

First, it is important to know that all short-term rental properties must have the proper licensing from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

Q: How do I obtain the proper licensing?

A: (Step 1) To ensure you have the proper state licensing, please use the following link or contact information to obtain information from the Department of Agriculture, Trade & Consumer Protection.

Form: <https://form.jotform.com/211605752728053>

Phone number: (608) 224-4923

Email Address: datcpdfslicensing@wisconsin.gov

This is an annual license.

Q: On the application, I am noticing that there are different categories of lodging depending on number of rooms? What do I choose?

A: State law considers each private rental 1 unit. For example, if you have 1 home that has 5 bedrooms, that property would be considered one room and would fall under the “Tourist Rooming House” category.

Q: What if I have trouble with the application or do not understand something...who should I reach out to?

A: Below is the appropriate contact information for all questions relating to state licensing for short-term rentals:

- DATCP phone number: (608) 224-4923
- DATCP Email Address: datcpdfslicensing@wisconsin.gov
- Website link to licensing programs:
https://datcp.wi.gov/Pages/Programs_Services/TouristRoomingHouses.aspx
- WI Admin Code relating to Hotels, Motels, Tourist Rooming Houses:
https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/2

Q: Are there any other permits needed to operate my short-term rental legally?

A: (Step 2) Yes, the last permit requirement is a “Short-term Rental Registration” through your local municipality. This permit ensures that your municipality has a record of all short-term rentals operating within its municipal boundaries. This is an **annual permit**. If you operate multiple rentals in multiple municipalities, you will need to complete a permit application for each property in each municipality you are operating within. Applications can be found on each municipality’s website: <https://cityofcoonto.com/permits/>

Q: Great, now that I have the proper licensing and permits, how do I know I am paying the appropriate taxes (Room Tax and Sales Tax)?

A: (Step 3) Good question, if an owner of a short-term rental is exclusively using online rental platforms such as VRBO, Airbnb, Home and Away, etc.... It is likely that the room tax and sales tax is automatically being paid. Room tax may be automatically sent to your municipality through your agreement with those companies. We recommend reading through your agreement to ensure room tax is being accounted for.

Q: What if I rent my property and do not use the larger online platforms as mentioned above?

A: (Step 4) If you do not use an online rental platform that automatically pays your room tax and sales tax, **it will be your responsibility to make that payment to your municipality** (Room Tax) and the State of Wisconsin (Sales Tax). Taxes should be paid on a quarterly basis. Visit the link below for information on how to apply for a “seller’s permit” through the Wisconsin Department of Revenue.
<https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx>