (6) or fewer consecutive days in duration are prohibited."

Finally, as noted above, a Short-Term Rental License is required to ensure compliance with local ordinance requirements. However, there may be Homeowner's Association/Subdivision covenants or restrictions that apply. A Short-Term Rental License does not void or override those regulations. If applicable, please contact your Homeowner's Association for additional requirements from deed restrictions or covenants.

Please call me at 715-325-8046 if you have any questions.

*Wendy Newsom*

Wendy Newsom  
Town Clerk



# NEW SHORT TERM RENTAL APPLICATION- FEE \$250.00

For the license period beginning July 1, 20\_\_\_\_\_  
Ending June 30, 20\_\_\_\_\_

INTERNAL REVENUE SERVICE EMPLOYER ID #: \_\_\_\_\_

**CONTACT INFORMATION:**

PROPERTY OWNER NAME/BUSINESS NAME: \_\_\_\_\_

PROPERTY OWNER MAILING ADDRESS: \_\_\_\_\_

PROPERTY OWNER EMAIL: \_\_\_\_\_

PROPERTY MANAGER NAME: \_\_\_\_\_

PROPERTY MANAGER MAILING ADDRESS: \_\_\_\_\_

PROPERTY MANAGER EMAIL: \_\_\_\_\_

PROPERTY PHYSICAL ADDRESS: \_\_\_\_\_

24 HOUR PHONE NUMBER: \_\_\_\_\_ OWNER PHONE #: \_\_\_\_\_

WHOM SHOULD WE CONTACT FOR INSPECTIONS? ☐ Owner OR ☐ Property Manager

**PROPERTY OWNER MUST SUBMIT:**

	Tourism Rooming House License Permit from the State of WI Department of Agriculture, Trade & Consumer Protection under ATCP 72.04 – <i>issued by Adams County Health and Human Services Department</i>
	Current proof of casualty and liability insurance issued by an insurance company authorized to do business in the State of Wisconsin, with liability limits of not less than \$300,000 per individual and \$1,000,000 aggregate and that states that it is for Short Term Rental
	Room Tax Permit Application with Department of Revenue Seller's Permit Number

As a new Short-term Rental, a Fire Inspection and follow-up inspection are included in the \$250.00 application fee. Any subsequent Fire Inspections required to correct violations will be \$50.00 and must be prepaid before a license is issued. The Town of Rome code requires a property manager to be located within 25 miles of the property.

I, \_\_\_\_\_ (Property Owner OR Authorized Agent) certify that I have read and comply with the requirement of the Town of Rome Code, Chapter 234, Article VII.

**FOR OFFICE USE ONLY:**

Received on:

Payment:

\_\_\_\_\_  
Signature of Property Owner OR Authorized Agent

\_\_\_\_\_  
Date



**ADAMS COUNTY HEALTH & HUMAN  
SERVICES DEPARTMENT**

***License, Permit or Registration***

The person, firm, or corporation whose name appears on this certificate has complied with the provisions of the Wisconsin statutes and is hereby authorized to engage in the activity as indicated below.

ACTIVITY

**Tourist Rooming House (LTR)**

EXPIRATION DATE

**30-Jun-2025**

I.D. NUMBER

LICENSEE MAILING ADDRESS

NOT TRANSFERABLE

BUSINESS OR RESIDENTIAL ADDRESS

**EXAMPLE  
EXAMPLE  
EXAMPLE**

The department may send out a renewal notice as a courtesy, but in the absence of a courtesy reminder it is the licensee that is responsible for remittance of the permit fee to the department before July 1st of the new license year. All Permits expire on June 30th; it is the responsibility of the licensee to make sure all applicable fees are received by the department before July 1st or a late payment fee will be assessed.

If you do not receive a renewal form prior to June 30th from your licensing authority, you should send in your payment for renewing your permit to the following address:

**WOOD COUNTY HEALTH DEPARTMENT  
111 W JACKSON ST  
WISCONSIN RAPIDS, WI 54496  
(715)421-8911**

\* Include the name of your facility and the ID number.



# TOWN OF ROME FIRE DEPARTMENT

*COURAGE • DEDICATION • HONOR • SELFLESSNESS • INTEGRITY • PROFESSIONALISM*

## Short Term Rental Applicant:

In an effort to make your home as safe as possible for your guests the Town of Rome Fire Department will be conducting an inspection prior to your license being issued and annually before your renewal is granted.

This handout will highlight the items that are required to pass the inspection.

- The red rural address sign must be visible from the road in both directions.
- If there is a woodburning fireplace or stove a metal ash container with a lid marked "ASHES"
- No portable fuel fired heaters
- Smoke detectors and C/O detectors as required and within manufacturer recommended date range.
- At least one portable fire extinguisher rated at least 2A10BC mounted in an accessible location. Current inspection tag required.
- All sleeping quarters must have at least two means of egress.
- No use of extension cords as permanent wiring.
- Multiplug adapters must have overcurrent protection.

This list is intended as a guide. Please call our office at 715 325 8015 if you need any further clarification.



## **SHORT TERM RENTAL INSPECTION CHECKLIST**

- ☐ **Visible Address Label**
- ☐ **Proper Smoke and Carbon Monoxide Detectors**
- ☐ **Fire Extinguisher (checked annually)**
- ☐ **GFCI Protected Outlets when required.**
- ☐ **Code Complying Deck and Stair Railings**
- ☐ **Access to or 24-Hour Electrical Panel Access**
  - ☐ **Accurate Labeled Electrical Panel**
- ☐ **Proper Egress in all Bedrooms**
- ☐ **Unobstructed Exits**
- ☐ **Maintained Exterior – Lawn, Driveway, Roof**
- ☐ **Hot Water**
- ☐ **Tamper Proof receptacles**
- ☐ **Other items required to meet current building codes as applicable**

ARTICLE VII  
Short-Term Rentals

**[Adopted as Sec. 7.12 of the prior Code; amended in its entirety 11-1-2018 by Ord. No. 18-16]**

**§ 234-56. Purpose.**

It is the purpose of this article to ensure that the quality of short-term rentals operating within the Town is adequate for protecting the health, safety and general welfare, including establishing minimum standards of space for human occupancy, and for an adequate level of maintenance; determining the responsibilities of owners, operators and property managers offering properties for tourists and transient occupants, to protect the character and stability of all areas, especially residential areas, within the Town of Rome; to provide minimum standards necessary for the health and safety of persons occupying or using buildings, structures or premises; and provisions for the administration and enforcement thereof.

**§ 234-57. License required.**

- A. No person may maintain, manage or operate a short-term rental in the Town of Rome for more than 10 nights in a 365-day period, without a short-term rental license. "Short-term rental" shall mean a residential dwelling that is offered for rent or a fee and for a duration of less than 29 consecutive days. Every short-term rental shall be operated by a property owner or property manager. Short-term rentals of six or fewer consecutive days in duration are prohibited.
- B. All applications for a short-term rental license shall be filed with the Town Clerk/Treasurer on a form provided by the Town and approved by the Town Board. Applications must be filed by the property owner or authorized agent. No permit shall be issued unless the completed application form is accompanied by payment of the required short-term rental license fee.
- C. The Clerk/Treasurer shall issue a short-term rental license to all applicants following the approval of an application and the filing of all documents and records required under § 234-58 of this article. Issuance of a short-term rental license under this article will be deemed as meeting the requirement of obtaining a business license under Article V, Business License, of this chapter.

**§ 234-58. Conditions of application; issuance of license.**

- A. Before an applicant may be issued a short-term rental license, the applicant shall first provide:
  - (1) Identity of the property owner and any property manager (if applicable), with contact information including mailing address, physical address, email, and twenty-four-hour phone number.
  - (2) A copy of tourist rooming house permit from the State of Wisconsin Department of Agriculture, Trade and Consumer Protection under ATCP 72.04.



- (3) A copy of a current, completed State Lodging Establishment Inspection form.
  - (4) Proof of casualty and liability insurance issued by an insurance company authorized to do business in the state of Wisconsin, identifying the property as used for short-term rental, with liability limits of not less than \$300,000 per individual and \$1,000,000 aggregate.
  - (5) Floor plan of the proposed property for rental, and requested maximum occupancy.
  - (6) Site plan including available on-site parking.
  - (7) Proof of an annual general building and fire inspection is required prior to issuance or renewal of the license, with no outstanding compliance orders remaining.
  - (8) A room tax permit issued by the Town of Rome.
  - (9) An employer identification number issued by the Internal Revenue Service or social security number.
  - (10) Certification from the property owner that the property meets the requirements of this article.
- B. During the initial application process, the Town Zoning Administrator shall notify property owners within a two-hundred-foot radius of an applicant's proposed rental property lot, of an applicant's intention to operate a short-term rental in the Town of Rome. Notification of property owners shall not be required for renewal of a license as long as there is no lapse in license renewal.

#### **§ 234-59. License fees.**

An annual fee shall be set by the Town Board. Fees are nonrefundable and shall not be prorated. Any renewal application received after the expiration date may be subject to a double fee.

#### **§ 234-60. License duration and renewal.**

- A. All licenses granted shall be for one calendar year, and shall be renewed on an annual basis on or before June 30 of each year. The fee shall accompany the application for license renewal. Any property operating as a short-term rental which has not renewed the short-term rental license prior to this date shall be deemed an illegal operation.
- B. Each application for renewal of a permit or license shall include updated information for the documentation on file with the Town Clerk/Treasurer. The Clerk/Treasurer shall verify that the information provided on the renewal application is complete and in accordance with this article. The Clerk/Treasurer shall request reports from the Town of Rome Police Department and the Zoning Administrator regarding any complaints received, calls for service or actions taken regarding the short-term rental property. The Clerk/Treasurer shall issue renewal licenses within 30 days of the filing of an application unless the information provided is incomplete or otherwise not in compliance with the requirements herein, and/or the staff reports received indicate that there are complaints or actions involving the property.
- C. No license shall be renewed if the subject property has outstanding fees, taxes or forfeitures

owed to the Town, or is under an order issued by the Building Inspector to bring the premises into compliance with Town ordinances, unless arrangements for payment have been provided to the Clerk/Treasurer and approved by the Town Administrator.

- D. If the Clerk/Treasurer finds that the license should not be renewed, the Clerk/Treasurer shall recommend to the Town Administrator a denial of the renewal. A denial of renewal under this section may be appealed in accordance with procedures under § 234-63.

**§ 234-61. Standards for short-term rentals.**

Each short-term rental shall comply with this section's requirements, along with all other Town of Rome ordinances. Each short-term rental shall meet the following minimum requirements:

- A. The maximum number of occupants allowed in any unit shall not exceed the following limits: not less than 150 square feet of floor space for the first occupant thereof, and at least an additional 100 square feet of floor space for every additional occupant thereof; the floor space shall be calculated on the basis of total habitable room area. Floor space is determined by using interior measurements of each room. Floor space does not include kitchens, bathrooms, closets, garages or rooms not meeting Uniform Dwelling Code requirements for occupancy. The maximum occupancy for any premises without a separate enclosed bedroom is two people.
- B. One internal bathroom for every four occupants.
- C. Not less than two on-site off-street parking space for every four occupants based upon maximum occupancy.
- D. A sign shall be posted in a conspicuous place inside the rental unit, during the license duration, specifying information on approved parking spaces, Town regulations of discharge of fireworks as designated in Chapter 196, Fireworks, of the Code of the Town of Rome, lake rules, limitations on loud and unnecessary noise as designated in Chapter 260, Noise, of the Code of the Town of Rome, and Town burning regulations under Chapter 191, Fires and Fire Prevention.
- E. Shall have functional smoke detectors and carbon monoxide detectors in accordance with the requirements of Chapter SPS 321 of the Wisconsin Administrative Code.
- F. No vehicular traffic shall be generated that is greater than normally expected in the neighborhood for the district for which the dwelling is zoned.
- G. There shall not be excessive noise, fumes, glare, or vibrations generated during the use of the dwelling as a short-term rental.
- H. Nameplates or other outdoor signage shall not exceed one square foot. No other signage advertising the short-term rental is permitted on site.
- I. Each short-term rental shall maintain the following written records for each rental of the dwelling unit: the full name and current address of any person renting the property, the time period for that rental, and the monetary amount or consideration paid for that rental. Quarterly, on a form created and provided by the Town, every licensee shall certify and



report to the Town a summary of these records.

- J. Whenever the Town Clerk/Treasurer has probable cause to believe that records submitted are not correct, or that probable cause exists to believe that a dwelling unit is not in compliance with this article, the Town Clerk/Treasurer may inspect and audit the written records for each rental of the dwelling unit to determine compliance with the requirements of this article.

**§ 234-62. Revocation of license.**

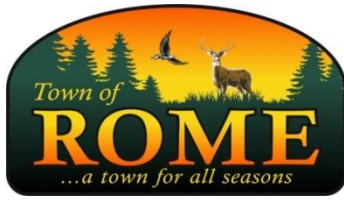
- A. A short-term rental license may be revoked by the Town Administrator for one or more of the following reasons:
- (1) Failure to make payment on taxes or debt owed to the Town of Rome.
  - (2) Three or more police officer-verified violations in a twelve-month period for nuisance activities or other law violations as regulated in Chapters 57, Article I; 115; 120, Article I; 125, Article II; 142; 176; 185; 196; 220; 225; 240; 260; 266; 281; 287, Articles II and III. Lake violations that result from use of the property owner's watercraft shall also qualify for revocation under this section.
  - (3) Three or more issued citations related to building inspection or the health department in a twelve-month period.
  - (4) Failure to comply with applicable building inspection requirements.
  - (5) Failure to maintain all required local, county, and state licensing requirements.
  - (6) Failure to maintain written records required pursuant to § 234-61I herein, or failure to comply with an audit request made pursuant to § 234-61J herein.
  - (7) Any violation of local, county or state laws that substantially harm or adversely impact the predominantly residential uses and nature of the surrounding neighborhood in R-1, R-1C, R-2, R-4, and LD Districts.
- B. Upon revocation of a short-term rental license under this section, a renewal application will not be permitted until after January 1 of the next calendar year.

**§ 234-63. Appeal.**

The denial of a short-term rental license application or renewal under this article may be appealed by filing a written appeal request with the Clerk/Treasurer within 10 days of the Town's notice of denial. The appeal shall be heard by the Town Board, which shall consider the application or renewal and staff recommendations and may approve or deny the application or renewal.

**§ 234-64. Violations and penalties.**

Any person who operates a short-term rental within the Town of Rome for more than 10 nights in a 365-day period, without a license, shall be deemed an illegal operation, and upon conviction, be subject to a forfeiture per § 1-5, General penalty, together with the costs of prosecution. Each day a violation exists or continues shall constitute a separate offense. Prosecutions of violations of provisions of this article shall be commenced by citation pursuant to Chapter 800, Wis. Stats.



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Dear Applicant,

RE: APPLICATION FOR ROOM TAX

You have requested information regarding a short-term rental application for your Town of Rome residence. Along with that application you must complete a Room Tax application.

The Town of Rome's Room Tax Code 234, Article VI – imposes a tax on the privilege of furnishing rooms, or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations. Although the Short-Term Rental License is required for short-term renting more than 10 nights every 365 days, a Room Tax Permit under Town Code 234, Article VI is required by every person furnishing rooms or lodging to the public, regardless of how many days the home is rented out. The Room Tax permit fee is \$25.00 and issuance is valid for the duration of a permit-holder's ownership of the home.

Under Town Code 234, Article VI, a Room Tax permit must be obtained by the owner from the Town, and a room tax reporting form filed quarterly. In the event the property was not rented out during a quarter, a reporting form still must be filed stating "\$0.00 received" for the quarter. *Please note that the failure to obtain the required Room Tax Permit may result in monetary penalties of \$100-\$300 per offense, together with applicable court costs and fees.*

Tourism plays a significant role in the Town's economy. Visit Rome, WI, Inc. as the tourism entity for the Town, takes responsibility for overseeing expenditures of room tax dollars for tourism promotion and development, with a goal of attracting and generating paid overnight stays. As such, these room tax dollars provide for the continued planning and growth of the Town as a tourist destination. Visit Rome spends room tax dollars on marketing strategies that includes advertising, event promotion, tourism shows, digital marketing/content and public relations.

Please contact me at 715-325-8046 or [newsom@romewi.gov](mailto:newsom@romewi.gov) if you have any additional questions regarding room tax requirements.

Sincerely,

*Wendy Newsom*

Wendy Newsom  
Town Clerk



# ROOM TAX PERMIT APPLICATION

## FEE \$25.00

DATE RECEIVED: \_\_\_\_\_

WI DOR SELLERS PERMIT #: \_\_\_\_\_  
Authorization to Wisconsin Department of Revenue to release sales tax returns and information to the Town of Rome

NAME OF PROPERTY OWNER: \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

PHYSICAL ADDRESS OF RENTAL: \_\_\_\_\_

MAILING ADDRESS OF PROPERTY OWNER: \_\_\_\_\_

PHONE NUMBER (Owner or Manager): \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PERSON/ENTITY RESPONSIBLE FOR PAYMENTS:

☐ Owner ☐ AirBnB ☐ Evolve ☐ VRBO ☐ VACASA ☐ Other: \_\_\_\_\_

\_\_\_\_\_  
Signature of Owner or Authorized Agent

SEND QUARTERLY ROOM TAX REPORT TO:

**TOWN OF ROME**  
**ATTN: WENDY NEWSOM**  
**1156 ALPINE DRIVE**  
**NEKOOSA, WI 54457**

OR: [newsom@romewi.gov](mailto:newsom@romewi.gov) (if no money is being sent)

### FOR OFFICE USE ONLY:

Date Payment received:

\_\_\_\_\_

☐ Check # \_\_\_\_\_ ☐ Cash

☐ Credit card \_\_\_\_\_

Permit Number: \_\_\_\_\_

Date Permit Issued: \_\_\_\_\_

Tax Parcel #: 030-\_\_\_\_\_

ARTICLE VI  
**Room Tax**  
[Adopted as Sec. 7.11 of the prior Code]

**§ 234-43. Definitions.**

The definitions set forth in § 66.0615(1), Wis. Stats., are incorporated herein by reference.

**§ 234-44. Imposition of room tax.**

Pursuant to § 66.0615(1m), Wis. Stats., a tax is hereby imposed on the privilege of furnishing at retail, except sales for resale, rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of the accommodations. Such tax shall be at the rate of 8% of the gross receipts from such retail furnishing of rooms or lodging. Such tax shall not be subject to the selective sales tax imposed by § 77.52(2)(a)1, Wis. Stats., and may not be imposed on sales to the federal government and persons listed under § 77.54(9a), Wis. Stats.

**§ 234-45. Distribution of taxes collected. [Amended at time of adoption of Code (see Ch. 1, General Provisions, Art. II)]**

The proceeds of such tax when collected shall be apportioned 30% to the Town for general purposes and the remaining 70% shall be forwarded to a tourism entity to be spent on tourism promotion and development as defined in § 66.0615(1)(fm), Wis. Stats.

**§ 234-46. Administration.**

- A. Collection of the room tax shall be administered by the Town Clerk/Treasurer. The tax imposed under this section is due and payable within 30 days of the end of each calendar quarter for which imposed. A tax return shall be filed with the Town Clerk/Treasurer by those furnishing at retail such rooms and lodging on or before the same date on which the tax is due and payable. Accompanying the return shall be a copy of the current state sales tax report for the quarter.
- B. All quarterly returns shall be signed by the person required to file a return or his authorized agent, but need not be verified by oath.
- C. Disbursements of the tax shall be administered by the Clerk/Treasurer who shall ensure that at least 70% is spent on tourism promotion and development.

**§ 234-47. Interest on late taxes.**

All late taxes under this article shall bear interest at a rate of 1% per month from the due date of the tax until the first day of the month following the month in which the tax is paid or deposited with the Town Clerk/Treasurer.

**§ 234-48. Issuance of permit.**

- A. For the purpose of identifying such business, every person furnishing rooms or lodging under

§ 234-41 herein shall file with the Town Clerk/Treasurer an application for a permit for each place of business. Every application for a permit shall be made upon a form prescribed by the Town Clerk/Treasurer and shall set forth the name under which the applicant transacts or intends to transact business, the location of the place of business and such other information as the Town Clerk/Treasurer requires. The application shall contain an authorization to the Wisconsin Department of Revenue to release sales tax returns and information to the Town Clerk/Treasurer. The application shall be signed by the owner if a sole proprietor and if not a sole proprietor, by the person authorized to act on behalf of such applicant.

- B. After compliance with Subsection A by the applicant, the Town Clerk/Treasurer shall grant and issue to each applicant a separate permit for each place of business within the Town. Such permit is not assignable and is valid only for the person or entity in whose name it is issued and for the transaction of business at the place designated therein. It shall at all times be conspicuously displayed at the place for which it is issued.

**§ 234-49. Delinquent taxes.**

- A. No license under this article shall be granted or issued to any person or for any premises for which taxes or charges owed to the Town are delinquent and unpaid.
- B. If the grant or issuance of a license is denied for nonpayment of taxes or charges, the Town Clerk/Treasurer or officer responsible for issuing the license shall notify the applicant in writing that the license will not be granted or issued because of nonpayment of taxes or charges. The applicant may appeal the decision to the Town Board which may grant or deny the license after affording the applicant a hearing before the Town Board.

**§ 234-50. Audit.**

Whenever the Town Clerk/Treasurer has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, the Town Clerk/Treasurer may inspect and audit the financial records of any person subject to the tax to determine whether the correct amount of tax is assessed and whether any room tax return is correct.

**§ 234-51. Doorage assessment.**

If a person required to file a return fails, neglects or refuses to do so for the amount, in the manner and form and within the time prescribed in § 234-46 herein, the Town Clerk/Treasurer may determine the amount of room tax according to his or her best judgment.

**§ 234-52. Returns confidential.**

Except as provided for in § 66.0615(3), Wis. Stats., all financial information obtained by the Town pursuant to § 234-50 herein shall be confidential.

**§ 234-53. Effective date.**

The effective date of this article shall be January 1, 2007.

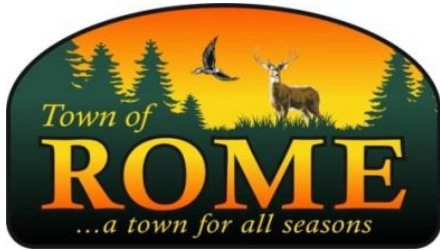
**§ 234-54. Severability.**

If any portion of this article is ever determined by a court of competent jurisdiction to be unconstitutional or otherwise unenforceable, said portion shall be removed so as to allow the remaining provisions of this article to be enforceable.

**§ 234-55. Violations and penalties.**

Any per who violates this article shall be subject to a forfeiture, together with the applicable court costs and fees, as follows:

- A. A forfeiture equal to no more than 5% of the room tax imposed under § 234-44 herein for failure to comply with an audit request made pursuant to § 234-50 herein.
- B. A forfeiture equal to no more than 25% of the room tax due for the previous year or \$5,000, whichever is less, for failure to pay the room tax due under § 234-44 herein.
- C. A forfeiture of not less than \$100 nor more than \$500 for violating § 234-51 herein.
- D. A forfeiture of not less than \$100 nor more than \$300 for violating any other provision of this section.



Planning and Zoning Department

1156 Alpine Drive

Nekoosa, WI 54457

Phone: (715) 325-8019

Fax: (715) 325-8035

www.romewi.gov

## SHORT-TERM RENTAL ZONING PERMIT

The Zoning Administrator will issue zoning permits for Short-Term Rentals based off of criteria found in Town Ordinance Chapter 234 Licenses and Permits as well as Chapter 360 (Zoning) Article III, General Regulations, and Article IV, Administration and Enforcement.

Attach floor plans showing the entirety of the proposed rental property, driveways and all other pertinent features. Images should be clear and easy to read. If an image is not clear occupancy calculations may be incorrect.

### Applicant:

Name of Owner \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Office use:

File # \_\_\_\_\_ Date received \_\_\_\_\_

Parcel # \_\_\_\_\_ Fee Paid: \_\_\_\_\_

**The rental can have a maximum occupancy of \_\_\_\_\_ and \_\_\_\_\_ vehicles to be parked on hard surfaces not on the lawn / grass.**

### Property Location / Description:

\_\_\_\_\_ ¼ \_\_\_\_\_ ¼ Sec. \_\_\_\_\_ T \_\_\_\_\_ N R \_\_\_\_\_ E

Lot \_\_\_\_\_ Block \_\_\_\_\_ Addition \_\_\_\_\_

Subdivision or CSM \_\_\_\_\_

Property Address \_\_\_\_\_

### PLEASE PRINT CLEARLY & FILL OUT ALL APPLICABLE INFORMATION

#### Rental Details:

Number of Floors: \_\_\_\_\_ Number of Bathrooms: \_\_\_\_\_ Number of Bedrooms: \_\_\_\_\_

Bedroom(s) Ft<sup>2</sup>: \_\_\_\_\_ Living Room Ft<sup>2</sup>: \_\_\_\_\_ Dining Room Ft<sup>2</sup>: \_\_\_\_\_

Other Rooms Ft<sup>2</sup> (Not kitchen/bathrooms): \_\_\_\_\_ Is there a finished basement with egress? (Y / N) Ft<sup>2</sup>: \_\_\_\_\_

Total livable area measurement Ft<sup>2</sup>\*: \_\_\_\_\_ Driveway Dimensions: \_\_\_\_\_

*\*we do not take in to consideration hallways, closets, bathrooms, garages, kitchens, or any rooms that don't meet Uniform Dwelling Code into livable area measurements.*

An approved Short-Term Rental Zoning Permit is indefinite as long as the applicant has a valid Short-Term Rental License with the Town of Rome.

<sup>(1)</sup> The applicant's signature on this form grants consent for Dept. staff to enter the property for inspection related to this application. Said consent does not include consent to enter a dwelling or other structure on the property. Furthermore, the undersigned hereby applies for the zoning permit requested above and states that the information on this application and the attached documents are accurate. The application must be signed by all property owners of record. If an agent is to sign the application, written proof of authority is required to accompany the application. If the property is in a Trust, the Trustee must sign the application, and provide proof of trustee authority. If needed, obtain a **TRUST INFORMATION form** from the Planning and Zoning Department. The application must be complete including an address and phone number where someone can be reached for questions or information.

Property owner signature <sup>(2)</sup>

Date

#### OFFICE USE ONLY:

Zoning: \$ \_\_\_\_\_

Approved By: \_\_\_\_\_

Date: \_\_\_\_\_

Paid By: \_\_\_\_\_

Denied By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Comments/Conditions: \_\_\_\_\_

\_\_\_\_\_



# Town of Rome

## Floor Plan Guidelines for Short-Term Rentals



### Floor Plan Checklist

- ☐ All rooms are drawn to scale and clearly labeled
- ☐ All walls have a clear measurement
- ☐ All rooms have clear measurements
- ☐ Areas not being rented out are clearly labeled (if applicable)
- ☐ All floors of the property are drawn
- ☐ Driveway is clearly labeled with dimensions

Zoning and Building  
Department  
715-325-8019  
[zoning@romewi.gov](mailto:zoning@romewi.gov)

### Floor Plan Information:

A floor plan is essential for visualizing a space. It ensures an accurate placement of walls, door, and furniture. It facilitates communication between building inspectors, clients, architects and so much more. A floor plan is necessary for obtaining permits and ensuring compliance with building codes. Accuracy in a floor plan for a short-term rental is crucial to ensure an accurate calculation of occupancy.

### How to Make a Floor Plan:

#### 1) Gather Requirements:

Take specific measurements of the dimensions of the room.

#### 2) Measure and Sketch:

With the measurements of dimensions from each room use a ruler / straight edge to sketch out the initial layout. Using graph paper for this step will make it easier to get an accurate scale.

#### 3) Choose a Scale:

Decide on the scale you would like to use for your floor plan. e.g.,  $\frac{1}{4}$  inch = 1 foot. This ensures accuracy and clarity in your final drawing.

#### 4) Draw Walls and Openings:

Begin drawing walls according to your measurements, using straight lines on your paper. Indicate openings such as doors, windows, and archways.

#### 5) Label Rooms and Spaces:

Label each room and space clearly. Use abbreviations for rooms e.g., BR for Bedroom, LR for Living Room etc.

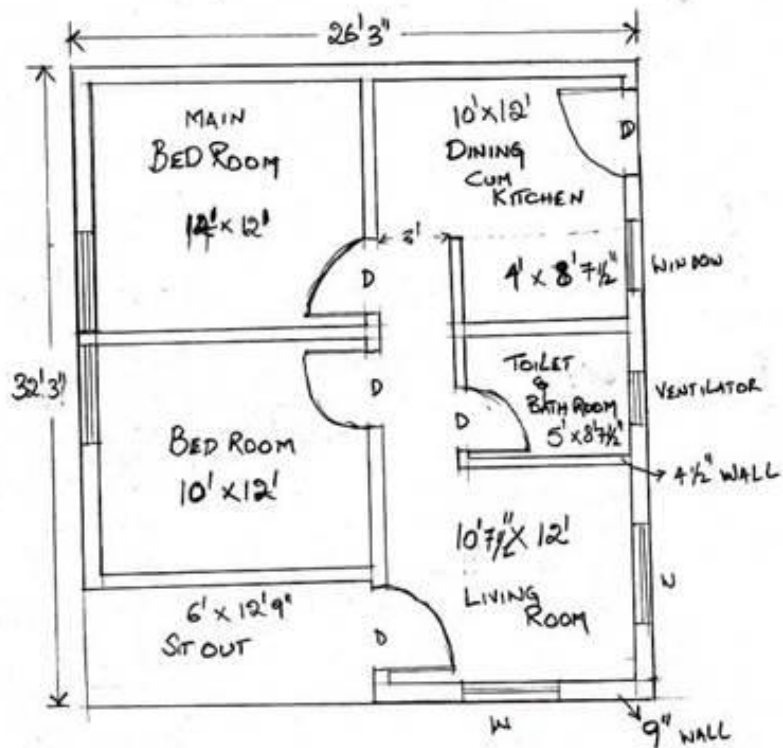
#### 6) Review and Revise:

Review your floor plan for accuracy and clarity. Make any necessary revisions to ensure it matches what exists in the space.

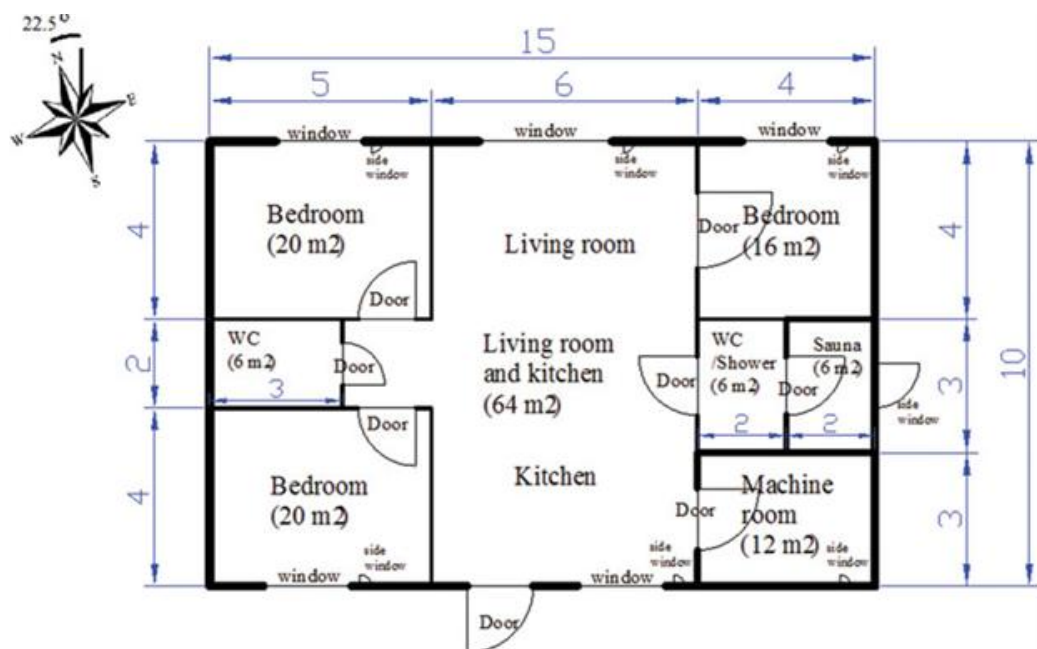
#### 7) Finalize and Submit:

Once satisfied, finalize your floor plan. Once finalized you can submit with your conditional use permit.

