



# AGENDA OF THE GREEN BAY PLAN COMMISSION

**MONDAY, NOVEMBER 17, 2025, 6:00 PM**  
**City Hall, Room 203 — Council Chambers.**  
**Virtual attendance is also available via Zoom.**

## **A. Zoom Meeting Information.**

- I. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSIZGZlFjcmlpWnZlOEVnUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

## **B. Roll Call.**

- I. Members: Chair Lisa Hanson, Vice-Chair Jacob Miller, Ald. Jim Hutchison, Derius Daniels, Ken Rovinski, Emma Fulwilder and Kelsey Lutzow.

## **C. Approval of the Agenda.**

- I. Approval of the agenda for the Monday, November 17, 2025, meeting of the Green Bay Plan Commission.

## **D. Approval of Minutes.**

- I. Approval of the minutes from the November 3, 2025, meeting.

## **E. Regular Business.**

- I. **\*\*\*ITEM HAS BEEN WITHDRAWN FROM NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\*** (ZP 25-31) Public Hearing on a request for a Conditional Use Permit at 1087 W Mason Street and 1101 W Mason Street, seeking to create off-street parking exceeding more than two times a

- developments use minimum required stalls, submitted by Brad Rymer of Vierbicher on behalf of KTS Investment West LLC, property owner (Ald. J. Ridderbush, District 8).
2. (CPA 25-05) Public Hearing on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).
  3. (CPA 25-05) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).
  4. (ZP 25-29) Public Hearing on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).
  5. (ZP 25-29) Consideration with possible action on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner. (Ald. M. Eck, District 11)
  6. (ZP 25-33) Public Hearing on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)
  7. (ZP 25-33) Consideration with possible action on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)
  8. (SP 25-04) Consideration with possible action on a request to declare the property located at 1531 Main Street as City Surplus, submitted by the Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)
  9. (TA 25-06) Public Hearing on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.
  10. (TA 25-06) Consideration with possible action on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.
  11. Communication from Alders Hinkfuss and Prestley: To adopt a resolution directed to the Wisconsin State Legislature requesting the laws governing short-term rentals be amended to allow for additional local control.

## **F. Informational.**

1. Director's report.
2. Next Meeting: December 8, 2025.

## **G. Adjournment.**

I. Adjournment of the Monday, November 17, 2025, meeting of the Green Bay Plan Commission.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT [www.greenbaywi.gov](http://www.greenbaywi.gov)
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Plan Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # D.I**

Approval of the minutes from the November 3, 2025, meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. PC MINUTES | 1032025



# MINUTES OF THE GREEN BAY PLAN COMMISSION

**MONDAY, NOVEMBER 3, 2025, 6:00 PM**  
**City Hall, Room 604 - The Harry Maier Room.**  
**Virtual attendance is also available via Zoom.**

## **A. ZOOM MEETING INFORMATION.**

- I. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSIZGZlFjcmlpWnZlOEVnUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

## **B. ROLL CALL.**

- I. Members: Chair Lisa Hanson, Vice-Chair Jacob Miller, Ald. Jim Hutchison, Derius Daniels, Ken Rovinski, Emma Fulwilder and Kelsey Lutzow.

Present: Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow

Excused: None

Absent: None

## **C. APPROVAL OF THE AGENDA.**

1. Approval of the agenda for the Monday, November 3, 2025, meeting of the Green Bay Plan Commission.

Moved by Derius Daniels, seconded by Ken Rovinski to approve the agenda of the November 3, 2025, meeting of the Plan Commission.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

#### **D. APPROVAL OF MINUTES.**

1. Approval of the minutes from the October 13, 2025, meeting.

Moved by Ken Rovinski, seconded by Jacob Miller to approve the minutes of the October, 13, 2025 meeting.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

#### **E. REGULAR BUSINESS.**

1. **\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\***  
(ZP 25-29) Public Hearing on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

**\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\***

2. **\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\***  
(CPA 25-05) Public Hearing on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Ryer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

**\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\***

3. **\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\***  
(ZP 25-31) Public Hearing on a request for a Conditional Use Permit at 1087 W Mason Street and 1101 W Mason Street, seeking to create off-street parking exceeding more than

two times a developments use minimum required stalls, submitted by Brad Rymer of Vierbicher, applicant; KTS Investment West LLC, property owner (Ald. J. Ridderbush, District 8).

\*\*\*ITEM HAS BEEN POSTPONED TO NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\*

4. Communication on the request by Alder Hinkfuss (District 12) and Alder Prestley (District 6) to amend the ordinance for short-term rentals (PC-25-03).

Moved by Ald. Jim Hutchison, seconded by Ken Rovinski to amend to move the item to the November 17, 2025, meeting to accommodate proper notice at a public hearing.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

5. (ZP 25-30) Public hearing on a request for a Conditional Use Permit at 1201 N. Webster Avenue (Parcel 20-92) for the addition of a second accessory garage exceeding 150 square feet in the Varied-Density Residential (R-3) Zoning District, submitted by Duane Peterson, applicant; Michael Delaney, property owner (Ald. J. Prestley, District 6).

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers:

Dena Mooney

Duane Peterson – N Webster

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

6. (ZP 25-30) Consideration with possible action on a request for a Conditional Use Permit at 1201 N. Webster Avenue (Parcel 20-92) for the addition of a second accessory garage exceeding 150 square feet in the Varied-Density Residential (R-3) Zoning District, submitted by Duane Peterson, applicant; Michael Delaney, property owner (Ald. J. Prestley, District 6).

Moved by Ken Rovinski, seconded by Emma Fulwilder to approve as recommended by staff the Conditional Use Permit at 1201 N. Webster Avenue (Parcel 20-92) for the addition of a second accessory garage exceeding 150 square feet in the Varied-Density Residential (R-3) Zoning District with conditions:

Approval of the request, subject to the following conditions:

- (1) Site plan approval by the Office of Community and Economic Development.
- (2) Compliance with all other regulations of the Green Bay Municipal Code.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

7. (ZP 25-32) Public Hearing on a request for a Conditional Use Permit at 1806 Bond Street, seeking other public or semi-public facility uses such as community theater and nonprofits office use within a PI Public Institutional District, submitted by Michael Ajango of Evergreen Theater, Inc, applicant; Green Bay Area Public Schools, property owner (Ald. B. Delie, District 10).

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers:

Jon LeRoy

Judy Patefield – Adler Way

Miles Grasso – Bond St

Alder Alyssa Proffitt – Cherry St

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

8. (ZP 25-32) Consideration with possible action on a request for a Conditional Use Permit at 1806 Bond Street, seeking other public or semi-public facility uses such as community theater and nonprofits office use within a PI Public Institutional District, submitted by Michael Ajango of Evergreen Theater, Inc, applicant; Green Bay Area Public Schools, property owner (Ald. B. Delie, District 10).

Moved by Ken Rovinski, seconded by Jacob Miller to approve as recommended by staff a Conditional Use Permit at 1806 Bond Street, seeking other public or semi-public facility uses such as community theater and nonprofit office use within a PI Public Institutional District, with the following condition:

Approval of the request subject to the following condition:

- I. Other public or semi-public uses in this Conditional Use Permit shall be classified as non-profit community theater and office space for non-profit groups or community groups.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

9. (CP 25-04) Consideration with possible action on a request to create a 15-lot final plat (Eaton Heights Third Addition) that includes public street dedication at 911 Spartan Road (Parcel 21-8371), submitted by Troy Hewitt of Robert E. Lee and Associates, on behalf of Bay Settlement Investments, LLC, property owners (Ald. Grant, District 1).

Moved by Ken Rovinski, seconded by Derius Daniels to approve the request to create a 15-lot final plat (Eaton Heights Third Addition) that includes public street dedication at 911 Spartan Road (Parcel 21-8371).

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.

## **F. INFORMATIONAL.**

1. Director's report.

– Development Director, Cheryl Renier-Wigg, presented the Director's Report.

2. Next Meeting: November 17, 2025.

## **G. ADJOURNMENT.**

1. Adjournment of the Monday, November 3, 2025, meeting of the Green Bay Plan Commission.

Moved by Jacob Miller, seconded by Derius Daniels to adjourn.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No—None, Abstain—None.



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # E.1**

\*\*\*ITEM HAS BEEN WITHDRAWN FROM NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.\*\*\* (ZP 25-31) Public Hearing on a request for a Conditional Use Permit at 1087 W Mason Street and 1101 W Mason Street, seeking to create off-street parking exceeding more than two times a developments use minimum required stalls, submitted by Brad Rymer of Vierbicher on behalf of KTS Investment West LLC, property owner (Ald. J. Ridderbush, District 8).

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # E.2**

(CPA 25-05) Public Hearing on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Ryer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Stephanie Hummel, Staff

### AGENDA ITEM # E.3

(CPA 25-05) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Ryer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

### BACKGROUND

**Reason for Request:** The proposed comprehensive plan amendment would allow a rezoning to allow a laundromat use at this parcel.

#### **Subject Parcel Zoning and Land Use**

Low-Density Residential (R1) | Vacant

#### **Surrounding Zoning and Land Uses:**

**North:** Office Residential (OR) | KinderCare Daycare Facility

**South:** Low-Density Residential (R1) | Single-Family Homes

**East:** Low-Density Residential (R1) | Single-Family Homes

**West:** Highway Commercial (C2) | The Granite Company

**Report:** 1109 S Taylor Street is located on the City's west side near the West Mason and I-41 intersection. This parcel is 18,854 square feet (.43 acres) and is currently vacant. Sometime between 2019 and 2022, a duplex was removed from this parcel. The parcel size is large enough to accommodate a commercial use.

The current comprehensive plan (Go Big Green Bay 2050, adopted October 2025) and the previous comprehensive plan (Smart Growth 2022) both called for low-density residential land use for the subject property. This parcel had historically been used as a two-family home. It is surrounded by single-family homes to the east and south. However, it's near an active commercial and transportation area. Extending the existing commercial designation from the north and west to this parcel is appropriate. The size of this parcel allows for buffering that would be required for commercial uses.

Ald. Eck and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No comments have been made as of the drafting of this report. A neighborhood meeting was held by the applicant on August 26th. Several neighbors attended and had concerns about lighting and landscaping. Both of these subjects are part of our standard site plan review process.

### RECOMMENDATION

Approval of the Request.

### FISCAL IMPACT

## ATTACHMENTS

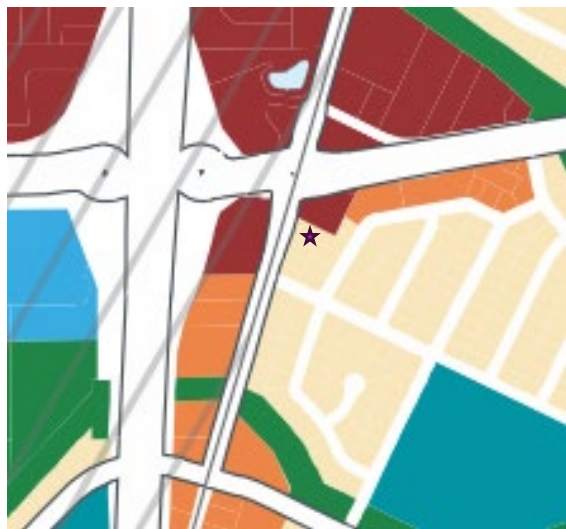
1. ZP 25-29 CPA 25-05 Map
2. CPA 25-05 FLU Exhibit
3. CPA 25-05 Application and Narrative - Redacted



Old Future Land Use Map (Smart Growth 2022):



Current Future Land Use Map (Go Big Green Bay 2050):



## Future Land Use

- Low Density Residential
- Mixed Residential
- Multifamily Residential
- Neighborhood Commercial
- Regional Commercial
- Mixed-Use
- Downtown
- Office and Business Park
- Light Industrial
- General Industrial and Manufacturing
- Public and Semi-Public
- Parks
- Conservation Areas and Private Open Spaces



# REQUEST FOR CITY ACTION PLAN COMMISSION

Community and Economic  
Development Department  
100 N. Jefferson Street, Rm 608  
Green Bay, WI 54301-5026  
(920) 448-3400 - phone  
(920) 448-3426 - fax  
www.greenbaywi.gov

Location of Property: 1109 South Taylor Street

Parcel Number(s): 6-273

Petitioner(s): Vierbicher (Brad Rymer) Date: 10/07/25

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: 400 Security Blvd City: Green Bay State: WI Zip: 54313

Property Owner: Dung Nguyen Phone Number: \_\_\_\_\_

**Submit this Request Form and all required attachments to the Community and Economic Development Department, Room 608, City Hall**

To: Honorable Mayor and Common Council, c/o City Clerk

I, Brad Rymer, respectfully request that the City of Green Bay take the following action:

- Rezone Property (\$375.00 Review Fee)
- Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee)
- PUD and PUD Amendments (\$425.00 Review Fee)
- Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 + \$35.00 per Lot/Outlot Review Fee)
- Approve Preliminary Condominium Plat (\$250.00 + \$35.00 per Lot/Outlot/Lot Equivalent Review Fee)
- Approve Preliminary City/Extraterritorial Certified Survey Map (\$250.00 Review Fee)
- Approve Final City/Extraterritorial Subdivision Plat (\$150.00 Review Fee)
- Approve Final Condominium Plat (\$150.00 Review Fee)
- Grant a City/Extraterritorial Subdivision/CSM Variance (\$150.00 Review Fee)
- Development District Map Amendment (\$200.00 Administration Fee)
- Official Map Amendment (\$200.00 Administration Fee)
- Plat of Right-of-Way (\$200.00 Administration Fee)
- Discontinue a Public Utility Easement (\$200.00 Administration Fee)
- Street Name Change (\$200.00 Administration Fee)
- Declare City Property "City Surplus" (\$200.00 Administration Fee)
- Vacate a Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- Closure of Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- Comprehensive Plan Amendments (\$275.00 Review Fee)
- Other (\$200.00 Administration Fee): \_\_\_\_\_

Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Petitioner Signature(s): Brad Rymer Digitally signed by Brad Rymer  
Date: 2025.10.07 12:54:32 -0500

### Checklist of required attachments:

- Map
- Legal Description
- Applicant Narrative Describing Project
- All Other Pertinent Information

For office use only:

Review Fee: \_\_\_\_\_ Receipt No.: \_\_\_\_\_ Zoning Petition No.: \_\_\_\_\_

## Rezone and Comprehensive Plan Amendment

Parcel 6-273 located at 1109 South Taylor Street in the City of Green Bay, Brown County, Wisconsin.

The vacant parcel is located between a single-family residential home with R-1 zoning on the South and Kindercare day care services with OR zoning on the North. We are proposing a laundromat on this site with a preliminary site layout included in this packet. The building would be pushed back to match up with the face of the day care building and allow for parking in the front. We held a neighborhood meeting on Tuesday August 26<sup>th</sup>. The meeting was attended by several of the neighbors within sight of the property. We discussed the layout of the proposed use. The major concern was the lighting and the landscape buffer area. City staff was present to assure the residents that code would be enforced if this project were to move forward. We are requesting that the property be rezoned to C-1 commercial to allow for a laundromat. Part of the rezoning would require a comp plan amendment as well.



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # E.4**

(ZP 25-29) Public Hearing on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Stephanie Hummel, Staff

### AGENDA ITEM # E.5

(ZP 25-29) Consideration with possible action on a request to rezone 1109 S Taylor Street from Low-Density Residential (R1) to General Commercial (C1), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner. (Ald. M. Eck, District 11)

### BACKGROUND

**Reason for Request:** The proposed rezoning will best match the proposed land use.

**Subject Parcel Zoning and Land Use:**

Low-Density Residential (R1) | Vacant

**Surrounding Zoning and Land Uses:**

**North:** Office Residential (OR) | KinderCare Daycare Facility

**South:** Low-Density Residential (R1) | Single-Family Homes

**East:** Low-Density Residential (R1) | Single-Family Homes

**West:** Highway Commercial (C2) | The Granite Company

**Comprehensive Plan:** The 2050 Go Big Green Bay Comprehensive Plan recommends low density residential land uses for this parcel. A Comprehensive Plan Amendment is proposed on this agenda (CPA 25-05) to change the future land use designation to commercial land uses. This rezoning is consistent with that recommendation.

**Report:** 1109 S Taylor Street is located on the City's west side near the West Mason and I-41 intersection. This parcel is 18,854 square feet (.43 acres) and is currently vacant. Sometime between 2019 and 2022, a duplex was removed from this parcel. The parcel size is large enough to accommodate a commercial use.

The applicant is proposing a laundromat use at this parcel. They are requesting a rezoning to General Commercial (C1) zoning. C1 is an appropriate district for this lot considering its size, location, and some surrounding land uses. A buffer is required between commercial and residential uses. As noted on their attached site plan, they have a substantial setback area to the lots that are residentially-zoned.

Because this is a rezoning, all uses within the C1 district must be considered. Other allowed uses and the regulations in the C1 district are appropriate for this parcel. Expanding the commercial zoning of the area supports the existing commercial and transportation corridor nearby West Mason Street. The proposed use of a laundromat is a low-impact use that is beneficial to neighborhoods. Because of this, Staff is supportive of the rezoning to C1.

Ald. Eck and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No comments have been made as of the drafting of this report. A neighborhood meeting was held by the applicant on August 26th. Several neighbors attended and had concerns about lighting and landscaping. Both of these subjects are part of our standard site plan review process.

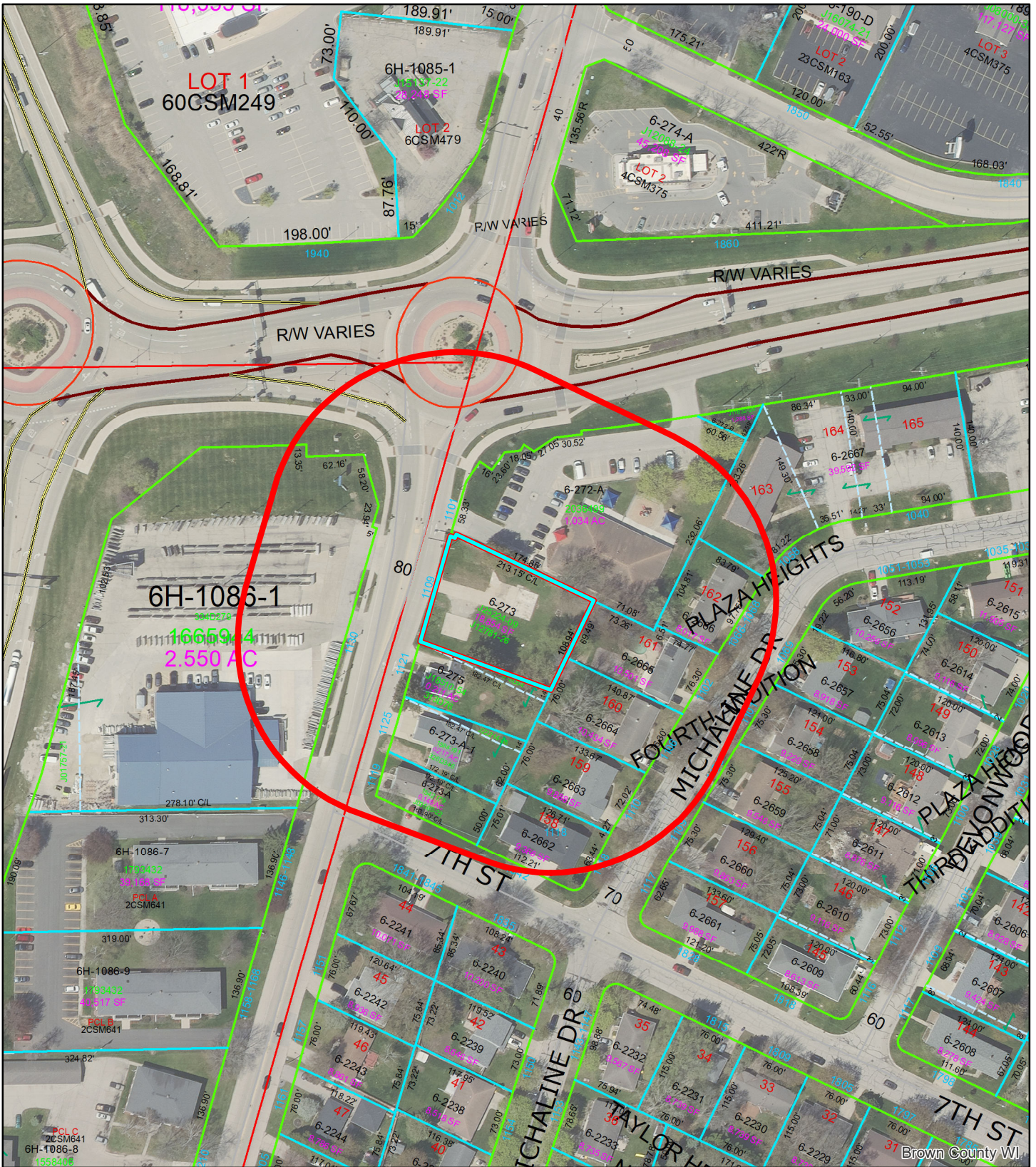
## RECOMMENDATION

Approval of the Request.

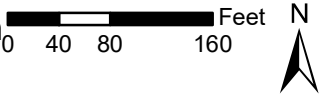
## FISCAL IMPACT

## ATTACHMENTS

1. ZP 25-29 CPA 25-05 Map
2. ZP 25-29 Site Plan
3. ZP 25-29 Application and Narrative - Redacted



(ZP 25-29 & CPA 25-05) Comprehensive Plan  
 Amendment & Rezone at 1109 S Taylor Street



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER. 22 Oct 2025 X:\Planning\Basemaps\template\_8.5x11.mxd

- 1109 S Taylor Street
- 200' Notification Area





# REQUEST FOR CITY ACTION PLAN COMMISSION

Community and Economic  
Development Department  
100 N. Jefferson Street, Rm 608  
Green Bay, WI 54301-5026  
(920) 448-3400 - phone  
(920) 448-3426 - fax  
www.greenbaywi.gov

Location of Property: 1109 South Taylor Street

Parcel Number(s): 6-273

Petitioner(s): Vierbicher (Brad Rymer) Date: 10/07/25

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: 400 Security Blvd City: Green Bay State: WI Zip: 54313

Property Owner: Dung Nguyen Phone Number: \_\_\_\_\_

**Submit this Request Form and all required attachments to the Community and Economic Development Department, Room 608, City Hall**

To: Honorable Mayor and Common Council, c/o City Clerk

I, Brad Rymer, respectfully request that the City of Green Bay take the following action:

- Rezone Property (\$375.00 Review Fee)
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- Comprehensive Plan Amendments (\$275.00 Review Fee)
- Other (\$200.00 Administration Fee): \_\_\_\_\_

Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Petitioner Signature(s): Brad Rymer Digitally signed by Brad Rymer  
Date: 2025.10.07 12:54:32 -0500

### Checklist of required attachments:

- Map
- Legal Description
- Applicant Narrative Describing Project
- All Other Pertinent Information

For office use only:

Review Fee: \_\_\_\_\_ Receipt No.: \_\_\_\_\_ Zoning Petition No.: \_\_\_\_\_

## Rezone and Comprehensive Plan Amendment

Parcel 6-273 located at 1109 South Taylor Street in the City of Green Bay, Brown County, Wisconsin.

The vacant parcel is located between a single-family residential home with R-1 zoning on the South and Kindercare day care services with OR zoning on the North. We are proposing a laundromat on this site with a preliminary site layout included in this packet. The building would be pushed back to match up with the face of the day care building and allow for parking in the front. We held a neighborhood meeting on Tuesday August 26<sup>th</sup>. The meeting was attended by several of the neighbors within sight of the property. We discussed the layout of the proposed use. The major concern was the lighting and the landscape buffer area. City staff was present to assure the residents that code would be enforced if this project were to move forward. We are requesting that the property be rezoned to C-1 commercial to allow for a laundromat. Part of the rezoning would require a comp plan amendment as well.



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # E.6**

(ZP 25-33) Public Hearing on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Stephanie Hummel, Staff

### AGENDA ITEM # E.7

(ZP 25-33) Consideration with possible action on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

### BACKGROUND

**Reason for Request:** The proposed rezoning will allow for future development that best matches the future land use plan.

**Subject Parcel Zoning and Land Use:**

Public Institutional (PI) | Green Space

**Surrounding Zoning and Land Uses:**

North: Low-Density Residential (RI) | Single- and Two-Family Homes

South: General Commercial (CI) | Multi-Family Buildings, Office, and Auto Uses

East: Low-Density Residential (RI) | Single- and Two-Family Homes

West: General Commercial (CI) | Multi-Family Buildings, Retail, Office, and Auto Uses

**Comprehensive Plan:** The Go Big Green Bay 2050 Comprehensive Plan recommends mixed-use land uses for this parcel. This rezoning is consistent with that recommendation.

**Report:** 1531 Main Street is a 1.827 acre parcel that is currently vacant green space. While the parcel is an odd shape since it runs along a diagonal road that meets with standard block-form streets, the parcel is considered a buildable lot. This parcel has been either discussed or applied for by various neighbors throughout the years to attach portions of it to their rear yards. This has consistently been denied, with the major contributing factor being the importance of keeping this a buildable lot for future development.

With the updated comprehensive plan (Go Big Green Bay 2050) affirming the best land use for this lot being mixed use, Staff believes this is a good time to bring forward two applications: this application to rezone the property to Neighborhood Commercial and another to declare the property surplus for disposition to the City's Redevelopment Authority to market it as a development site.

Neighborhood Commercial (NC) zoning allows for a variety of uses. These include, but aren't limited to: townhomes, multi-family housing, educational and institutional uses, offices, restaurants (drive-through with CUP), many personal services, and retail sales. With the mixed-use land use designation from the comprehensive plan, any future development should incorporate a mix of uses, specifically residential.

Ald. Proffitt and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No comments have been made as of the drafting of this report.

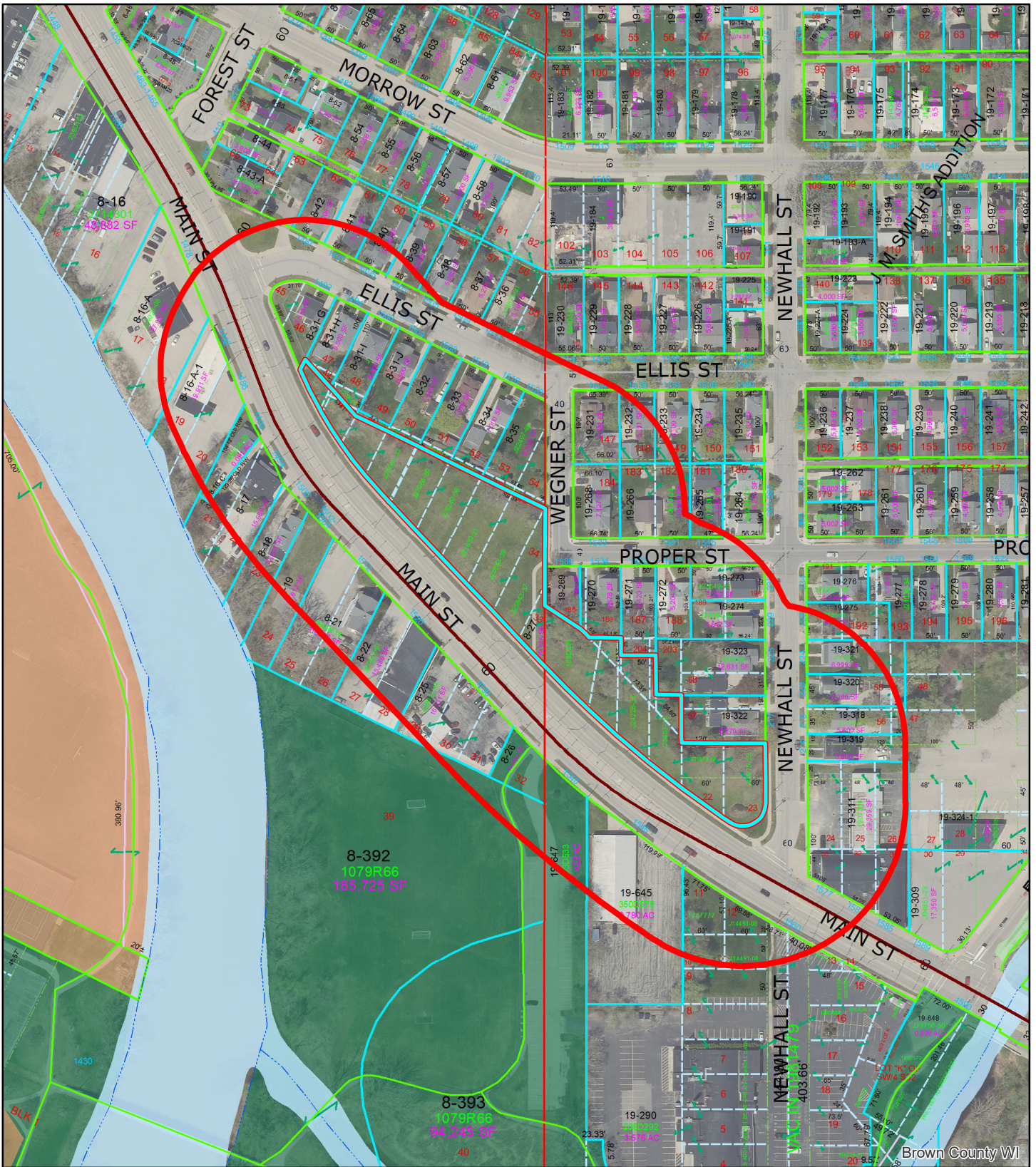
### RECOMMENDATION

Approval of the Request.

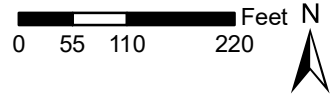
## FISCAL IMPACT

## ATTACHMENTS

1. ZP 25-33 Map
2. ZP 25-33 Street View



### (ZP 25-33) Rezone 1531 Main Street from PI to NC



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 28 Oct 2025 X:\Planning\Basemaps\template\_8.5x11.mxd

- 1531 Main Street
- 200' Notification Area

Street View, 1531 Main Street





## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Stephanie Hummel, Staff

### AGENDA ITEM # E.8

(SP 25-04) Consideration with possible action on a request to declare the property located at 1531 Main Street as City Surplus, submitted by the Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

### BACKGROUND

**Reason for Request:** To declare unused City property as surplus property for disposition to the Redevelopment Authority for development purposes.

**Subject Parcel Zoning and Land Use:**

Public Institutional (PI) | Green Space

**Surrounding Zoning and Land Uses:**

**North:** Low-Density Residential (RI) | Single- and Two-Family Homes

**South:** General Commercial (CI) | Multi-Family Buildings, Office, and Auto Uses

**East:** Low-Density Residential (RI) | Single- and Two-Family Homes

**West:** General Commercial (CI) | Multi-Family Buildings, Retail, Office, and Auto Uses

**Comprehensive Plan:** The Go Big Green Bay 2050 Comprehensive Plan recommends mixed-use land uses for this parcel. This rezoning is consistent with that recommendation.

**Assessor's Valuation:** The valuation of this lot is \$297,600.

**Report:** 1531 Main Street is a 1.827 acre parcel that is currently vacant green space. While the parcel is an odd shape since it runs along a diagonal road that meets with standard block-form streets, the parcel is considered a buildable lot. This parcel has been either discussed or applied for by various neighbors throughout the years to attach portions of it to their rear yards. This has consistently been denied, with the major contributing factor being the importance of keeping this a buildable lot for future development.

A declaration of surplus is required for the City to dispose of this property to the Redevelopment Authority of the City of Green Bay. The RDA will then market this parcel for development. A rezoning application is being processed on this agenda (ZP 25-33) to rezone from Public Institutional zoning to Neighborhood Commercial to allow for a mixed-use development, as recommended in the City's Comprehensive Plan.

Ald. Proffitt, City departments, utility providers, and adjacent property owners have been notified of this request. DPW notes that the sidewalk through the property is city-owned. WPS is requesting easements throughout this parcel; the RDA would have to negotiate these easements when development occurs. As of the drafting of this report, no other comments or inquiries have been received.

### RECOMMENDATION

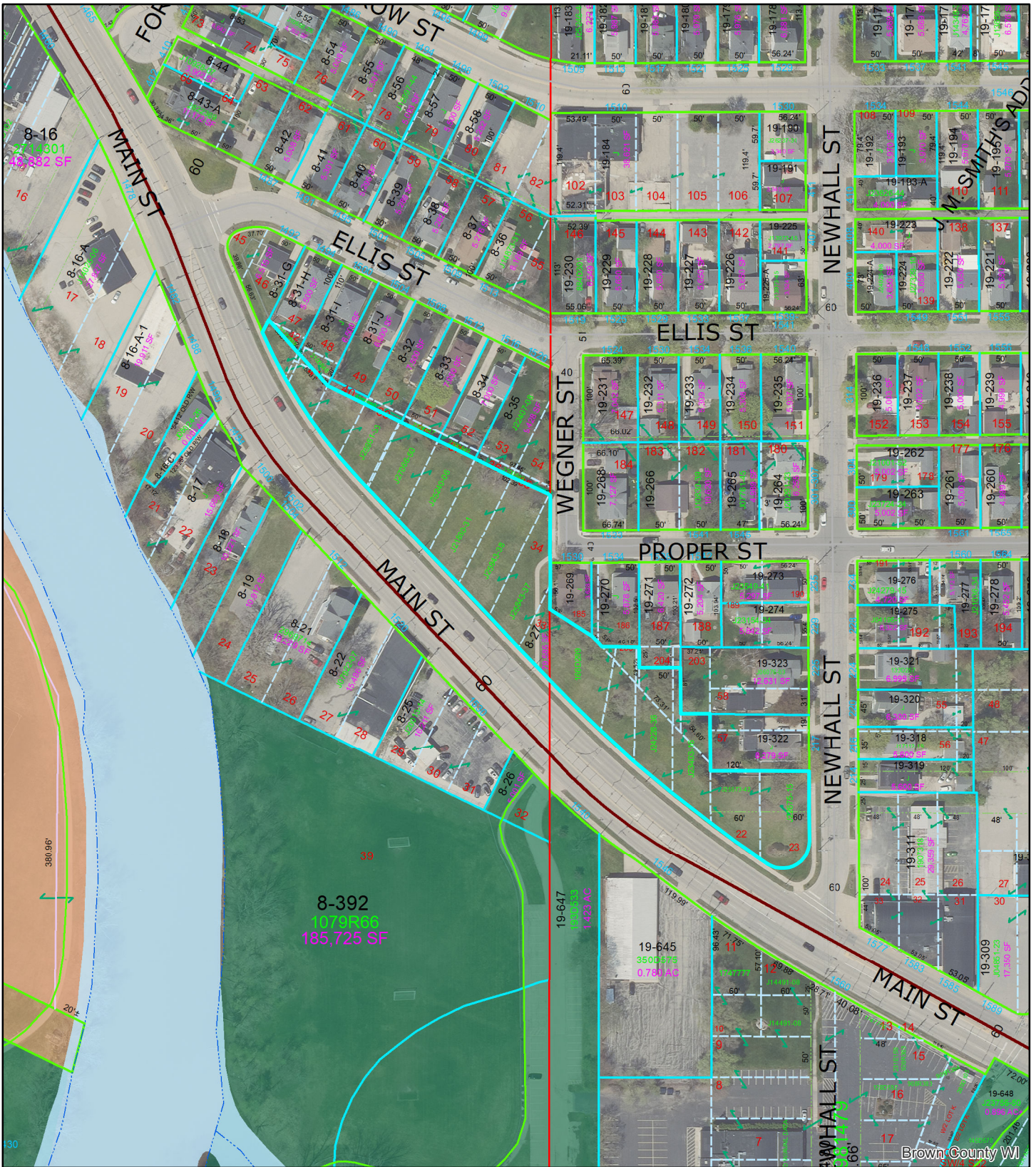
Approval of the request, subject to the following conditions:

1. The subject property shall be directed to the City's Redevelopment Authority for disposition.
2. The Redevelopment Authority will work with Wisconsin Public Service to accommodate their easement requests.

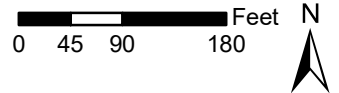
## **FISCAL IMPACT**

## **ATTACHMENTS**

1. SP 25-04 Map
2. SP 25-04 WPS Easement Request



(SP 25-04) Declaration of City Surplus at 1531 Main Street



1531 Main Street



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**SURPLUS PROPERTY REQUEST**

**DATE:** November 4, 2025  
**FROM:** City Hall/Green Bay Planning Department  
100 N. Jefferson Street, Room 608  
Green Bay, WI 54301  
**Attn: Stephanie Hummel**

**TO:**  
 Department of Public Works, Valerie Joosten  
 Wisconsin Public Service, Real Estate Department  
 AT&T, Karen Wells  
 Green Bay Water Utility, Brian Powell  
 Green Bay Fire Department, Matthew Knott  
 Green Bay Police Department, Chris Davis  
 Green Bay Traffic Engineer, Tom Schuurmans  
 Time Warner Cable, Jason Orr  
 Green Bay Parks, Recreation & Forestry, Dan Ditscheit, Emma Browne  
 Green Bay School District, Josh Patchak  
 Green Bay Assessor: Russ Schwandt  
 Green Bay Real Estate: Ronda Bitney  
 American Transmission Company, Matthew Ernst  
 Mobilitie: Brentt Michalek  
 NEW Water, Rob Reinhart, Lisa Sarau  
 Charter, Jeff Rothermel

Please be advised that a request has been made to declare a City-owned property described below as surplus for disposition to the Redevelopment Authority for development purposes. Please return this comment form via email to the Planning Department no later than **Friday, November 14, 2025**. If you have questions, please call me at (920) 448-3424.

Location: **Main Street**  
Petitioner(s): **RDA**  
Tentative Plan Commission Review: **Monday, November 17, 2025**

=====

**AGENCY COMMENTS**

Please indicate whether you have facilities or other interests within the subject area. If yes, please provide an exhibit indicating locations and types of facilities or other interests present.

Yes, we have facilities or other interests present in subject area.  
 No, we do not have facilities or other interests present in subject area.

To the above-mentioned surplus property request, we:

Have no objection.  
 Have no objection, provided:  
 Wish to object because:

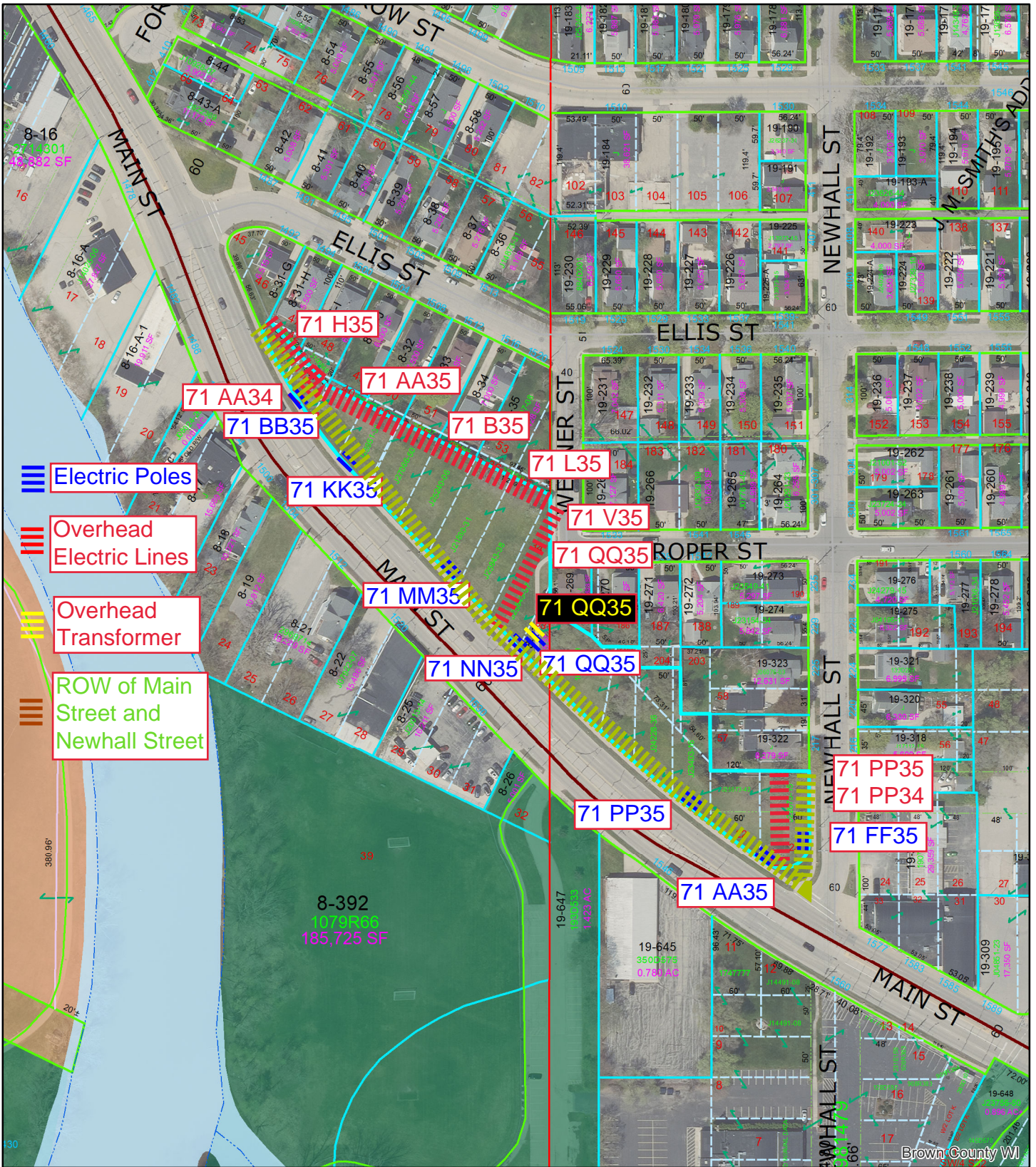
There is no objection to this surplus property request provided there are easements created for the facilities indicated in the attached exhibit.

Signed By: Joey Lett Date: 11/12/2025  
Agency: Wisconsin Public Service - Real Estate Department

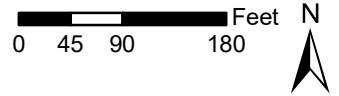
**Assessor Valuation:**

cc: Ald. Proffitt  
Kristi Norton- Assessors  
Will Peters - Community & Economic Development

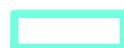
PLEASE NOTE: If comments are not received from your agency before the Plan Commission review date, it is assumed your agency approves the request without comment.



## (SP 25-04) Declaration of City Surplus at 1531 Main Street



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 1531 Main Street



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

Jon LeRoy, Zoning Administrator

**AGENDA ITEM # E.9**

(TA 25-06) Public Hearing on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Jon LeRoy, Zoning Administrator

### AGENDA ITEM # E.10

(TA 25-06) Consideration with possible action on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.

### BACKGROUND

**Reason for Request:** A Zoning Ordinance text amendment is proposed to create additional standards for Short Term Rentals (STRs) with an intent of balancing the needs of residents, property owners, and the tourism economy.

**Comprehensive Plan:** The Go Big Green Bay 2050 Comprehensive Plan recommends six actions to be taken regarding Short Term Rentals.

1. Work with state legislators to allow greater regulation on short-term rentals.
2. Set a cap on short-term rental permits issued in residential neighborhoods to preserve long-term housing stock.
3. Establish a limit on the number of days per year a property can be rented out to prevent full-time short-term rentals in residential areas.
4. Continue to update and modernize the GB Services portal for reporting issues related to short-term rentals, with a clear process for addressing violations.
5. Collaborate with short-term rental platforms to ensure only properly registered and compliant listings are allowed on their sites.
6. Coordinate with property owners around Lambeau Field and along Lombardi Avenue to capitalize on redevelopment and economic opportunities around the stadium.

Actions such as establishing a limit on the number of days per year a property can be rented out can be addressed through zoning code and text amendment. Actions like setting a cap on short-term rentals cannot be addressed without changes to state law, which currently does not permit municipalities to take such actions. Other actions noted can typically be addressed through policy changes.

**Analysis:** Alderpersons Hinkfuss and Prestley have referred a request to staff to amend the Green Bay Municipal Code, Chapter 44,-1580(j), Short Term Rentals. Specifically, the referral sought the following ordinance changes:

1. Limit short-term rentals on a parcel to 180 calendar days per year.
2. Establish a 6-night minimum stay.
3. Create an effective date of July 1, 2026, for updated standards.

The Equal Rights Commission (ERC) discussed short-term rental regulations at its October 27, 2025, meeting. The ERC has created an advisory report on short-term rentals. The full report is included in the attachments to this item. Specifically, the advisory report recommended the following:

1. Strengthen Nuisance Mitigation and Neighborhood Protections.

2. Establish a Three-Strikes Enforcement Policy for STR Permits.
3. Treat STRs as Businesses: Adjust Permit Fees and Enforcement Resources.
4. Impose an Annual Cap on Rental Days to Prevent Full-Time STRs.
5. Consider a Minimum Stay Requirement with Exceptions.
6. Improve the STR Registration Process with a User-Friendly Online System.

The Green Bay Common Council received the report of the October 27 ERC meeting during the November 11, 2025, meeting of the Common Council. Approximately 25 people spoke to the item as the floor was opened for public comment on the matter. Of the 25 who spoke, approximately 20 were generally opposed to changes offered by referrals, specifically relating to limitations for an STR capped at 180 calendar days per year and a 6-night minimum stay. 4 people were generally supportive and one offered perspective on the current limitations municipalities have via state laws.

The Common Council gave guidance after public commentary and debate and recommended the following:

1. Removal of a 6-night minimum stay.
2. Addition of a 3 strike policy.
3. Policy regarding contact information of a property owner, such as phone number info made available.

Existing standards are listed in Chapter 44-1580 (j) and those standards are attached with this staff report.

Given the comments received, qualifications within state law, and prescriptions from the Go Big Green Bay 2050 Comprehensive Plan, staff has drafted text amendments to address the following:

1. Owner contact information policy changes.
2. Three-strikes policy.
3. Total number of days a dwelling may be rented in a year.

### **Owner contact information policy changes**

#### Text amendment to subsection (6)

*If the local representative responsible for managing short-term rental property varies from the owner of the parcel, the placard shall also contain the name and telephone number of the parcel owner.*

Existing STR placards must be displayed facing the right of way. Existing STR placards display an ownership group's individual name or title, but do not list specific ownership contact info. Proposed text amendments specify that parcel ownership's name and phone number must be present on the placard itself. An example of an existing placard sample is included with this staff report.

### **Three-strikes policy**

#### Text amendment to updated subsection (13)

*In addition to the violations listed above, STR permits shall be revoked if a cumulation of three or more violations of items specified in Chapter 24–75 Definitions: Chronic Nuisance Premises or violations listed in Chapter 44-1580(j) (13) occur over a 365-day period.*

Seeking to utilize existing municipal code language and policy, staff offers text amendments to address a 'three strike' policy through the existing nuisance abatement policy defined in Chapter 24 of the Green Bay Municipal Code. Currently, if any property has three qualified events as a nuisance property, the Chief of Police or the designee may notify the property in writing and those property owners in violation will be given a statement that cost of future enforcement as a special charge against the premises. The text amendment notes that this action taken as a chronic nuisance shall revoke any STR permit from a property.

### **Total number of days a dwelling may be rented in a year**

#### Text amendment added as new subsection (11)

*Total number of days the dwelling unit may be rented within any 365-day period of an annual license shall not exceed 180 consecutive days. The STRP applicant shall provide the start date on an annual application as to when 180 days shall start and end during the annual license periods.*

The Comprehensive Plan recommends placing a limitation on the number of days a dwelling can be rented out as an STR per year, but a specific number is not established. State law allows a cap of 180 days. Feedback has varied from different perspectives if a 180-day cap were to be instituted, as the number could either be consecutive days or contiguous days.

*180 Contiguous Days:* A New STRP would require a 'date of beginning' for a short-term rental period and would cease after 180 days. STRP renewal cycles occur from July 1 through June 30 of the following year. An applicant would need to establish the start date of when a property could be used as an STR. During said 180 days, the property could be marketed and rented for short-term uses, but before or after the 180-day period, the parcel could not be used as a short-term rental. Thus, if a property owner were to establish a start date of the rental period on July 15th of the permit period, the 180-day STR period could last on the property through January 10th the following year and must cease STR operations from January 11th until the next renewal period, when the property owner would choose when they want to start 180 days again. From the perspective of many STR owners, this action would limit the use of the dwelling. From a staff perspective, this is a practical enforcement mechanism compared to cumulative days. For those seeking to find long-term rentals, this opens up longer periods of 6 month rental availability in the city. However, if an emphasis is placed by STR parcels around the Green Bay Packers season, many opportunities would focus around the periods of STR parcel rentals from July through January.

*180 Cumulative days:* New STRP would require a property to be rented as an STR for a total of 180 days throughout an annual permit cycle. This could be viewed in two ways:

1. Days in total are accumulated per year by the owner without established dates. An STR is rented at a variety of lengths. Total stays are accumulated throughout a cycle and an owner cannot exceed 180 days.
2. Days in total are established at the time of STRP application and can be marketed only and stayed in only during a maximum of 180 days.

In a distinction between cumulative days and contiguous days, most STRP owners or operators appear to be in favor of a cumulative approach as it gives them more flexibility as to when a property could be marketed and rented to STR users.

From a staff perspective, enforcement of either cumulative approaches is exceptionally challenging.

Staff have created text amendments for your consideration based on the wide variety of comments received on this matter and practical enforcement.

## RECOMMENDATION

Staff does not have a recommendation for the proposed ordinance change.

## FISCAL IMPACT

## ATTACHMENTS

1. TA 25-06 Draft G.O. 33-25 Relating to Short Term Rentals
2. TA 25-06 44-1580(j) Existing STR Zoning Code Standards
3. Communication RE Amendment to Ordinance for Short-Term Rentals (STRs) - Alder Hinkfuss and Alder Prestley

4. TA 25-06 ERC Advisory Report on Short Term Rental Regulation in Green Bay
5. TA 25-06 Green Bay STR Alliance Email Public Comment
6. TA 25-06 Green\_Bay\_STR\_Alliance\_Council\_Submission\_2025
7. TA 25-06 Public Comment I 10425 Jonas
8. TA 25-06 Public Comment Kosmoski
9. TA 25-06 Example STRP Placard Scaled to Letter Size Format

GENERAL ORDINANCE NO. 33-25

**AN ORDINANCE  
AMENDING SECTION 44-1580(j),  
GREEN BAY MUNICIPAL CODE,  
RELATING TO SHORT-TERM RENTALS**

THE COMMON COUNCIL OF THE CITY OF GREEN BAY DOES ORDAIN AS FOLLOWS:

**SECTION 1.** Section 44-469(1), Green Bay Municipal Code, is hereby amended to read:

(j) Short-term rentals (*STRs*).

(1) Advertising, including but not limited to, through a third-party, is prima facia evidence that the dwelling unit is used for a short-term rental. Prior to advertising or occupancy of a dwelling unit for use as a short-term rental, the following permits, registrations, and other information shall be obtained by the property owner or local representative:

- a. Proof of registration with the City of Green Bay Treasurer regarding Brown County room tax requirements.
- b. Proof of registration with the Brown County Health Department.
- c. A lease agreement example provided that includes language regarding compliance with parking, noise and other applicable City of Green Bay ordinances relevant to occupancy of the structure.
- d. Proof of condominium association approval if the property is part of one.
- e. Proof of approval from property owner if applicant is the local representative.
- f. City of Green Bay short-term rental permit (STRP).

(2) An application for a short-term rental permit (STRP) may be an initial application or a renewal application, and shall be complete prior to submittal. STRP applications shall include all of the following:

a. Initial application.

1. Completed STRP application on a form established by the City.

2. Application fee as provided in the City Fee Schedule.

3. Proof of insurance.

4. Documentation required in subsection (j)(1) of this section.

b. Renewal of STRP. A STRP is valid for one year and shall expire on July 1 of the calendar year. A STRP not renewed prior to July 1 shall be deemed expired, and subject to the initial

application requirements. Prior to July 1, a STRP may be renewed on an annual basis, provided that no material changes have occurred to the initial application, and shall meet the following standards:

1. Proof of insurance.
2. Necessary permits and proof of registration as required in subsection (j)(2) of this section.
3. Renewal fee as provided in the City Fee Schedule.
4. All required application material must be submitted at the same time. Applications that are not complete at submission will be returned to the applicant without processing.
- (3) The number of occupants in STRs shall not exceed the limits set forth in the State of Wisconsin Uniform Dwelling Code and other applicable County and City of Green Bay housing regulations for residential structures based on the number of bedrooms within the unit.
- (4) STRPs are issued to a specific property owner, or local representative, of a short-term rental, referred to as the permit holder. STRs shall be immediately terminated when the permit holder sells or transfers the real property which was advertised or used as a short-term rental, except for a change in ownership where the title is held in survivorship or transfers on the owner's death.
- (5) Availability of STRs to the public shall not be advertised on site, except for as provided in subsection (6) below.
- (6) A STRP placard shall be visible from the street right-of-way on which the principal structure is addressed on. The placard shall contain the name and telephone number of the local representative responsible for managing short-term rental property. **If the local representative responsible for managing short-term rental property varies from the owner of the parcel, the placard shall also contain the name and telephone number of the parcel owner.**
- (7) STRs shall not violate any applicable conditions, covenants, or other restrictions on real property.
- (8) Alcohol may not be sold on site.
- (9) STRPs granted by the City are subject to review on a yearly basis during renewal. Additionally, STRs may be reviewed at any time when the Community and Economic Development Director or Plan Commission has reason to believe that the regulations are not being adhered to or that there are problems associated with the STRs that warrant review by the Plan Commission and the Green Bay Common Council. STRs may be revoked based on the findings of the Plan Commission. STRs denied by the Planning staff may be appealed to the Plan Commission and Common Council.
- (10) No recreational vehicle (RV), camper, tent or any other temporary lodging arrangement shall be permitted on site for the means of providing accommodations for occupants and/or guests of a short-term rental.

**(11) Total number of days the dwelling unit may be rented within any 365-day period of an annual license shall not exceed 180 consecutive days. The STRP applicant shall provide the start date on an annual application as to when 180 days shall start and end during the annual license periods.**

~~(11)~~ **(12)**

STRs shall comply with all requirements of this article and all applicable standards of this Code.

~~(12)~~ **(13)**

Violations. Failure to comply with the requirements above shall constitute a violation of the provisions of this section. Disturbances or nuisances caused by the tenants of an approved STR which violate this Code, including, but not limited to, outdoor events noise ordinances or state law, shall also constitute a violation. Penalties for each violation shall be imposed in an amount not to exceed \$500.00, including court costs, and may result in permit suspension or revocation.

**In addition to the violations listed above, STR permits shall be revoked if a cumulation of three or more violations of items specified in Chapter 24-75 Definitions: Chronic Nuisance Premises or violations listed Chapter 44-1580(j) (13) occur over a 365 day period.**

**SECTION 2.** All ordinances or parts of ordinances in conflict herewith are hereby repealed.

**SECTION 3.** Effective date. This ordinance shall take effect on and after its passage and publication.

Dated at Green Bay, Wisconsin, this \_\_\_\_ day of \_\_\_\_\_, 2026.

APPROVED:

\_\_\_\_\_  
Eric Genrich, Mayor

ATTEST:

\_\_\_\_\_  
Celestine Jeffreys, Clerk

law

01/20/2026

**Existing standards for Short Term Rentals (STRs) are established in Chapter 44-1580(j). These existing standards are listed below:**

(j) *Short-term rentals (STRs).*

(1) Advertising, including but not limited to, through a third-party, is prima facie evidence that the dwelling unit is used for a short-term rental. Prior to advertising or occupancy of a dwelling unit for use as a short-term rental, the following permits, registrations, and other information shall be obtained by the property owner or local representative:

- a. Proof of registration with the City of Green Bay Treasurer regarding Brown County room tax requirements.
- b. Proof of registration with the Brown County Health Department.
- c. A lease agreement example provided that includes language regarding compliance with parking, noise and other applicable City of Green Bay ordinances relevant to occupancy of the structure.
- d. Proof of condominium association approval if the property is part of one.
- e. Proof of approval from property owner if applicant is the local representative.
- f. City of Green Bay short-term rental permit (STRP).

(2) An application for a short-term rental permit (STRP) may be an initial application or a renewal application, and shall be complete prior to submittal. STRP applications shall include all of the following:

A. Initial application.

1. Completed STRP application on a form established by the City.
2. Application fee as provided in the City Fee Schedule.
3. Proof of insurance.
4. Documentation required in subsection (j)(1) of this section.

b. Renewal of STRP. A STRP is valid for one year and shall expire on July 1 of the calendar year. A STRP not renewed prior to July 1 shall be deemed expired, and subject to the initial application requirements. Prior to July 1, a STRP may be renewed on an annual basis, provided that no material changes have occurred to the initial application, and shall meet the following standards:

1. Proof of insurance.
2. Necessary permits and proof of registration as required in subsection (j)(2) of this section.
3. Renewal fee as provided in the City Fee Schedule.
4. All required application material must be submitted at the same time. Applications that are not complete at submission will be returned to the applicant without processing.

(3) The number of occupants in STRs shall not exceed the limits set forth in the State of Wisconsin Uniform Dwelling Code and other applicable County and City of Green Bay housing regulations for residential structures based on the number of bedrooms within the unit.

(4) STRPs are issued to a specific property owner, or local representative, of a short-term rental, referred to as the permit holder. STRs shall be immediately terminated when the permit holder sells or transfers the real property which was advertised or used as a short-term rental, except for a change in ownership where the title is held in survivorship or transfers on the owner's death.

(5) Availability of STRs to the public shall not be advertised on site, except for as provided in subsection (6) below.

(6) A STRP placard shall be visible from the street right-of-way on which the principal structure is addressed on. The placard shall contain the name and telephone number of the local representative responsible for managing short-term rental property.

(7) STRs shall not violate any applicable conditions, covenants, or other restrictions on real property.

(8) Alcohol may not be sold on site.

(9) STRPs granted by the City are subject to review on a yearly basis during renewal. Additionally, STRs may be reviewed at any time when the Community and Economic Development Director or Plan Commission has reason to believe that the regulations are not being adhered to or that there are problems associated with the STRs that warrant review by the Plan Commission and the Green Bay Common Council. STRs may be revoked based on the findings of the Plan Commission. STRs denied by the Planning staff may be appealed to the Plan Commission and Common Council.

(10) No recreational vehicle (RV), camper, tent or any other temporary lodging arrangement shall be permitted on site for the means of providing accommodations for occupants and/or guests of a short-term rental.

(11) STRs shall comply with all requirements of this article and all applicable standards of this Code.

(12) Violations. Failure to comply with the requirements above shall constitute a violation of the provisions of this section. Disturbances or nuisances caused by the tenants of an approved STR which violate this Code, including, but not limited to, outdoor events noise ordinances or state law, shall also constitute a violation. Penalties for each violation shall be imposed in an amount not to exceed \$500.00, including court costs, and may result in permit suspension or revocation.

**To:** Green Bay City Council  
**From:** Kathy A. Hinkfuss Alder of District 12 (Co-Sponsor)  
Joey Prestley Alder of District 6 (Co-Sponsor)  
**Date:** 10/21/2025  
**Subject:** Amendment to Ordinance for Short-Term Rentals (STRs)

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## Purpose

This memo provides background on the growth of short-term rentals (STRs) in Green Bay, outlines key neighborhood concerns, and recommends policy actions the City Council can adopt to responsibly regulate STRs while balancing the needs of residents, property owners, and the tourism economy.

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## Background

- **State Law (2017):** The Wisconsin Legislature permitted short-term rentals statewide, defining them as *residential dwellings* (single-family homes, condominiums, or apartments).
- **Local Authority:** Municipalities cannot prohibit STRs. Municipalities may regulate STRs through zoning, as they are classified as residential dwellings. STRs are allowed in all zoning districts, including Residential Districts. Occupancy limits are governed by building, fire, and safety codes—not zoning ordinances.
- **Green Bay Trends (July 1 through June 30):**
  - 2023-2024: 260
  - 2024-2025: 501 (NFL Draft cycle, and a ~92% increase from previous year)
  - 2025-2026 (to date): 433

This rapid growth raises concerns about neighborhood stability, housing availability, and the city's ability to regulate STR operations.

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## Key Concerns

1. **Neighborhood Impact:** Increased traffic, noise, and disruption from transient visitors.
  2. **Housing Availability:** Conversion of long-term housing stock into STRs, driving up rents and limiting housing options for local families and students.
  3. **Community Character:** High turnover undermines cohesion in residential neighborhoods.
  4. **Safety and Oversight:** Difficulty ensuring consistent compliance with safety, insurance, and maintenance standards.
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## Policy Options Available Under State Law

While cities cannot prohibit STRs, state law allows municipalities to regulate:

- **Maximum number of days rented per year.**
  - **Minimum rental period length.**
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## Recommended changes for Sec. 44-1582((j), GBMC

1. **Limit Rentals to 180 Days Per Year**
    - Preserves residential properties for long-term housing.
    - Reduces commercialization of neighborhoods.
    - Aligns with the intent of keeping homes primarily for local families.
  2. **Establish a Minimum 6-Night Stay Requirement**
    - Does not apply to owner occupied dwelling units.
    - Prevents “party houses” and discourages high guest turnover.
    - Promotes neighborhood stability and predictability.
    - Reduces strain on parking, infrastructure, and city services.
  3. **Effective date of July 1, 2026**
    - This coincides with the start of the next permitting cycle.
    - Provides time for the public to adjust to updated requirements.
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## Rationale for Action

- **Preserve Housing for Residents:** Ensure that Green Bay families, students, and workers have access to affordable housing.
  - **Protect Community Character:** Maintain quiet, stable, and safe residential neighborhoods.
  - **Support Local Economy Responsibly:** Allow tourism benefits to continue without undermining housing security.
  - **Enhance Safety and Security:** Improve oversight and accountability for STR operators.
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## Conclusion

The City Council has the authority to adopt common-sense regulations that balance tourism, economic growth, and neighborhood stability. Limiting STRs to 180 rental days per year and requiring a 6-night minimum stay will help preserve housing stock, protect community character, and support responsible growth.

We recommend the Council adopt these measures to ensure Green Bay remains a vibrant, livable city for residents and visitors alike.



# GREEN BAY EQUAL RIGHTS COMMISSION

Advisory Report on  
Short-Term Rental  
Regulation in Green Bay

**EQUAL RIGHTS COMMISSION**

The following members are appointed by Mayor Eric Genrich and confirmed by the Common Council:

**Chair Tara Yang**

**Vice Chair Stephanie Guzman**

**Jon Shelton**

**Michael Vinson**

**Marcus Grignon**

**Natalie Hoffman**

**Aldersperson Joey Prestley**

More information about the Equal Rights Commission can be found online at the City of Green Bay website: <https://greenbaywi.gov/1234/Equal-Rights-Commission>

# *Advisory Report on Short-Term Rental Regulation in Green Bay*

## **Introduction and Executive Summary**

The Green Bay Equal Rights Commission (ERC) submits this advisory report to the Common Council with recommendations for improving the regulation of short-term rentals (STRs) in our community. In the past few years, Green Bay has experienced a sharp increase in STR properties, growing from roughly 120 in 2022 to over 500 during the NFL Draft cycle and back to around 430 to date.<sup>1</sup> Alongside the economic opportunities STRs provide to property owners and visitors, this rapid growth comes with concerns about neighborhood impacts as well as housing availability and equity. Residents in some areas have reported rising nuisances and a loss of community character. For example, in the East Shore Drive Neighborhood, an estimated 5-10% of homes are now STRs, prompting fears of neighborhood degradation.<sup>2</sup> At the same time, responsible STR owners emphasize their positive contributions, like maintaining properties, paying taxes, and providing lodging for tourists. Owners seek fair, predictable rules that do not punish good actors for the problems caused by negligent property owners.

2020's Equal Rights Ordinance tasks the Equal Rights Commission with recommending to the Common Council suggestions to promote equal rights in the City of Green Bay:

The Commission shall meet not less than four (4) times annually for monitoring the employment, contracting, and program activities of the City, and prepare and provide timely reports to the mayor and council on efforts to promote equal rights, equal opportunities, positive community relations, and to eliminate discrimination and inequities in City government and the City.<sup>3</sup>

The Commission has carefully considered the STR conversation through an equity lens. We have regarded diverse perspectives, as well as the City's housing equity goals, and researched regulatory approaches in other Wisconsin communities. This report summarizes the relevant legislation and local context and offers a series of recommendations to balance the interests at stake.

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<sup>1</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024). A presentation by Mike Boutott (City STR Compliance Inspector), noted approximately 410 registered STRs in 2024 (up from ~120 in 2022). See also City of Green Bay Community & Economic Development Department, "*Short-Term Rental Permits – As of 3/18/2025*," internal report listing 485 active permits; updated numbers for September 2025 provided by city staff.

<sup>2</sup> City of Green Bay Community & Economic Development Department, "*Short Term Rental Permits – As of 3/18/2025*." Recent records indicate at least 11 STRs in the East Shore Drive Neighborhood, about seven percent of the roughly 150 homes that comprise that neighborhood.

<sup>3</sup> Green Bay, Wis., Ordinance No. 25-20 (October 20, 2020), creating Green Bay Municipal Code Chapter 50 (Equal Rights).

*In brief, the ERC recommends that Green Bay strengthen its STR ordinance to better mitigate nuisances, ensure STRs are operating as accountable businesses, and protect housing opportunities for residents, while also streamlining compliance and supporting hosts.*

Recommendations include:

- a. Enforcing nuisance controls (e.g. parking, noise, occupancy limits) with a clear three-strikes enforcement policy for repeat violators.
- b. Treating STR operations more like other lodging businesses through appropriate permit fees, a robust licensing system, and enforcement of local contact requirements.
- c. Providing user-friendly compliance tools, such as an online registration portal and dedicated staff support, to assist responsible owners.
- d. Considering measures such as an annual cap on rental days to prevent full-time tourist rentals from removing too much housing stock from the long-term market.

Our recommendations come from current Wisconsin law, local data, public testimony, input from STR owners, and case studies of effective policies in other municipalities.

## **Background: Wisconsin Law and Green Bay’s Current STR Policy**

Regulation of short-term rentals in Wisconsin is shaped by Wis. Stat. § 66.1014, which limits the extent of local control.<sup>4</sup> A “short-term rental” is defined as a residential dwelling that is offered for rent for a fee and for fewer than 30 consecutive days. Under Wisconsin law, municipalities cannot prohibit STRs outright. However, the statute grants cities certain regulatory powers:

**Permit Requirement:** Cities may require that STR operators obtain a local license or permits. Green Bay has exercised this option; its ordinance mandates that any dwelling rented for fewer than 28 days consecutively must secure a short-term rental permit from the city in addition to the state-required tourist rooming house license and county health inspection.<sup>5</sup>

**Minimum Rental Duration:** A city may prohibit rentals of fewer than 7 consecutive days. Rentals of 7 to 29 days cannot be banned altogether by municipalities.<sup>6</sup>

**Annual Cap on Rental Days:** Municipalities may limit the total number of days per year that a dwelling can be rented short-term, if the limit is no lower than 180 days. This effectively allows a 180-day annual cap on STR use of a property, a tool some communities use to prevent year-round transient rentals.<sup>7</sup>

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<sup>4</sup> Wis. Stat. § 66.1014(2)

<sup>5</sup> Green Bay Municipal Code § 44-1580(j)

<sup>6</sup> Wis. Stat. § 66.1014(2)

<sup>7</sup> Wis. Stat. § 66.1014(2)

**Other Regulations:** The law permits regulations not inconsistent with 66.1014.<sup>8</sup> This has been interpreted to allow various health, safety, and nuisance-related rules (inspection requirements, parking and occupancy rules, etc.) as long as they don't amount to a *de facto* prohibition.

Notably, Wisconsin law does not allow cities to limit the number of short-term rental licenses issued or to bar STRs in certain areas through zoning<sup>9</sup>. In fact, §66.1014 was enacted to preempt such local bans; it deliberately omitted STRs from zoning authority and withheld two local powers: the power to outright ban STRs and the power to restrict rental duration beyond the 7-day minimum/180-day maximum provisions.<sup>10</sup> All other aspects (licensing, inspections, nuisance regulations) remain under local control.

Green Bay's current ordinance (Green Bay Municipal Code §44-1580(j)) was adopted to apply some regulations to STRs while adhering to state restrictions and allowances.<sup>11</sup> Short-term rentals are legal in every zoning district in Green Bay, including Residential Districts, provided the owner obtains a City STR Permit and complies with city requirements. Key features of our existing program include:

**Permit and Inspection:** Hosts must secure a City STR Permit, valid July 1 – June 30 annually.<sup>12</sup> They must also pass an annual Brown County health inspection, which enforces state lodging safety standards.<sup>13</sup> A state tourist rooming house license is also required via the Brown County health department.<sup>14</sup>

**No Minimum Stay Requirement:** Green Bay does not currently mandate a minimum rental period in its ordinance.<sup>15</sup>

**Local Agent and Contact Info:** Every STR must designate a local representative (someone available on short notice within 30 minutes' distance) to address issues. Owners must post a City-issued placard visible from the street as proof of permit and as a point of contact for neighbors. No other on-site advertising is allowed.<sup>16</sup>

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<sup>8</sup> Wis. Stat. § 66.1014(2)

<sup>9</sup> Wisconsin Statutes § 66.1014(2)

<sup>10</sup> Remzy D. Bitar, "Short-Term Rentals," *The Municipality* (League of Wisconsin Municipalities), April 2020, 22–23, <https://www.lwm-info.org/DocumentCenter/View/3990/Licensing-and-Regulations-403-Short-Term-Rentals> (accessed August 13, 2025)

<sup>11</sup> City of Green Bay, General Ordinance No. 12-23 (Dec. 5, 2023), codified at Green Bay Municipal Code § 44-1580(j)

<sup>12</sup> City of Green Bay, "Short Term Rentals," GreenBayWI.gov, accessed September 17, 2025,

<https://www.greenbaywi.gov/1486/Short-Term-Rentals>

<sup>13</sup> City of Green Bay, "Short Term Rentals"

<sup>14</sup> Brown County Health & Human Services Department, Public Health Division, Brown County Public Health Lodging Guidance (Green Bay, WI: Brown County HHS, n.d.), PDF, accessed September 17, 2025, <https://www.browncountywi.gov/i/f/files/HHS-Public-Health/Brown%20Co%20Public%20Health%20Lodging%20Guidance.pdf>

<sup>15</sup> City of Green Bay, General Ordinance No. 12-23

<sup>16</sup> City of Green Bay, General Ordinance No. 12-23

**Safety and Zoning Provisions:** STR use is confined to habitable areas; for example, basements may not be used as sleeping quarters unless proper egress windows are present. Outdoor temporary lodging units, such as tents or RVs, on the property are prohibited.<sup>17</sup>

**Accountability for Violations:** The ordinance holds both owners and renters jointly responsible for complying with all city laws. Violations such as noise, disorderly conduct, failure to post the permit placard, etc. can result in fines and even revocation or non-renewal of the STR permit. In practice, the City’s Development Department (which administers STR permits) and the dedicated STR Compliance Inspector, Mike Boutott, enforce these rules. For example, if an owner fails to display the required permit placard, staff will issue a notice and re-inspect. Continued non-compliance leads to a reinspection fee and could jeopardize the permit. Similarly, failure to obtain a permit at all can result in citations. The City uses software and neighbor reports to identify unlicensed STRs and sends violation notices in an escalating process.<sup>18</sup>

**Permit Fees:** To operate an STR in Green Bay, owners currently face combined fees of about \$1,000 in the first year (a \$500 city permit fee plus a \$492 county health license fee).<sup>19</sup> Annual renewals total \$600 (\$250 City renewal + \$350 County).<sup>20</sup> These fees have not risen since their implementation in 2022. According to staff, other Wisconsin municipalities charge anywhere from as low as \$250 to as high as \$1,000 for similar permits, so Green Bay’s fee levels are in the mid-range of the spectrum.<sup>21</sup> City legal staff say that state law does not specify caps on permit fees, but they must be reasonable and not so excessive as to constitute a *de facto* prohibition.<sup>22</sup>

Two major state-law limitations constrain any additional regulatory steps the City might contemplate:

1. The City cannot cap the number of STRs citywide, nor restrict STRs to certain zones or distances. Saturation limits or spacing requirements (e.g. “no more than X STRs per block” or “not in low-density residential areas”) are off the table under current Wisconsin law.<sup>23</sup> As confirmed by the City Attorney’s Office, Green Bay has “no control” to limit how many properties can be licensed; those kinds of restrictions are preempted by the state.<sup>24</sup>

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<sup>17</sup> City of Green Bay, General Ordinance No. 12-23

<sup>18</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>19</sup> City of Green Bay, “Short Term Rentals,” “USER FEES.”

<sup>20</sup> City of Green Bay, “Short Term Rentals,” “USER FEES.”

<sup>21</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>22</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>23</sup> Wisconsin Statutes § 66.1014(2)

<sup>24</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

2. The City cannot mandate anything that effectively bans STRs. Any local regulations must be crafted to mitigate problems without outright preventing STR operation. For example, while we can impose a minimum stay up to 7 nights, we could not choose a 30-night minimum; that would equate to banning true short-term rentals. Similarly, while we can enforce strict safety, parking, and nuisance standards, we must be prepared to show these are reasonable efforts to protect public welfare. The 2019 *Good Neighbors Alliance v. Town of Holland* lawsuit illustrates this balance. A group of STR owners challenged the Town’s ordinance as overreaching, but the court upheld local provisions that were grounded in legitimate health/safety concerns and did “follow §66.1014”.<sup>25</sup> Green Bay should likewise ensure any new rules are consistent with the letter and intent of state law.

Green Bay’s current STR framework establishes the basic permitting and safety requirements allowed by state law, but it does not yet employ some of the stricter regulatory options, like rental duration minimums or annual day caps, that the statute permits. As the next sections detail, the rapid growth and clustering of STRs in certain areas have revealed gaps in our approach, particularly around nuisance impacts and housing equity, that stronger local regulations could address.

## **Community Concerns and Neighborhood Impacts**

Residents have voiced numerous concerns about the impact of short-term rentals on Green Bay’s neighborhoods. While many STRs operate quietly, and not every neighborhood experiences problems, there have been enough complaints to warrant reassessing our STR policy. These include:

**Noise and Late-Night Disturbances:** Neighbors frequently cite noise as a top issue; transient visitors on vacation or in town for a Packer game may not observe the quiet hours that residents expect. Party houses or large gatherings at STRs can lead to loud music, yelling, or other disturbances, especially on weekends. In Green Bay, police data reportedly show relatively few STR-related calls so far, indicating most hosts and guests are respectful, but even a handful of high-profile nuisance properties can undermine neighborhood peace.<sup>26</sup> This erodes quality of life and can create hostility between neighbors and STR operators. Green Bay does require that owners and renters obey all ordinances, meaning guests can be cited for noise, vandalism, disorderly conduct, etc., but typically the burden falls on neighbors to call police or the city to report issues. This can strain neighbor relations and, if not addressed, the tension can grow into broad neighborhood opposition to all STRs.

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<sup>25</sup> Remzy D. Bitar, “Short-Term Rentals,” The Municipality (League of Wisconsin Municipalities), April 2020, 22–23, PDF, accessed September 17, 2025, <https://www.lwm-info.org/DocumentCenter/View/3990/Licensing-and-Regulations-403-Short-Term-Rentals>

<sup>26</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

**Parking Congestion and Traffic:** STRs that host large groups can overwhelm street parking and driveways in residential areas. According to residents neighboring STR properties, it's not uncommon for 4–5 vehicles to accompany a rental party, especially near Lambeau Field on game weekends. Green Bay ordinance already prohibits renting out additional RVs or campers on site, and our general parking rules forbid blocking sidewalks or hydrants, but enforcement can be tricky unless a neighbor calls to report a violation. In some neighborhoods, residents have observed an uptick in curbside parking competition and traffic from STR visitors who may not be used to local parking norms like Green Bay's overnight parking rules.<sup>27</sup> Ensuring STRs provide adequate off-street parking for their guests is a common-sense requirement to alleviate this issue; for instance, the Town of Holland requires at least one off-street space for every four guests an STR can accommodate.<sup>28</sup> Input from Green Bay neighborhood associations suggests parking is a manageable issue if proactively addressed through owner education and clear rules.

**Loss of Neighborhood Cohesion:** Beyond specific nuisances, there is a more intangible but widespread concern about neighborhoods with heavy STR concentrations losing their sense of community. Residents on a block with multiple STR properties might no longer know their neighbors or feel invested in each other's well-being. Longtime neighbors who moved out were replaced not by new resident families but by a rotating cast of tourists. This is a particularly acute concern in areas like the Stadium Neighborhood. While STR owners often do maintain their properties nicely, the absence of an on-site owner or long-term tenant can mean less oversight of day-to-day issues like landscaping, snow shoveling, or garbage removal that come with owner-occupancy. Over time, a cluster of short-term rentals could diminish the neighborly interactions that make a residential community healthy.

**Safety and Security Concerns:** Some residents worry about strangers coming and going frequently next door out of uncertainty; they don't recognize who is in the neighborhood and may feel less secure as a result. It's worth noting that properly managed STRs conduct guest screenings and inform neighbors of a local contact to call for problems, which can mitigate this concern. But where communication is lacking, neighbors might feel on edge. The ERC heard from residents who simply miss the stability of knowing the family in the house next door.

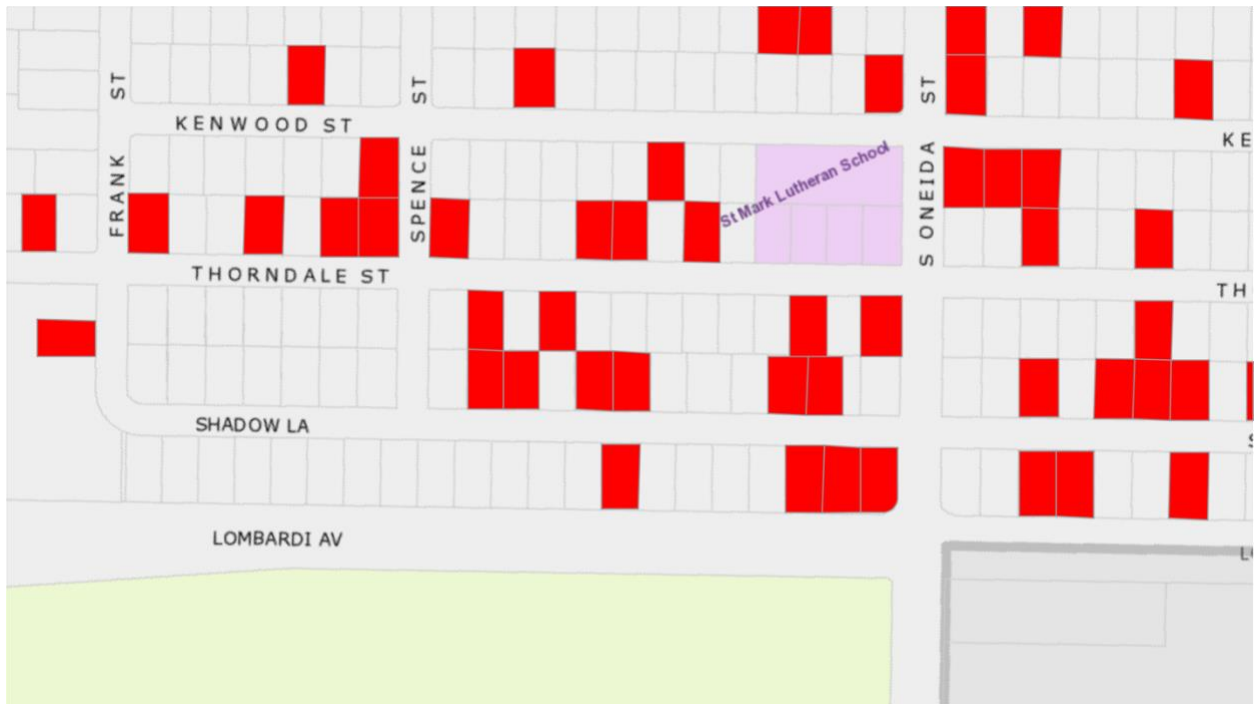
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<sup>27</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>28</sup> Town of Holland, Wisconsin, Code § 280-7(A)(2) ("Standards for short-term rentals"), Short-Term Rentals, eCode360, accessed September 17, 2025, <https://ecode360.com/36360965>



1. A map of Lakeside Place with documented STRs shown in red



2. A neighborhood in the Stadium District with documented STRs shown in red

It is important to underscore that not all STRs generate complaints; many operate with no issues, and some neighbors have reported positive experiences. We also note that the City's STR Compliance Inspector has been actively educating hosts and neighbors: Mr. Boutott regularly attends neighborhood association meetings and provides his contact info to residents, encouraging a collaborative approach to proactively address problems. This outreach is valuable, and the Commission believes more can be done to formalize and enforce good neighbor practices by STR owners.

The community concerns detailed here illustrate why refining STR regulations has become necessary. Unbridled growth in STRs, without adequate safeguards, can degrade the quality of life in residential areas and spark backlash. By strengthening our rules around nuisances and ensuring swift enforcement, Green Bay can protect neighborhoods while still allowing responsible short-term rentals to operate. The next sections consider the perspective of those STR operators and the broader housing equity implications, which must also inform a balanced policy response.

## **Perspectives and Needs of Short-Term Rental Owners**

In crafting STR regulations, it is critical to consider the standpoint of property owners who operate short-term rentals, as their buy-in and compliance will determine the success of any policy. The ERC heard from several STR owners and hosts to better understand their experiences and concerns. A few key themes emerged:

**Many STR Owners Are Local Residents with Small-Scale Operations:** While roughly a fifth of registered STRs are owned by out-of-state investors, many of Green Bay's STRs are owned by local individuals or families. For example, one couple told the Commission that they purchased a single home near Lambeau Field as a short-term rental, fulfilling a "dream" to own property by the stadium. Since that couple lives in De Pere as their primary address, they use their Green Bay property as an STR mainly on game weekends.<sup>29</sup> Such owners typically have strong incentives to be good neighbors: they want to preserve the property's value and reputation. These hosts voiced worry that overly harsh regulations could drive them out of STR hosting, even though they follow all the rules. It was noted that the majority of permitted STR owners in Green Bay have only one property. 87% of owners have only a single STR registered with the city. 20% of STRs are owner-occupied.<sup>30</sup> In effect, most owners are local small-business owners or homeowners trying to earn supplemental income.

**Emphasis on Fairness and Targeted Enforcement:** Responsible STR hosts welcome reasonable regulations and may benefit from the City cracking down on irresponsible operators.

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<sup>29</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>30</sup> City of Green Bay Community & Economic Development Department, "Short Term Rental Permits – As of 3/18/2025."

In their view, the “bad apples” (unlicensed rentals, or those consistently causing nuisance) give all STRs a bad name. One owner explicitly urged the City to focus action on “people that are finding loopholes and abusing” the system, rather than penalizing those who comply and operate respectfully.<sup>31</sup> This supports a regulatory approach that includes both strict enforcement against violators and outreach/education to help well-intentioned hosts stay in compliance.

**Burden of Existing Requirements:** Several hosts described the current permitting process and requirements in Green Bay. While generally manageable, there are pain points that could be improved. For instance, obtaining the initial health inspection and gathering all paperwork (insurance proof, etc.) can be complex for first-timers. The annual renewal cycle (by June 30) can sneak up on owners, especially if the City’s reminder communications are limited. Some owners felt the fee levels are high, though others acknowledged they are similar to other cities’ and simply a cost of doing business. There was interest in seeing more of the fee revenue reinvested into the STR program (through hiring additional staff or investing in better software) to help with compliance monitoring. This would make owners feel their fees directly support a level playing field. The presence of a dedicated STR inspector was seen as very positive; owners appreciate having a single knowledgeable point of contact at City Hall for their questions or issues.

**Opposition to a 7-Day Minimum Stay Rule (with Caveats):** One of the most discussed potential regulations is requiring a minimum rental length (such as Ashwaubenon’s 7-day minimum). Many Green Bay STR owners are concerned that a blanket 7-day minimum would severely hurt their ability to rent, especially for weekend tourism or Packer game trips which are typically 2–3 nights. They argue this could drive away visitors who only want a short stay and push them to hotels or to STRs in neighboring municipalities, like Allouez or Bellevue, without such rules. There was some openness to compromise solutions, such as exempting owner-occupied rentals or only applying a minimum stay during certain high-demand event periods. If Green Bay were to consider a 7-day minimum, owners urge that it be nuanced rather than one-size-fits-all, and only after weighing the economic impact. This report will later discuss how other locales like Ashwaubenon handled this issue. At minimum, STR owners want their input considered in such decisions.

**Desire for Clarity and Communication:** Another theme was the need for clear, readily available information on rules. Owners asked for better FAQs, checklists, or even training sessions from the City to ensure they understand their obligations (such as what the local contact agent must do, how to handle neighbor complaints, etc.). For example, some were initially unaware they needed a separate room-tax permit from the City’s Finance Department (to remit the 8% room tax), which led to inadvertent non-compliance.<sup>32</sup> The City does have information on

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<sup>31</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

<sup>32</sup> Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

its website and Mr. Boutott has been very responsive via email and phone, but newer hosts especially would benefit from a more streamlined onboarding process. STR owners generally indicated they want to follow the rules, so the simpler and clearer the City makes it, the higher compliance we can expect.

Responsible STR owners in Green Bay are not opponents of regulation. In fact, they share many of the same goals as their neighbors: safe, quiet neighborhoods and a fair marketplace. They ask that regulations be fair, consistent, and targeted at genuine problems. Heavy-handed measures that treat all STRs as a nuisance would, in their view, punish those who have been good actors and harm the local tourism economy. The challenge is to strike a balance where good operators face minimal burden beyond what's needed for health, safety, and community standards and bad operators face real consequences. The recommendations later in this report strive to achieve that balance, incorporating owner feedback such as better communication and support for compliance.

## **STR Overconcentration and Equity in Housing**

One of the Equal Rights Commission's primary concerns, and a driving reason for our involvement in this issue, is the impact of short-term rental proliferation on housing equity and availability in Green Bay. The Commission's 2023 housing report, "Life, Liberty, and the Pursuit of Happiness: Recommendations to Promote Equal Housing Opportunity in Green Bay," examined a local housing affordability crisis, especially for vulnerable groups.<sup>33</sup> While STRs were not the main focus of that report, the core finding was that Green Bay needs more accessible, affordable housing for residents, achieved through strategies like zoning reforms, encouraging new housing development, and preventing discrimination in the housing market. The rapid growth of STRs poses a potential challenge to these goals in several ways:

**Conversion of Long-Term Rentals to STRs:** When a property owner opts to rent their house to short-term visitors rather than to a long-term tenant, that unit is effectively removed from the local housing supply for residents. In tight housing markets like Green Bay's, this can exacerbate shortages and drive up rents. A 2020 Green Bay housing market study revealed the need for all sorts of housing, including single family homes and duplexes, which are often the units rented out as STRs.<sup>34</sup> For example, a landlord with a single-family home might find it more lucrative to rent it on Airbnb by the night than to lease it to a local family for a year. If many landlords make this choice, the available stock of long-term rental homes declines. We have already seen signs of this in Green Bay. Several investors and LLCs have bought homes specifically to use as STRs,

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<sup>33</sup> Green Bay Equal Rights Commission, *Life, Liberty, and the Pursuit of Happiness: Recommendations to Promote Equal Housing Opportunity in Green Bay* (Green Bay, WI: City of Green Bay, 2023), accessed August 15, 2025, <https://www.greenbaywi.gov/DocumentCenter/View/9861/ERC-Housing-Report-PDF?bidId=>

<sup>34</sup> City of Green Bay, Community & Economic Development Department, *Green Bay Housing Market Study* (Green Bay, WI: City of Green Bay, 2020), PDF, accessed September 17, 2025, <https://www.greenbaywi.gov/DocumentCenter/View/6110/Green-Bay-Housing-Market-Study-2020?bidId=>

and about a third of registered STRs are owned by a corporation rather than an individual.<sup>35</sup> Each such conversion means one less home for a Green Bay resident. The Commission is concerned that, if left unchecked, this trend could undermine the City’s efforts to expand affordable rental options. Our housing report stressed that increasing affordable housing stock is essential; losing existing units to the STR market moves in the opposite direction.

**Impact on Home Purchase Opportunities:** Similarly, some STR operators are purchasing houses that would otherwise be starter homes for families or first-time buyers, creating unfair competition in the single-family housing market. National studies have found that in popular tourism cities, the growth of STRs has put upward pressure on housing prices.<sup>36</sup> Green Bay is not yet a Madison or a Milwaukee in terms of housing cost, but in desirable neighborhoods or those near attractions, an STR buyer can often outbid local families because they are evaluating the property’s income potential, not just its personal value as a home. In fact, 48 STR owners in Green Bay hold at least two properties and 12 hold three or more. The largest single owner holds 7 properties.<sup>37</sup> When a significant portion of buyers are investors rather than owner-occupants, the risk is that prices detach from what local working households can afford. This dynamic threatens to further stratify the housing market and limit homeownership opportunities, especially for moderate-income and first-time buyers, who are often the young, minority, or otherwise marginalized groups the ERC is focused on empowering.

**Location-Specific Burdens on Vulnerable Communities:** It’s worth noting that STR proliferation doesn’t impact all areas equally. In Green Bay, much of the STR concentration is near entertainment and vacation locales (like Stadium Neighborhood, Downtown Core, and Bay Waterfront districts). Some of these areas are higher-income by nature, but others include working-class neighborhoods. If those neighborhoods experience rising housing costs or disruptions, the burden falls on the residents who might have fewer resources to relocate. Additionally, if landlords in lower-cost neighborhoods switch to STRs, they might be removing some of the only affordable rentals available to low-income residents. In our housing equity hearings, we heard how immigrants and large families struggle to find good housing due to limited supply and other barriers. An uncontrolled STR boom could tighten that supply further. So, there is an equity dimension: ensuring that STRs do not concentrate in a way that disproportionately disadvantages certain communities, either demographically or geographically.

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<sup>35</sup> City of Green Bay Community & Economic Development Department, “*Short Term Rental Permits – As of 3/18/2025.*”;

<sup>36</sup> Kyle Barron, Edward Kung, and Davide Proserpio, “The Effect of Home-Sharing on House Prices and Rents,” *Marketing Science* 40, no. 1 (2021): 23–47, <https://doi.org/10.1287/mksc.2020.1227>; Keren M. Horn and Mark Merante, “Is Home Sharing Driving Up Rents? Evidence from Airbnb in Boston,” *Journal of Housing Economics* 38 (2017): 14–24, <https://doi.org/10.1016/j.jhe.2017.08.002>

<sup>37</sup> City of Green Bay Community & Economic Development Department, “*Short Term Rental Permits – As of 3/18/2025.*”; see also, Green Bay Equal Rights Commission, Regular Meeting, December 12, 2024, transcript (Green Bay, WI, December 12, 2024).

The ERC's stance is not that STRs are the root of the housing crisis. However, we do believe over-concentration of STRs can aggravate housing inequities if not managed. Our 2023 report called on the City to pursue policies ensuring all residents have access to a home.<sup>38</sup> In our view, part of a comprehensive housing strategy is to make sure residential properties primarily serve residential needs. STRs should complement, not cannibalize, the housing market.

Green Bay has tools to balance these interests. For instance, imposing the allowed 180-day annual rental cap can discourage full-time conversion of housing to tourist use, possibly nudging some owners to keep properties in partial long-term use. A 180-day cap still permits significant STR activity (a property could be rented half the year), but ensures it cannot be a dedicated year-round mini-hotel. Likewise, a 7-day minimum, if carefully targeted, could make speculative STR purchases less attractive in certain cases. Even simply enforcing strict licensing and prohibiting unpermitted STRs protects housing, because it disincentivizes the casual, possibly speculative, operators who might otherwise flood the market.

In short, the Commission urges the Common Council and Mayor to view STR regulations through the lens of housing equity. The recommendations that follow will include specific measures that help safeguard Green Bay's housing supply for those who live and work here, while still allowing STRs to operate in a responsible, community-friendly manner. The goal is a sustainable coexistence: STRs can provide economic benefit and lodging options, but not at the expense of Green Bay residents' ability to find an affordable, quality place to live, which the ERC firmly believes is a fundamental right and key to equal opportunity.

The Go Big Green Bay Comprehensive Plan echoes this approach: it notes that while platforms like Airbnb and VRBO expand options for visitors and traveling remote workers, STRs can reduce the long-term rental supply, drive up prices, and displace residents, impacts that are especially visible during Packers season. The plan recognizes the limits imposed by Wisconsin's 2017 statewide "Right to Rent" law, and still sets out a balanced path forward: (1) work with state legislators to restore greater local authority to regulate STRs; (2) cap STR permits in residential neighborhoods to preserve long-term housing; (3) set an annual limit on rentable days to prevent de-facto year-round STR hotels; (4) modernize the GB Services portal and establish a clear enforcement process; (5) collaborate with STR platforms so only registered, compliant listings appear; and (6) coordinate with property owners around Lambeau Field and along Lombardi Avenue so redevelopment leverages game-day demand in mixed-use areas without eroding neighborhood housing.<sup>39</sup> The ERC supports this direction: targeted caps and night limits in residential districts, stronger registration and enforcement, and channeling most visitor-

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<sup>38</sup> Green Bay Equal Rights Commission, *Life, Liberty, and the Pursuit of Happiness: Recommendations to Promote Equal Housing Opportunity in Green Bay*

<sup>39</sup> City of Green Bay, Go Big Green Bay 2050 Comprehensive Plan (Draft), project website, accessed September 10, 2025, <https://www.gobiggreenbay.com/>

oriented activity to appropriate mixed-use corridors will allow STRs to add value without undermining Green Bay’s housing stability.

## **Case Studies: Lessons from Town of Holland and Ashwaubenon**

Green Bay is not alone in grappling with STR regulation. Many Wisconsin municipalities have adopted ordinances in recent years to address the same state-law framework of §66.1014. The Commission examined two relevant case studies—the Town of Holland and the Village of Ashwaubenon—to inform our recommendations with local examples of what has worked.

### **Town of Holland (Sheboygan County)**

This small town gained attention for its proactive and stringent STR ordinance, passed in 2018, which became the subject of the Good Neighbors Alliance lawsuit.<sup>40</sup> Key features of Holland’s approach include:

**Annual Licensing with Strict Conditions:** Holland requires a town-issued STR license for anyone renting more than 10 nights/year (a threshold similar to Green Bay’s). The license must be renewed annually, with board approval each year. The town can suspend or revoke a license after a hearing if an owner violates any ordinance requirements, has guests involved in illegal activity on the premises (2 or more occasions in 12 months), or owes any taxes/fees. This built-in enforcement mechanism ensures chronic violators can be removed from the STR market.

**180-Day Cap and 7-Day Minimum:** Holland’s initial ordinance limited the rental of any dwelling to no more than 180 days per year if the rental periods are between 7 and 29 days.<sup>41</sup> This is the maximum restriction allowed by state law and prevents year-round short-term renting.

**Local Agent and Guest Registry:** Recognizing that many STR owners might live far away, Holland requires a local property manager/agent who resides or is based within 25 miles and is available 24/7 by phone.<sup>42</sup> This contact’s name and phone must be on file, and the owner must update the town within 24 hours of any change. Additionally, every STR must maintain a register of all guests (names, addresses, dates, and payment amounts) for at least one year, available for town inspection.

**Nuisance and Safety Provisions:** Holland’s ordinance explicitly incorporates the town’s noise ordinance by referencing quiet hours between 10 PM and 7 AM and prohibits any outdoor event at an STR from lasting more than one day without special approval. Off-street parking

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<sup>40</sup> Remzy D. Bitar, “Short-Term Rentals,” The Municipality (League of Wisconsin Municipalities), April 2020, 22–23, PDF, accessed September 17, 2025, <https://www.lwm-info.org/DocumentCenter/View/3990/Licensing-and-Regulations-403-Short-Term-Rentals>

<sup>41</sup> Town of Holland (Sheboygan County, WI), *Ordinance No. 3-2018: Short-Term Rental Licensing Ordinance* (adopted March 12, 2018), accessed September 30, 2025, <https://www.townofhollandwi.gov/assets/files/2019/03/3-2018%20Short%20Term%20Rental%20posted.pdf>

<sup>42</sup> Town of Holland (Sheboygan County, WI), *Ordinance No. 3-2018: Short-Term Rental Licensing Ordinance*

requirements were set (one space per every four occupants). STR owners must also provide a “Service Checklist” of emergency contacts to guests.<sup>43</sup>

**Penalties:** Violations of the ordinance in Holland carry fines from \$50 up to \$500 per day per offense.<sup>44</sup>

The Town of Holland faced legal challenges from a group of STR owners, the Good Neighbors Alliance, who argued that §66.1014 preempted some of these rules. Notably, they objected to requirements like the local manager residency and insurance mandates, claiming these put too great a burden on STR owners. In 2019, a circuit court upheld most of Holland’s ordinance, finding that the state law “preserved local power” through its carve-outs and that the town acted within its authority to protect public health, safety, and welfare.<sup>45</sup> The town did make a few concessions via amendments. For example, they removed an explicit minimum insurance coverage requirement and allowed STR owners to get a provisional license while waiting for their state license, to address practical concerns. Importantly, Holland removed its limitation on the number of annual rental days during the lawsuit. Even so, the core components of permitting, local oversight, and nuisance regulation remained and were validated.

**Takeaways from Holland:** The Holland case shows that if a locality doesn’t outright ban STRs, it can impose rigorous requirements to address community impacts. It also illustrates the importance of enforcement: Holland’s ordinance clearly spelled out that licenses can be revoked for non-compliance, setting a clear outcome for owners who do not follow the rules.

## Village of Ashwaubenon

Our immediate neighbor to the west, the Village of Ashwaubenon, updated its short-term rental ordinance in May 2023 amid growing complaints and in anticipation of future demand during the 2025 NFL Draft in Green Bay.<sup>46</sup>

Ashwaubenon’s new ordinance made headlines for establishing a minimum stay requirement: all non-owner-occupied STRs in one- and two-family dwellings must be rented for at least 6 nights and 7 days per stay.<sup>47</sup> In other words, it effectively banned weekend-only rentals for those properties. Owner-occupied STR units were exempted from this minimum, under the rationale that an on-site owner mitigates issues and should have more flexibility. To avoid penalizing

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<sup>43</sup> Town of Holland (Sheboygan County, WI), *Ordinance No. 3-2018: Short-Term Rental Licensing Ordinance*

<sup>44</sup> Town of Holland (Sheboygan County, WI), *Ordinance No. 3-2018: Short-Term Rental Licensing Ordinance*

<sup>45</sup> Remzy D. Bitar, “Short-Term Rentals”

<sup>46</sup> Ben Krumholz, “Short-term rentals in Ashwaubenon get new restrictions after residents’ complaints,” FOX 11 News (WLUK), May 23, 2023 (updated May 24, 2023), accessed August 12, 2025, <https://fox11online.com/news/local/ashwaubenon-lambeau-field-green-bay-packers-airbnb-restrictions-ordinance-neighborhoods-northeast-wisconsin-rental-permit-nuisance>

<sup>47</sup> Samantha Cavalli, “Ashwaubenon Village Board Approves Short-Term Rental Ordinance Requiring a 6-Night Minimum Stay,” WBAY, May 23, 2023, <https://www.wbay.com/2023/05/24/ashwaubenon-village-board-approves-new-short-term-rental-ordinance-requiring-6-night-minimum-stay/>

existing hosts abruptly, Ashwaubenon grandfathered current license holders through June 30, 2024 before the rule fully applied.

Ashwaubenon also imposed a 180-day annual cap on rental days (the Village board explicitly included “180 consecutive days” and then clarified it as 180 total days by striking the word “consecutive” in their meeting). New STR licensees as of mid-2023 are bound by this 180-day limit.

The impetus for Ashwaubenon’s stricter rule was the stream of complaints from residents about noise, parties, and a sense that residential areas were turning into motel strips solely for Packer weekends.<sup>48</sup> Village officials noted that prior to the change, they had no minimum stay and no cap, and some houses were rented to different groups every few days, which the neighborhood found disruptive. By requiring a 7-day minimum, they aimed to discourage people from renting a house just to host a big one-night party. It forces a different business model, catering to families or groups who want a longer vacation. The inclusion of the owner-occupied exemption was an important compromise, reflecting that when the homeowner is present, the dynamic is more like a traditional bed-and-breakfast and problems are rarer.

Ashwaubenon officials openly acknowledged the trade-off: this rule would likely reduce the number of STR bookings, and even the number of STR properties in the long run, but they felt it was necessary to avoid losing “the fabric of [our] community.”<sup>49</sup> They faced pushback from some STR owners and notably from the Wisconsin Realtors Association, which threatened legal action, arguing the 7-day minimum might violate state law or property rights. The Realtors Association has at times challenged local STR rules they see as too restrictive, but no suit moved forward after an initial complaint letter in 2024.<sup>50</sup>

**Takeaways from Ashwaubenon:** This case study shows a local government using the full extent of state-allowed STR restrictions to curb what it perceived as excessive STR activity. The 7-day minimum is the strictest tool available, and Ashwaubenon’s implementation provides a model of how to do it in a tailored way. The 180-day cap and continued permit enforcement complement the minimum stay rule to ensure STR houses are more occasional rentals than constant ones.

**Summary:** Wisconsin communities have raised the bar on STR regulation within the confines of state law. The Town of Holland case illustrates that strict licensing and operational rules can survive legal challenges if grounded in safety and welfare concerns. The Ashwaubenon example shows how the use of maximum restrictions can directly address neighborhood concerns.

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<sup>48</sup> Ben Krumholz, “Short-Term Rentals in Ashwaubenon Get New Restrictions After Residents’ Complaints,”

<sup>49</sup> Mary Kardoskee, interview by Frederica Freyberg, “Village Pres. Mary Kardoskee on Short-Term Rental Regulation,” *Here and Now* (PBS Wisconsin), June 28, 2024, video, 6:29, transcript, accessed September 30, 2025, <https://www.pbs.org/video/village-pres-mary-kardoskee-on-short-term-rental-regulation-oywzvkl/>

<sup>50</sup> Jeff Bollier, “Ashwaubenon Rejects Realtors Group Demand to Change Airbnb Rules,” *Green Bay Press-Gazette*, March 5, 2024, <https://www.greenbaypressgazette.com/story/money/2024/03/05/ashwaubenon-rejects-realtors-group-demand-to-change-airbnb-rules/72750443007/>

## Recommendations

Based on our analysis of state law, local conditions, community complaints, owner input, equity considerations, and external examples, the Equal Rights Commission makes the following recommendations to the Common Council for improving short-term rental regulation in Green Bay. Our aim is to promote a fair, safe, and neighborly STR market that aligns with the City's housing and community goals.

### 1. Strengthen Nuisance Mitigation and Neighborhood Protections

Adopt clear, enforceable standards to prevent and address common STR nuisances (noise, trash, parking, etc.), and ensure STR owners are accountable for their guests' behavior. While Green Bay's current STR ordinance references general compliance with city laws, more specific references and proactive measures are warranted:

**Quiet Hours & Noise Limits:** Incorporate an explicit "quiet hours" provision for STRs (e.g., no outdoor noise audible at property lines after 10:00 PM) in the STR permit conditions. Green Bay should make it clear that excessive noise from an STR will result in a citation and/or count as a strike against the permit (see enforcement below). Require that owners include the City's noise rules in their rental agreements and in any house rules provided to guests. Guests should be informed before check-in that Green Bay enforces quiet hours.

**Occupancy Limits:** Consider setting a reasonable maximum occupancy for STRs based on the dwelling size (for example, no more than 2 adults per bedroom, or a flat cap like 12 persons for any STR). Overcrowded STR parties can be a source of noise and safety issues. A clear occupancy limit, tied to the permit, gives an enforceable standard.

**Parking Requirements:** Amend the ordinance to require STR owners to provide sufficient off-street parking for their guests or otherwise limit on-street parking. For example, require a demonstrated parking plan as part of the permit application: one off-street space for every 4 adults accommodated could be a guideline. If a property cannot meet the parking requirement (like an STR in a dense area with no driveway), the owner must explicitly inform guests of where they can and cannot park and perhaps limit the number of vehicles. This should also be communicated to neighbors and enforced via either parking enforcement or permit strikes if violated. Proactively, the City could produce a "Good Neighbor Parking Guide" for STRs, reminding guests not to block alleys, driveways, sidewalks, or to park on lawns--all existing rules that just need reinforcing.

**Cleanliness:** Hosts should also be required to keep the exterior of the property in neat condition (mow grass, shovel snow) just as any homeowner must; chronic complaints about property maintenance could trigger non-renewal of the STR permit, ensuring STRs do not become visibly neglected.

**Neighbor Notification:** Implement a system to improve communication between STR operators and neighbors. We recommend that upon receiving an STR permit, the owner (or City) notify the immediate neighbors with contact information for the local responsible party. This way, if an issue arises (noise, etc.), neighbors have the option to call the STR owner/agent directly to resolve it quickly, rather than always involving police or waiting for the City. In addition, the City can publicly list Short Term Rentals on its Open Data dashboard, increasing transparency about which properties are functioning as STRs. Finally, the City should add, advertise, and educate neighbors about a Short-Term Rental Complaint section to the City’s Request for Service website. That way, complaints can be logged to a specific address and followed up on by staff.

Taken together, these nuisance mitigation steps will help maintain the residential character and livability of neighborhoods even with STRs present. They also set clear expectations for guest conduct, which responsible hosts will enforce via rental contracts. The City could create a concise “Code of Conduct” for STR guests and require owners to post it in the home. By anticipating problems and responding decisively when they occur, Green Bay can show that we value both our residents’ peace and the success of responsible STRs. While these nuisance rules exist in city code, explicitly referencing them in the STR ordinance helps set clear guidelines to avoid permit revocation.

## **2. Establish a Three-Strikes Enforcement Policy for STR Permits**

Implement a clear enforcement protocol whereby repeated violations by an STR owner or their guests will result in permit suspension or revocation.

### **We recommend a “three strikes and you’re out” policy:**

Define what constitutes a “strike.” For example, a strike could be any citation or verified violation of either the STR ordinance or other city laws at the property. This could include police-documented nuisance violations, failure of the owner or local agent to respond to a complaint call, operating without required licensure, or other significant breaches like overcrowding beyond occupancy limit or not having the permit placard displayed after a warning has been issued. Minor infractions could be given warnings, but significant ones should count as strikes.

- If an STR property accrues three strikes within a 12-month period, the City should initiate proceedings to revoke or nonrenew the STR permit.
- Revocation should bar the owner from obtaining a new STR permit for a set period for that property, and possibly citywide, to prevent simply transferring it to a spouse’s name or another workaround. This creates a strong incentive to improve behavior after two strikes, or to exit the STR business if unable to operate responsibly.

Green Bay’s current ordinance already allows revocation or non-renewal for violations, but the criteria and process are not explicitly laid out. Formalizing the three-strike policy in the

ordinance or as an adopted policy will provide transparency and consistency. It is important that each strike is well-documented via police report or inspection report to withstand any legal challenge by the owner.

**Enhanced local agent requirement:** Part of enforcement should involve the local contact's performance. We recommend that if a neighbor or police attempts to reach the listed local agent about a serious issue and the agent is unresponsive, that itself should count as a violation by the owner. The owner designated that agent and is responsible for their availability. The ordinance can require that the local representative respond in-person or at least by phone within ½ hour of being contacted about an urgent issue. If they fail to do so, the City can issue a citation or strike. This ensures the system has teeth; it's not enough to simply name a local individual as the contact if that person never picks up the phone. Tying this to the strike system means owners will choose reliable contacts and impress upon them the importance of responsiveness.

By enforcing progressively (first incident: fine or warning; second: larger fine, notice of permit jeopardy; third: revocation) the City demonstrates fairness for STR owners but also resolve to protect the community from chronic offenders.

### **3. Treat STRs as Businesses: Adjust Permit Fees and Enforcement Resources**

Elevate short-term rentals to a true business through appropriate fees and robust enforcement, aligning their regulatory treatment with other lodging businesses. If someone is operating an STR, especially as an investment property, they are effectively running a small lodging business. The City should regulate and charge accordingly, which will both fund program needs and discourage frivolous or marginal operators.

Key actions under this recommendation:

**Increase the City's STR Permit Fee to be more in line with the upper end of Wisconsin municipalities and reflective of the administrative burden.** Currently \$500 initial/\$250 renewal, the fee could be raised, for example, to \$1000 initial and \$500 annual renewal. However, we recognize fees should not be set so high as to be exclusionary or viewed as a ban. Any increase should be justified by increased services like funding an additional inspector or contracting a monitoring service. We recommend the Council direct staff to conduct a fee study comparing STR fees in peer cities and evaluating the full cost of our STR program. The Commission does not prescribe an exact number but suggests exploring an upward adjustment with revenues dedicated to STR enforcement and affordable housing initiatives if possible.

**Annual Reporting Requirement:** Treat STR permits like a business license that requires an annual report or renewal application detailing any changes. Green Bay already has annual renewal, but we could add that owners must report if they've had any evictions, safety incidents, changes in ownership or management, etc. This keeps information up to date and reinforces that this is an actively managed privilege, not a one-time license. The Town of Holland required

owners to re-submit updated info each year and voided the license upon change of ownership; Green Bay should do the same.

If implemented, we believe these steps will professionalize the STR sector under City oversight. Legitimate STR owners should have no objection to fair fees and regulations that mirror what any small B&B or motel faces. STRs historically flew under the radar of such requirements; we can now catch them up to appropriate standards.

By increasing fees and putting that revenue back into enforcement and community protection, Green Bay can ensure the STR program is self-sustaining and effective.

#### **4. Impose an Annual Cap on Rental Days to Prevent Full-Time STRs**

Limit the number of days per year a property can be rented on a short-term basis to 180 days) as allowed by state law, in order to preserve residential use and encourage a mix of rental activity. This recommendation directly addresses the housing availability and over-commercialization concern.

We propose the Council amend the ordinance to include: “No dwelling unit may be rented as a short-term rental for more than 180 consecutive days in a calendar year.” This aligns with the floor set by Wis. Stat. §66.1014(2)(d). Some points to consider in implementing this:

- The City could require STR owners to maintain an online booking calendar or log that can be provided on request to verify compliance.
- STR owners would be able to choose when their permit is issued when they would like to start their 180 days.

The Commission believes this measure will help prevent the worst-case scenario of homes becoming like hotels with permanent turnover. It’s a moderate approach used in several jurisdictions to balance interests. Importantly, it also signals to the community that these houses are still homes first, rentals second. At least half the year they cannot be filled with new guests every night.

We acknowledge that enforcing this may require trust and occasional verification. But since several Wisconsin municipalities have included the 180-day rule, we can look to their enforcement for guidance. The mere presence of the rule may dissuade someone from purchasing a property solely for STR income, knowing they can only monetize half the year unless they get a long-term tenant for the rest.

#### **5. Consider a Minimum Stay Requirement With Exceptions**

Evaluate the implementation of a minimum consecutive-night stay for STR bookings, with possible exceptions.

**Options for Green Bay:**

- A 6-day, 7-night minimum (the maximum allowed) mirroring Ashwaubenon’s approach. This regulation would effectively eliminate weekend-only rentals.

**Owner-Occupied Exemption:** If a minimum stay is imposed, we strongly recommend copying Ashwaubenon’s exemption for owner-occupied STRs. There is little rationale to ask someone who is renting out a room in their home, or their primary residence while on vacation, to find week-long renters only. The problems we’re targeting typically arise when the owner is absent. So, an owner-present scenario should be exempt or at least given a far shorter minimum.

A minimum stay requirement is a powerful tool to reduce the rapid turnover and anonymizing effect of STRs. It is not a panacea, but it’s an option Green Bay should weigh, learning from Ashwaubenon’s early experience.

## **6. Improve the STR Registration Process with a User-Friendly Online System**

Make it easier for owners to comply with the rules by streamlining the permit application and renewal process, ideally through an online portal. A simpler process will increase compliance rates and data accuracy, and reduce staff workload in the long run.

Currently, applying for an STR permit in Green Bay requires filling out forms (either PDF or in person), providing documentation, and making payment via check or in person. Some aspects, like obtaining the health license, involve separate steps with the county. That process can be burdensome, especially for new hosts. We recommend:

**Adopting an Online Permit Portal:** The City should deploy an online platform where STR owners can create an account, input all required information, upload documents, and pay fees electronically. This portal can integrate with our databases so that renewals are as easy as logging in, updating any changed info, and submitting payment. Ideally, it should also interface with Brown County’s health department or at least guide the applicant through that step. We have an example to follow: Sheboygan County’s Short-Term Rental Application Portal, which towns like Holland use.<sup>51</sup> That system (provided by Host Compliance/Granicus) allows online filing of STR license applications and tracks things like insurance certificates and state seller’s permits. The City of Sheboygan itself also uses Host Compliance for permitting and room-tax reporting. Green Bay could contract a similar service or build one in-house. Given our number of STRs is growing, a dedicated portal may be worth its cost in increased efficiency.