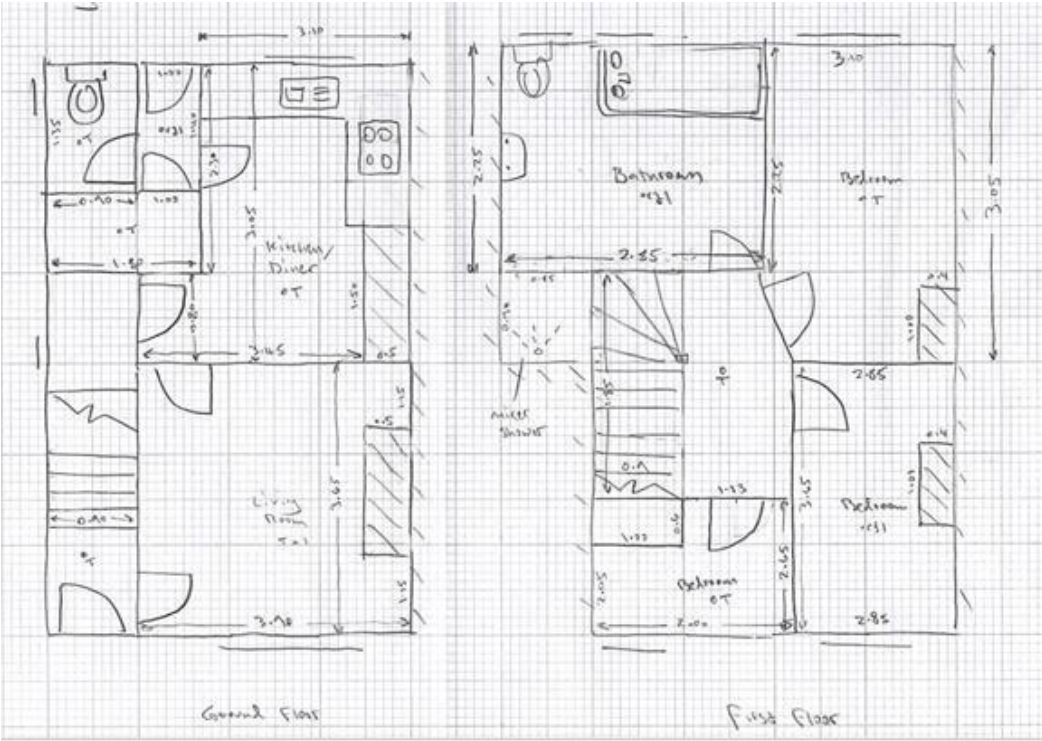
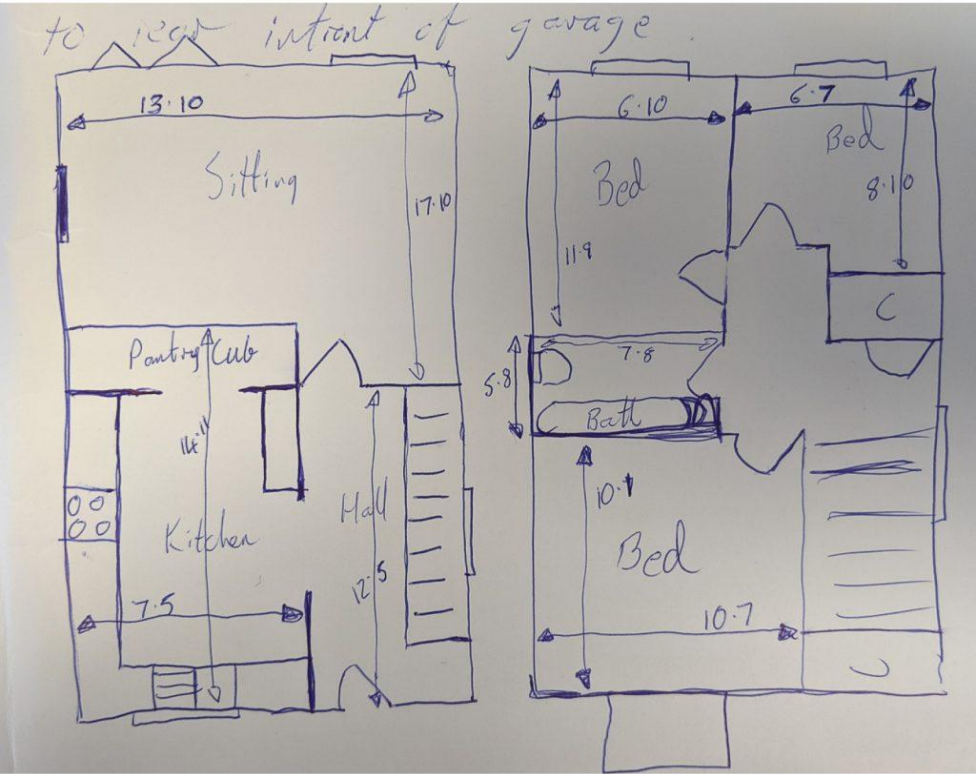
## Example Floor Plans:



FLOOR PLAN ROUGH SKETCH



Examples Cont.:



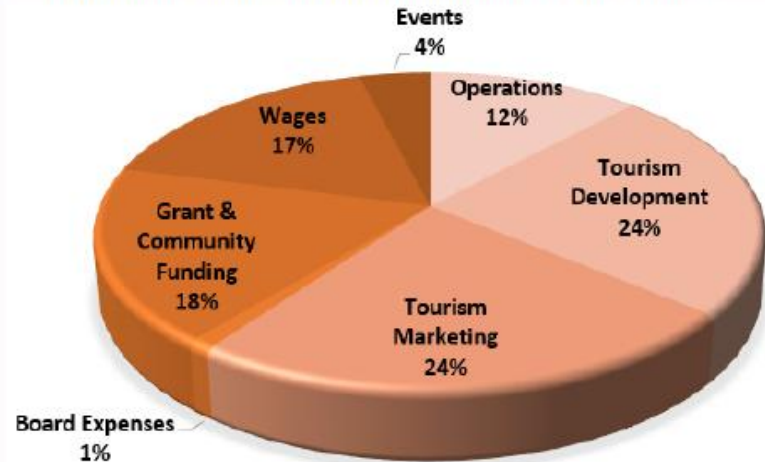




## 2024 Annual Report

### 2024 Spending Breakdown

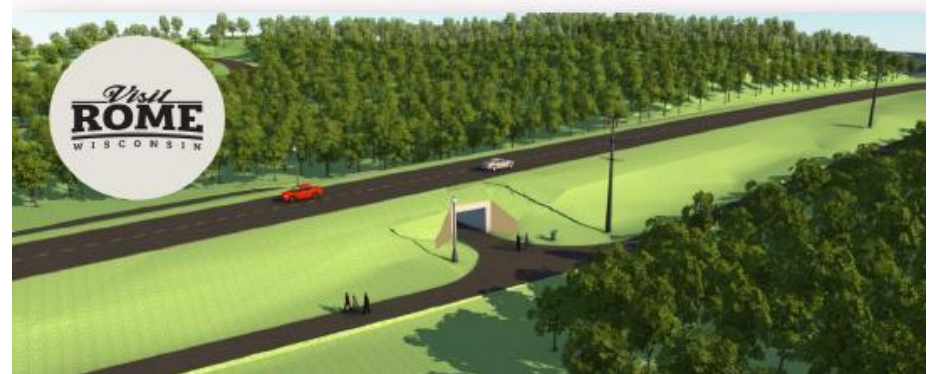
Visit Rome's purpose, guided by State Statutes, is to ultimately attract and generate paid overnight stays. The budget is comprised of 70% of the total room tax collected in Rome and is expected to increase by 10% to \$950,000 in 2025. Sand Valley represents approximately 80% of total room tax collected annually with The Lakes Inn, Eagle's Nest and private short-term rentals contributing to the remaining 20%.



Total Projected Spend = \$816,000

### Tourism Development

There were several exciting developments in 2024 for Visit Rome. We opened a Welcome Center/offices at 1146 County Rd and installed a self-service kayak/paddleboard system at Walden Park. The Link the Lakes Project, which includes a tunnel under Hwy13 and a trail to Rome Town Center, is becoming a reality with an anticipated start of construction in spring of 2025.







### Tourism Marketing

Tourism Marketing includes constant maintenance & refreshing of the Visit Rome Website, Paid Digital Campaigns on Facebook & Google, Event Sponsorships, Print Advertising (primarily a Visitor's Guide), Collateral Materials, & Giveaways.

New marketing initiatives in 2024 included a billboard campaign in the Chicago area (pictured above), a website retargeting program via a mailed postcard, our new and well-received hiking & biking pocket maps, a sponsorship with the WPGA, presence at the Wisconsin Fishing Show in Madison with a local fishing guide and resurrection of 3 Midwest golf shows for the Lake Arrowhead & Sand Valley Pros after a 2 year hiatus.

We continue to refine current initiatives and look for new ways to promote Rome as a destination for a variety of target markets including golfers, anglers, atv/utv enthusiasts, boaters, trapshooters, family vacationers, etc.

Focus in 2025 will be a refresh of the Visit Rome Website as well as improved analytics to guide our efforts. There is much more to know about visitors and potential visitors!

### Grants & Community Funding



Lake Arrowhead Fish Habitat Work

Visit Rome was thrilled to continue our Workforce Development, Grant and Event Donation Programs in 2024, infusing over \$146,000 into the community. Our partnership with Midstate Technical College helped 22 students fund their culinary education and we proudly became the Title Sponsor for the Heart of Wisconsin's Leadership Program. Specific grant awards included fish habitat/stocking work on Lake Arrowhead, Lake Camelot

Shoreline Improvements and Lester Library Winter Programming. A complete list of Grants & Community Funding can be found at [visitromewi.com](http://visitromewi.com), "Initiatives" tab.

### Strategic Focus, 2025-2028

- Strengthen Rome's position as a shoulder season destination
- Prioritize the expansion & development of new attractions & continue to build awareness of current attractions
- Support the development of new events and continue to build onto successful existing events
- Assist Rome stakeholders in cultivating a strong, stable and sustained hospitality workforce
- Champion Visit Rome's vision & mission

### Visit Rome Board of Directors/Qualifications

One member representing the Town of Rome Board of Supervisors

Jacki Koll (Town of Rome Board)

One member representing the Town of Rome Lodging Industry

Jordan Powell (Sand Valley)

One member representing the Town of Rome Restaurant Industry

Lukki Smolarek (Lake Arrowhead)

One retailer not related to any hotel/motel property

April Hoesly (Kwik Trip)

One realtor or developer not related to any hotel/motel property

Lindsey Schider (Coldwell Banker)

One financial or banking representative

Mary Bryniarski (Nekoosa Port Edwards State Bank)

One to five members representing the Town of Rome community-at-large

Glen Murray, Will Beckstrom, Scott Bordeaux, Tim O'Connor, Bob Baurhyte