**One-Stop Shop Information:** On the City website, consolidate all information related to STR regulations, permits, room tax, contacts, etc., in one easy location. The current page is a good start, but could be expanded. The Village of Lake Delton, for example, provides a step-by-step

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<sup>51</sup> Town of Holland, *Short-Term Rental Application Portal Guide*, February 27, 2020, accessed July 12, 2025, [https://townofholland.com/wp-content/uploads/2020/05/20200227\\_STR\\_ApplciationPortalGuide.pdf](https://townofholland.com/wp-content/uploads/2020/05/20200227_STR_ApplciationPortalGuide.pdf).

checklist for applicants.<sup>52</sup> Additionally, once an online system is in place, consider making certain data public. For instance, a list or map of licensed STR addresses so neighbors can verify if a house is licensed and the designated local contact phone number. Transparency can help community acceptance and compliance.

**Automatic Notifications:** Use the permitting system to send automated reminders to STR owners about key obligations, renewal reminders, reminders to schedule annual health inspections, etc. Also possibly push out seasonal reminders (e.g., at the start of summer, a reminder about noise and parking rules to all owners, suggesting they communicate with their upcoming guests). These small communications can improve adherence to rules.

**Integration with Enforcement:** The system should log complaints and violations so that when staff review a renewal, they can see the history. If an STR had issues, perhaps flag it for closer review before renewing. Conversely, a spotless record could mean a quick online auto-renewal with minimal staff intervention.

By lowering the barrier to comply, we remove excuses for those who currently operate under the radar claiming the process is too difficult. It also demonstrates that the City is not trying to trap or trick STR hosts; we genuinely want them registered and following the rules, and we'll make it as convenient as possible to do so.

## Conclusion

The Green Bay Equal Rights Commission appreciates the opportunity to advise the Common Council on this important issue at the intersection of tourism, housing, and equal rights. Short-term rentals in Green Bay are a reality of the modern economy that bring benefits and challenges. Our goal, guided by the principles in our 2023 housing equity report, is to ensure that the rise of STRs does not compromise residents' quality of life or equal access to housing. We believe the set of recommendations in this report creates a path to that balance. They draw upon best practices from other municipalities and are tailored to Green Bay's legal and local context, respecting the rights of property owners under state law while asserting the City's authority to protect community welfare.

In summary, we recommend the Council enact a more robust STR ordinance and set of procedures that: require higher standards of conduct and enforce them through a three-strike rule and other penalties; treat STR operations as the regulated businesses they are, with appropriate fees and oversight; guard against the loss of residential housing to all-year tourist use, via an annual rental cap and minimum stay requirement; and support both neighbors and responsible hosts through better tools, information, and engagement. Collectively, these actions will help

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<sup>52</sup> Village of Lake Delton, "Tourist Rooming House," Village of Lake Delton (official site), accessed September 30, 2025, <https://www.lakedeltonwi.gov/203/Tourist-Rooming-House>

integrate short-term rentals more harmoniously into our neighborhoods, mitigating the negatives and preserving the positives.

It is the Commission's view that implementing these measures will result in safer, quieter, and more stable neighborhoods, without eliminating the economic opportunities STRs provide. More importantly, it will affirm the City's commitment to equitable housing opportunities, by preventing unchecked STR commercialization from eroding the long-term housing market. This aligns with the vision we set forth in "Life, Liberty, and the Pursuit of Happiness: Recommendations to Promote Equal Housing Opportunity in Green Bay," wherein every resident should have a fair chance at a decent home, a vision we can uphold by thoughtfully regulating alternative uses like short-term rentals.

The Commission urges the Common Council to refer some, or all recommendations outlined in this report to the appropriate City planning and legal staff to draft policy and/or ordinance amendments reflecting these points.

**From:** Tyler

**Sent:** Sunday, November 2, 2025 9:09 AM

**To:** Stephanie Hummel

**Subject:** [EXTERNAL] Official Statement from the Green Bay STR Alliance – Sustaining Green Bay’s Growth

**Caution:** This email originated from a sender outside of your organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

**Dear Stephanie and Planning Committee Members,**

**(Stephanie, we kindly request you forward this message with attachment to all Planning Committee Members prior to the Planning Meeting on Monday - 11/3/2025.)**

On behalf of the **Green Bay STR Alliance**, we are honored to submit our **official, signed statement** titled “*Sustaining Green Bay’s Growth: A Fee-Based Alternative to Short-Term Rental Restrictions.*”

Our Alliance leadership is composed of **14 of the largest and most experienced short-term rental operators in the City of Green Bay**, representing local families, small businesses, cleaners, and contractors whose livelihoods depend on this industry. Together, we manage a substantial share of the city’s visitor lodging and contribute millions annually to Green Bay’s economy.

Our unified message is clear:

**Now is not the time to regulate short-term rentals out of existence.**

It’s time to work collaboratively toward a *balanced, fee-based solution*. One that strengthens affordable housing opportunities while preserving the local jobs, tax revenue, and tourism that make Green Bay thrive.

The enclosed submission includes:

1. **Official Council Statement & Executive Summary** – outlining verified economic data and a practical, sustainable policy proposal.
2. **Community Impact Letters** – from local cleaners, tradespeople, and service providers whose livelihoods rely on STRs.

We respectfully ask the Council and Planning Committee to review this data-driven proposal before advancing restrictive measures. We are confident that Green Bay can lead the state in developing fair, balanced policy through collaboration, not elimination.

For any questions or further discussion, please feel free to contact our Alliance representatives:

**Jason Fischer**  
**Brooke Tassoul**

With appreciation for your time and service,

**Green Bay STR Alliance Leadership**

[GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com)

*Working together to strengthen housing, jobs, and tourism in Green Bay*

**Attachment:** Green\_Bay\_STR\_Alliance\_Council\_Submission\_2025.pdf

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

# **Green Bay STR Alliance – Council Submission Packet (2025)**

**Contact:** [GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com)

*Working together to strengthen housing, jobs, and tourism in Green Bay*

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

# Official Council Statement

**Title:** Sustaining Green Bay's Growth: A Fee-Based Alternative to Short-Term Rental Restrictions

**Submitted by:** Green Bay STR Alliance Leadership

**Date:** October 31, 2025

## Executive Summary

Short-term rentals (STRs) are a cornerstone of Green Bay's tourism economy — supporting hundreds of local jobs, generating millions in annual visitor spending, and funding critical city programs through room-tax revenue. As our city grows, we must pursue solutions that balance housing affordability with economic vitality. The proposed 7-night minimum and 180-day cap threaten to dismantle this vital ecosystem.

Our coalition proposes a **fee-based reform** that protects affordable housing and sustains the local workforce. Modestly increasing STR permit fees, with revenue directed toward **first-time homebuyer education and grant programs**, ensures short-term rentals become an active part of the housing solution, not a scapegoat for the problem.

*"This job made it possible for me to buy my first home. Without short-term rentals, my family couldn't have made that dream possible."*

— **Claudia Garcia, Cleaner, Affordable Quality Cleaning Services**

The data is clear: the market already self-regulates. STR supply expanded ahead of the 2025 NFL Draft and has since declined naturally as demand stabilized. Overregulation would only harm small business owners, cleaners, and tradespeople who depend on this work to live and raise families in Green Bay.

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

## Main Statement

### 1. Why the Market — Not Strict Regulations — Should Guide STR Supply

Recent permit data show the STR market adjusts naturally to demand:

- **2023–2024:** 255 permitted STRs
- **2024–2025 (NFL Draft cycle):** 500 permitted STRs
- **2025–2026 (as of Oct 31, 2025):** 444 permitted STRs

This represents an **11% decline** following the NFL Draft, proof that Green Bay's STR market corrects itself without intervention. Properties added temporarily for the Draft have largely returned to long-term housing or personal use.

According to the *ERC Advisory Report (2024)*, “*The strength of Green Bay's short-term rental market lies in its local ownership and integration with neighborhood economies.*” These homes are not speculative investments. As the *Green Bay Equal Rights Commission (ERC)* acknowledges, **87% of short-term rental owners in the city have only one property**, and the majority are residents operating responsibly within state and city regulations. These homes are community assets that welcome visitors, sustain hundreds of working-class jobs, and generate millions in local tax revenue. Short-term rentals help fund the very programs that make Green Bay a desirable place to live and visit.

The ERC's own report cautions that any local regulation must be “*crafted to mitigate problems without outright preventing STR operation.*” The proposed ordinance crosses that line, limiting economic activity and local job creation without evidence of measurable housing benefit.

### 2. Economic and Employment Impact

Data from the *Wisconsin Department of Tourism* and *Airbnb Economic Impact Report (2023)* confirm that short-term rentals are a major driver of local economic growth:

- STR lodging represents **21% of total visitor spending**, with every \$1 in lodging revenue generating roughly **\$3.70 in total local spending** on dining, entertainment, and retail.
- With an estimated **\$25 million in annual STR revenue**, this equates to over **\$117 million in local economic activity** tied directly to visitors staying in Green Bay's STRs.
- STRs collectively contribute **over \$2.5 million annually** in room taxes, funding tourism marketing and city development initiatives.

## Green Bay STR Alliance

### Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

*“If these properties disappear, hundreds of us — cleaners, landscapers, handymen — lose steady work that keeps food on our tables.”*

— **Todd Schmidt, Contractor, Green Bay**

*“The STR industry isn't just about lodging; it's about opportunity. It's about families like mine being able to work hard and get ahead.”*

— **Jody Demuth, Cleaner, Green Bay**

### 3. Case Study: The Village of Ashwaubenon

Ashwaubenon enacted nearly identical STR restrictions in 2023 with the goal of increasing school enrollment and affordable housing. However, **school data showed no measurable improvement**:

- 2022–2023: 3,215 students - 0
- 2023–2024: 3,197 students - ▼ 18
- 2024–2025: 3,201 students - ▲ 4

Despite removing dozens of short-term rentals and restricting property use, **Ashwaubenon's school enrollment did not grow**. After two full years under this restrictive policy, the district's student population remains **essentially unchanged, even slightly lower than before**.

Meanwhile, local cleaning crews, maintenance providers, and Short Term Rental owners in Ashwaubenon **lost a substantial share of their income**, as STR activity shrinks. The result: a loss of jobs and tax revenue, with **no measurable benefit to housing affordability or school enrollment**.

*“After the ordinance, we lost half our work. There are fewer houses to clean and fewer opportunities to earn.”*

— **Kendall Harju, Cleaner, Ashwaubenon**

Green Bay risks repeating the same mistake, adopting a policy that destroys a thriving local industry without delivering any real community benefit.

### 4. Why Overregulation Fails: The 7-Night Minimum's Real Impact

According to VRBO data (October 2025), fewer than **3% of all Green Bay bookings** exceed six nights. Imposing a 7-night minimum would eliminate **97% of legitimate reservations**, devastating STR operators and their employees.

Even during peak demand, hotels alone cannot accommodate Green Bay's visitor volume. For family reunions, Packer weekends, and major events, STRs provide flexible space, group lodging, and authentic community experiences that hotels cannot replicate.

## Green Bay STR Alliance

Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

*"We gathered for the 100th birthday of our family matriarch. The home gave us space to connect, reminisce, and celebrate together."*

— Marjorie, Guest, Green Bay

### 5. A Balanced Path Forward: Fee-Based Reform

A sustainable, fair solution exists: Increase permit fees modestly to fund housing initiatives.

#### Three core benefits:

1. **Discourages conversion of entry-level homes.** Higher permit fees make speculative purchases less attractive, preserving affordable housing.
2. **Promotes responsibility and quality.** Owners who operate responsibly will remain committed and invested in compliance.
3. **Creates a revenue stream for housing support.** Increased permit fees can fund:
  - First-time homebuyer **education and readiness programs**
  - **Down payment or closing cost grants** for local residents
  - **Workforce housing initiatives** for essential workers

Even a modest, across-the-board increase in STR permit fees could generate significant new funding. Enough to meaningfully support housing access initiatives without undermining the tourism ecosystem that sustains local jobs and small businesses.

*"Raising permit fees is a solution we can support for the right cause — homeowners, workers, and city leaders alike."*

— Tyler LeRoy, STR Owner, Green Bay

### 6. Conclusion

**Now is not the time to regulate short-term rentals out of existence.** Green Bay's lodging market is already finding balance through natural supply and demand, and the post-NFL Draft decline in permits proves it. Instead of imposing restrictive policies that erase jobs and revenue, let's collaborate to create a **win-win solution** — one that preserves the economic vitality STRs bring to our city while contributing directly to affordable housing through thoughtful, fee-based reform. Together, we can strengthen both our neighborhoods and our local economy for the long term.

*"We're proud of our city. Let's grow it smartly — together."*

— Jason, STR Owner, Green Bay

**Respectfully submitted,**

***Green Bay STR Alliance Leadership***

*October 31, 2025*

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

**Green Bay STR Alliance – Member Signatures**

The undersigned members of the Green Bay STR Alliance hereby affirm our collective support for the attached statement, '**Sustaining Green Bay's Growth: A Fee-Based Alternative to Short-Term Rental Restrictions.**' We endorse the collaborative, data-driven approach outlined herein and commit to working alongside the City of Green Bay to achieve a balanced, sustainable future for housing and tourism.

<b>Name (Printed)</b>	<b>Business Name / Affiliation</b>
Ben Bauknecht	Elevate Property Management
Jon Skogg (Rick)	Retired
Brooke Tassoul	Functional Properties
Eric Buntin	GameDay on Rockdale LLC
Tyler LeRoy	Wisconsin Getaways
Brittney Munro	Wisconsin Getaways
Tyler Kabat	Doorway Travel
Mark Danen	Restiva Properties
Jason Fischer	Stay Green Bay
Richard DeJardin	Rise and Shine Retreats
Rochelle DeJardin	Rise and Shine Retreats
Jay DeJardin	STR Services
John Vander Leest	Green Bay Lodge LLC
Thomas Budenz	Terra2 Vacation Rentals
Colleen Boltz	Boltz Lee Rentals LLC
Tony Wauters	Outside the Box Properties, LLC

## **Appendices**

**Appendix A – Impact Letters from Cleaners**

**Appendix B – Impact Letters from Local Businesses**

**Appendix C – Impact Letters from Hosts**

**Appendix D – Economic Impact Study**

**Appendix E – Airbnb Economic Report 2023**

# **Appendix A – Impact Letters from Cleaners**

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

**Letter from Claudia Garcia**

Finger Road  
Green Bay, WI

To the Members of the Green Bay City Council,

My name is **Claudia Garcia**, and I am a resident of Green Bay, a mother of two, and a proud homeowner at 3179 Finger Road. I work with **Affordable Quality Cleaning Services**, and my job is to clean short term rental homes across our city. These homes are more than just properties to me, they represent families like mine who depend on the short term rental industry to make an honest living.

This work has allowed me to provide for my children while still being present in their lives. The flexible hours and consistent income have been life changing. Because of this job, I was able to buy my first home, something that once felt impossible. I am incredibly proud of that, and I know it would not have been possible without the short term rental industry.

The proposed **7 night minimum and 180 day maximum** limits would directly threaten my ability to support my family. If these rules pass, the demand for my cleaning work will drop dramatically. For me and many others like me, that does not just mean fewer hours. It means lost income, lost stability, and the potential to lose everything we have worked so hard for.

I am asking you to please **oppose the 7 night and 180 day restrictions**. I urge you to support the short term rental industry that gives working parents like me a chance to thrive and raise our families right here in Green Bay.

Respectfully,

**Claudia Garcia**

Cleaner, Affordable Quality Cleaning Services  
Green Bay, Wisconsin

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

**Dan DeChamps**

Green Bay, WI

10/31/2025

**To the Members of the Green Bay City Council,**

My name is Dan, and I work as a handyman here in Green Bay. Over the years, I've done all kinds of repair and maintenance work for homeowners in the area, including short-term rental properties near Lambeau Field. I wanted to share my perspective because I see firsthand how much these rentals contribute to the local economy and to the people who keep them running behind the scenes.

Short-term rentals help provide steady work for people in the trades. They require regular upkeep — cleaning, repairs, lawn care, snow removal, painting, and all the other things that come with taking care of a home. That work supports local tradesmen, not big companies. If the city places heavy limits on STRs, it's not just the homeowners who lose out — it's everyone who helps maintain and service these properties.

Most of the owners I've worked with are local families who take pride in their properties and their neighborhoods. They care about doing things the right way, keeping their homes in good condition, and being respectful of those who live nearby.

I believe the city already has the tools it needs to deal with issues like noise, parking, or nuisance complaints. Those rules should be enforced fairly and consistently. Adding strict new limits like a seven-day minimum stay or a 180-day annual cap won't fix those issues — it'll just hurt responsible property owners and the local people who depend on that business.

I also see the positive side of short-term rentals every week. Visitors who come for Packer games, concerts, or family trips spend their money at local restaurants, bars, and stores. That spending benefits the entire community — from small business owners to the folks doing the day-to-day work that keeps things running. STRs bring energy, opportunity, and jobs into Green Bay.

Sincerely,

**Dan DeChamps**

Green Bay Handyman

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

**Hope Beaverson**  
**S. Greenwood Ave**  
**Green Bay, WI 54304**  
**11/1/25**

To the Green Bay City Council,

My name is Hope Beaverson, and I have been working for Jon "Rick" Skogg cleaning his short-term rental (STR) properties in Green Bay for about six years. Jon owns six properties in the city, and my work maintaining and preparing these homes is my only source of income.

As a mother of three, I have found this work to be more than just a job—it has provided the flexibility I need to care for my children, get them to school, appointments, and practices, while still being able to support my family. Before I began cleaning STRs, I relied on food assistance and lived paycheck to paycheck. Since starting this work, I've finally been able to build a small savings, afford groceries without help, and look forward to things like birthdays, school shopping, and holidays. For the first time, I can provide my kids with the life they deserve.

I also take great pride in my work. I don't just clean; I help make these properties feel like home for visitors to Green Bay. Before listings go live, I've assisted with painting, deep cleaning, yard work, and moving furniture. My fiancé, who works in plastering, has even been hired to help with small remodeling jobs. Together, we take pride in improving the appearance and quality of homes in our community.

The short-term rental industry supports hundreds of local jobs like mine—cleaners, maintenance workers, landscapers, contractors, and small business owners. According to data shared by the Green Bay STR Alliance, short-term rentals contribute millions in tourism revenue and lodging taxes to the city. Limiting or heavily restricting STRs would not only hurt property owners, but also working families like mine who depend on this income to survive.

If new restrictions force Jon to close or scale back his properties, I would lose my livelihood. There are not many other jobs that would offer the flexibility and stability that this one has given me.

Green Bay STR Alliance | Data Sources: Wisconsin Department of Tourism, Airbnb Economic Impact Report (2023), Green Bay STR Alliance Economic Impact Study (2025)

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

I urge the Council to please consider the real families and workers behind these rentals when making your decision. STRs are not just about tourism—they are about local people building better lives through honest work.

Thank you for your time and for considering how this decision will impact the many Green Bay residents who depend on STRs to support their families.

Sincerely,

Hope Beaverson

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

To Whom it may concern,

My name is Janel Byron, I have lived in Green Bay, WI my entire life and I have been cleaning and specializing in short term Rentals since 2019. I am a wife and a mom. I work full time for Associated Bank and Cleaning after work and on weekends helps my family in so many ways.

This income helps pay for extracurricular sports my kids love that I otherwise wouldn't be able to afford, helps me with my bills, put groceries on the table and feed my animals. Without this income I am not sure what I would do, our financial state would drop significantly, and I am worried that we would struggle and that is not something I ever want to have my family worry about.

I currently clean 7 Green Bay short term rentals, and I take pride in keeping those homes spotless. I try to go above and beyond at the properties I take care of making sure that out of towners are welcomed to Green Bay, for example, leaving them a small gift from something made locally in Green Bay to providing them with coupons/suggestions to places Green Bay has to offer (bars, restaurants, events, etc).

While I understand the concerns that have been raised, I believe that a 7-night minimum or 180-day cap would have a profoundly negative impact on our local economy. Short-term rentals are a vital part of our community's economic ecosystem, supporting local jobs, boosting small businesses, and providing significant revenue streams. Visitors who use STRs often seek an authentic, local experience, which means their spending directly supports our local restaurants, shops, and attractions. Unlike guests who stay at larger hotels, these travelers spend money dispersed throughout our community, providing a critical lifeline to neighborhood businesses. For many residents in Green Bay, renting out a property provides an essential source of income. This revenue stream can help families cover mortgage payments, pay for home maintenance, and navigate economic instability.

Not to mention the STR industry supports a wide range of local jobs that might otherwise not exist. This includes me as a cleaning person, other cleaning and maintenance crews, property managers, handymen, and landscapers. Eliminating STRs would cause many of these jobs to disappear, leaving dedicated workers unemployed.

Short-term rentals provide a diverse and flexible range of lodging options that appeal to a broad spectrum of visitors, from families seeking a spacious home to travelers looking for a unique neighborhood experience. These options attract tourists who might not otherwise visit our city, expanding our tourism base beyond the capacity of traditional hotels.

I support responsible regulation, not elimination. I ask the council to please choose a balanced approach that protects both jobs and housing opportunities. The 7-night, 180-day mandate is not the answer.

Thank you for your time and for considering the economic well-being of our entire community.

Sincerely,

Janel Byron

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

To Whom it May Concern,

My name is Jody DeMuth. I am a business owner who cleans Airbnb's. I employ 9 girls. They clean the Airbnbs mainly. Most are doing this as a supplemental money to help pay for groceries and pay their bills as necessary. If you change this to 7 day rentals and only 180 days maximum you will kill this business along with the Airbnb business.

These help my workers to feed their families! I pay them same day when they need it! I know I would have to lay off most of them if this happens, because people cannot afford a week rental in an Airbnb. These owners still have supplies to buy, to pay cleaners and many of the places are family oriented.

I would say all the ones I clean very very seldom do we have someone who abuses the no party rule. 1 in maybe 99 might be a bad renter. You get more high quality people in the Airbnbs. I own KD &JD Cleaning, LLC. Licensed and insured to protect my assets. I enjoy what I do and so do my girls and they NEED this business to earn the extra money they need to pay for their children's needs. Please DO NOT change this rule to 7 day rentals. It will kill the Airbnb's business, my cleaning business and my cleaner's lives will be in danger if they do not have this job.

Any questions please call me! Most of the new licenses applied for this year was because of the nfl draft and most will probably not apply again. But many are in this for the long hall but in no way does this affect the housing market. Quit making luxury apartments and put up more affordable housing. I see so many being built, but none for low housing. This is the problem, NOT Airbnb rentals .

Jody DeMuth  
Locust St  
Green Bay WI

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

To Whom it May Concern,

My name is Linda Burns, I am a Green Bay resident. I worked in factories for 40 years in the Shipping and Receiving Department. Last year due to a family situation I had to quit my full time job. I need to work. In August of 2024 I began working for Elevate Property Management cleaning Airbnbs for Andrew Brisson and Ben Bauknecht. It is a very flexible job for the hours and days I needed for my family situation.

In August of 2025 I seen on the news and signs throughout Green Bay that there was a shortage of school crossing guards. I wanted to help the community. I asked Andrew and Ben if they can work with me around the hours I would need for the school crossing position, he was very supportive. I applied and now I am the permanent school crossing guard for Chappell Elementary school.

If this city ordinance passes for Airbnb's to have a 7 day minimum and 180 days it would drastically hurt the Airbnb business, in turn it would drastically reduce my hours and wages and possibly let go due to lack of work.

It would be difficult for myself to find another job with the flexibility that I need for my family situation and for my school crossing position. I would most likely have to quit my position of crossing guard which I enjoy and love to do.

In your decision please consider all of the Airbnb cleaners, maintenance workers, Property Managers, homeowners of the property, clients who rent the Airbnb's, and all the businesses that the clients attends while staying in these Green Bay Airbnb's.

Thank you for your time,

Linda Burns  
Oregon St.  
Green Bay, WI 54303

# **Appendix B – Impact Letters from Local Businesses**

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

**Kendall Harju**

Owner, Kendall Casey Social  
Green Bay, WI

10/31/2025

**To the Members of the Green Bay City Council,**

My name is Kendall Harju, and I'm the owner of Kendall Casey Social, a local social media marketing business here in Green Bay. I manage marketing and online guest communication for several short-term rental (STR) properties in the area, including homes near Lambeau Field. I wanted to share my perspective on how these rentals positively impact our local economy and support small businesses like mine.

Short-term rentals are more than just a place for visitors to stay — they're an entire network of local opportunities. Behind every home, there are cleaners, maintenance workers, photographers, designers, and marketing professionals like myself who all contribute to making these properties successful. When the city limits how often or how easily these homes can be rented, it directly affects the work and income of many local small business owners who depend on them.

The hosts I work with are not large corporations or out-of-state investors. They're local families who care about their homes, their neighborhoods, and their guests' experiences. They invest time and resources into making Green Bay look good — both online and in person. Through my marketing efforts, I see how STRs help attract people to our city who end up supporting local restaurants, small shops, entertainment venues, and other tourism-based businesses.

I understand the need to maintain peace and safety in neighborhoods, but those concerns can be addressed through enforcement of existing rules around noise and parking. Adding broad new restrictions like seven-day minimum stays or a 180-day annual cap won't solve those issues — it will only take business away from responsible local owners and the people who work with them.

As a small business owner, I can say that short-term rentals help sustain year-round work and create opportunities for young entrepreneurs to grow right here in Green Bay. They add character, hospitality, and vitality to our community — all things that make our city a great place to live and visit.

Sincerely,

**Kendall Harju**

Owner, Kendall Casey Social

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

Sincerely,

**Todd Schmidt**

Bluegrass Ln  
Pulaski, WI 54162

**To the Members of the Green Bay City Council,**

My name is **Todd Schmidt**, and I run a small lawn care and property maintenance business here in Green Bay. I've taken care of several short-term rental properties near **Lambeau Field** over the years, and I wanted to share my perspective.

These homes have been a steady source of work for me and others in the area. During the warmer months, I handle mowing, trimming, and landscaping to keep the properties looking sharp for guests. That consistent work helps fill the gaps between other jobs and makes a big difference for small, local businesses like mine.

The property owners I work for are regular folks from the area — not big companies or investors. They hire local help, they keep their places in great shape, and they take pride in showing off our city to visitors. When guests come for games or events, it's good for everyone. Restaurants, shops, and local services all see a boost.

I understand there are concerns about noise or parking, but those things can be handled with the rules already in place. Making new limits, like minimum stay requirements or caps on how often homes can be rented, would take away work from a lot of people who rely on these properties for income — not just the owners.

Short-term rentals bring money and life into Green Bay. They support a network of local workers — cleaners, handymen, lawn care crews, and more — who keep things running smoothly. If the city makes it harder for these homes to operate, it'll hit small businesses like mine the hardest.

Thank you for taking the time to consider what these rentals mean for local workers and small business owners.

Sincerely,

**Todd Schmidt**

Bluegrass Ln  
Pulaski, WI 54162

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

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**To Whom It May Concern,**

My name is **Nathan Jahnke**, and I own **Jahnke Building LLC** in the Fox Valley area. I've worked throughout northeast Wisconsin for many years, providing building, maintenance, and repair services for local homeowners and short-term rental (STR) operators.

Short-term rentals have had a **positive impact** on my business and on the community as a whole. They provide steady, year-round work for contractors like me and help support other local trades, suppliers, and service professionals. The income from STR-related projects directly supports my family and allows me to keep my crew working consistently.

The proposed **7-night minimum stay requirement and 180-day cap** would significantly reduce the number of STRs operating in Green Bay. That means less work for local businesses like mine and fewer opportunities for working families who rely on these properties for steady income.

From what I've seen, well-managed STRs **keep properties maintained, bring respectful visitors** to neighborhoods\*\*, and **add value** to local communities. I respectfully ask the Planning Commission to consider **balanced regulation** that supports both residents and small businesses — not restrictions that would effectively eliminate most STRs in Green Bay.

Thank you for your time and consideration.

Sincerely,  
**Nathan Jahnke**  
Jahnke Building LLC  
☎ 920-318-6708

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# **Appendix C – Impact Letters from Hosts**

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

To Whom may concern:

I have lived in Green Bay almost my entire life. I came here when I was just one year old, and though I spent about ten years away, Green Bay is in my heart — it is where I grew up, struggled, and learned what home really means.

When I was young, my family moved constantly around Green Bay — Crooks Street, Cass, Reber — all part of the housing program. We lived in a house filled with mice near the church that had the roller rink. My siblings and I slept on the floor because there just was not enough space.

During my freshman year at East High, my mom decided she could not keep moving anymore. She didn't make much — she worked at Packerland Packing, where she was paid very little, treated poorly, and didn't speak English well. But she saved enough to buy our first home on East Mason Street. It was not in a nice area, but it was ours. That house became full of laughter and memories. And she is still there.

As for me, I started working at KI in the factory when I was about 19 or 20. I was paid less than my white coworkers, but I worked hard and eventually bought my first home on Maple Street. Again, not the most desirable neighborhood — but it was my home, my accomplishment. I never felt entitled to anyone else's wealth or their house. My mom taught me to work hard and build my own.

Today, I own a few homes here — not luxury homes, but homes that mean something. I have always kept them available for my siblings/family who live in the area or for families who plan to move back because I know the fear of not having a place to stay. When my family does not need them, I rent them on Airbnb. The income is not huge — it mostly covers the mortgage, property taxes, and insurance — but it keeps the homes standing and available for my loved ones.

I also employ a local cleaning lady — a mother with young children. She is amazing. She never misses a day, and she's able to work on her own schedule. She can bring her kids if she needs to, clean after breakfast with her kids, or after putting the kids on school bus. When I worked as a hotel housekeeper, I had to work long hours under pressure for less pay. But now, my cleaner earns more in 2 or 3 hours than she would make in 8 hours working at a hotel. Short-term rentals give her better pay, better conditions, and dignity. I also hire a local handyman who helps me maintain the properties, and I pay him well. Together, we're not just maintaining buildings — we are supporting families.

That is why I strongly oppose any new restrictions on short-term rentals. I don't believe restricting them will suddenly make homes affordable for working families. Middle-class buyers have more access to lenders and networks — they'll always move faster. People like my mom or me — we never had that kind of help. No one guided us or made it easier. We worked for every single thing we have.

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

I understand the concern about housing affordability. But taking away opportunities like short-term rentals doesn't lift people up — it just pushes down those of us who've worked hard to create stability and opportunity for ourselves and others. I worked so so hard to be where I am today and I never felt entitled to anything.

Please don't take away a path that has allowed families like mine to own, maintain, and share homes here in Green Bay. For me, this isn't about profit. It's about family, stability, and giving others — especially women and working parents — a chance to earn with dignity.

Thank you for listening to my story and for hearing the voices of people like me who deeply love this community and call Green Bay home.

Ann Lor

920-655-7458

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

To Whom it May Concern:

My name is Dan Piechowski, and I am the Chief Operating Officer of NSD Property Management, a Wisconsin-based company managing short-term rentals (STRs) across several communities — including one near Lambeau Field in Green Bay. As a lifelong Packers fan, managing a short-term rental in this city has been both a personal dream and a professional honor.

Since launching our Green Bay property, we've had the privilege of hosting hundreds of guests — from families visiting for Packers games, concerts, and bowling tournaments, to travelers attending events at the Resch Center or visiting relatives for the holidays. These guests often choose short-term rentals because they provide what hotels cannot — a full home where families can stay together, cook meals, accommodate elderly relatives, and celebrate meaningful moments under one roof. STRs help visitors feel at home while contributing to the community economy in a very tangible way.

Beyond the visitors themselves, short-term rentals create real, local jobs. NSD Property Management employs professional cleaners, maintenance teams, lawn care professionals, and contractors, many of whom rely on this consistent work to support their families. A 7-night minimum or 180-day cap may not explicitly “ban” STRs, but the economic effect would be nearly the same. Such restrictions would drastically reduce bookings, destabilize small property management companies like ours, and eliminate dependable income for dozens of working families across Green Bay.

It's also important to recognize that responsible STR hosts and managers keep properties well-maintained and code-compliant. We maintain high standards for cleanliness, safety, and neighborhood respect. STRs help prevent housing blight by ensuring properties remain cared for, occupied, and generating local tax revenue. Eliminating or over-restricting STRs would lead to fewer well-kept homes, not more.

Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

Additionally, I would respectfully urge the City of Green Bay to examine data-based evidence before assuming STR restrictions will solve the housing shortage. Across the U.S., studies have repeatedly shown that short-term rentals represent a very small percentage of total housing stock and that eliminating them does not meaningfully increase affordable housing availability. Until the City can present clear, peer-reviewed data proving that STRs directly drive housing scarcity in Green Bay, such measures risk harming working residents and small businesses without achieving their intended goal.

In conclusion, I ask that the Planning Commission support balanced regulation — not elimination. Well-managed short-term rentals are an asset to Green Bay. They promote tourism, strengthen the local economy, support small businesses, and help share the spirit of this city with visitors from around the country.

Thank you for your time and thoughtful consideration.

Respectfully,



Green Bay STR Alliance  
Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

October 31, 2025

Dear Members of the Green Bay City Council,

As a local resident who works in downtown Green Bay and cares deeply about our community and the people who make it thrive, I'm writing to share my concern and objection to the proposed restrictions on short-term rentals — specifically, the ban on stays under seven days and the 180-day annual operating limit. While I understand the intent behind these changes, I believe these changes could unintentionally harm the very fabric of our neighborhoods and the local economy that so many families depend on.

Short-term rentals bring vitality and opportunity to the city of Green Bay. They allow homeowners to open their doors to visitors from all over the country — visitors who come to experience Lambeau Field, local festivals, tournaments, weddings, and our incredible small businesses. These guests fill our restaurants, coffee shops, and local establishments. They ride with local Uber drivers, shop with area vendors, and help sustain jobs that keep Green Bay thriving year-round.

For us, hosting a short-term rental isn't about profit—it's about preserving and reinvesting in our community. In 1950, my husband's grandparents, Jack and Lorraine, built a home at 1244 Rockdale Street, just half a mile north of Lambeau. Back then, it was just a farm field. Lambeau wasn't built, but it's where they settled. Over the years, the house became a cherished family gathering place. At 94 years old, Grandma Lorraine had to leave the only home she'd ever known and move into assisted living. For several years, our family chose to maintain the house rather than sell it, knowing how much it meant to Grandma Lorraine, who still loved visiting the home. In February 2023, it was finally decided by the family to sell due to her deteriorating health and extra burden on the family to maintain it. My husband was asked by his parents if we would be interested in purchasing it. We, along with friends Shannon and Dawn, purchased the house—not to flip it for profit, but to restore it and share its legacy with others. We wanted to continue enjoying the house my husband grew up with on Rockdale...to share the enjoyment with others...and to make the neighborhood a better place! We chose to turn it into a short-term rental to breathe new life into the neighborhood and honor the memories tied to the home. We've seen the street decline over the years, and we hoped that by revitalizing Grandma's house, we might inspire others to do the same. You should see the new flower beds the neighbor next door put in this summer – they were beautiful!

Inside the home, we've created a space that celebrates Green Bay. We have a map showing where our guests come from and a journal filled with heartfelt stories—family reunions, anniversaries, weddings, hunting trips, birthdays, dart tournaments, high school volleyball competitions, a quiet place to go after a marathon, training camps, first-time visits to Green Bay, and of course, Packers games. I've even hosted strategy meetings for my remote sales team from Schreiber Foods there—it's a space that sparks creativity and connection.

Green Bay STR Alliance | Data Sources: Wisconsin Department of Tourism, Airbnb Economic Impact Report (2023), Green Bay STR Alliance Economic Impact Study (2025)

Green Bay STR Alliance

Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

Short-term rentals offer visitors a unique, personal experience of Green Bay's warmth and hospitality, something a hotel simply can't replicate.

Rather than imposing broad restrictions, I urge the Council to consider balanced solutions that promote accountability while supporting our local economy. Enhanced registration, clear safety standards, and enforcement of existing nuisance and occupancy rules can address concerns without penalizing responsible hosts.

Green Bay has always been a community built on connection — neighbors helping neighbors, welcoming visitors, and taking pride in what makes our community special. I hope you'll consider solutions that keep that spirit alive while supporting the local families, small businesses, and workers who depend on tourism to make ends meet.

Thank you for listening and for your continued leadership in making Green Bay a great place to live, work, and visit.

Sincerely,



Erin Buntin  
920-217-5470  
Cc: Eric Buntin

**Jack Kiser**  
**Shadow Lane**  
**Green Bay, WI 54304**  
**10/31/2025**

**To the Members of the Green Bay City Council,**

I am writing to voice my strong concern regarding the proposed changes to short-term rental (STR) regulations as outlined in the recent Equal Rights Commission advisory summary. While I understand and support the city's goal of promoting safe and respectful neighborhoods, several of the proposed measures would unfairly impact responsible hosts, reduce tourism revenue, and place unnecessary burdens on local homeowners who rely on STR income.

**1. Impact on Local Homeowners**

Many STR operators in Green Bay are local residents — not large investors. These homeowners take pride in their properties and work hard to create a positive experience for visitors and neighbors alike. Overly restrictive limits, such as a 7-day minimum stay or a 180-day annual cap, would make it difficult for responsible local hosts to continue operating. These types of rules would end up penalizing the people who are doing things the right way instead of targeting the few who are not.

**2. Economic Value to the City**

STRs play a major role in supporting Green Bay's tourism economy. Visitors staying in STRs spend money at local restaurants, shops, and attractions, contributing directly to small businesses throughout the city. Game weekends, concerts, and special events bring in thousands of visitors who often prefer staying in homes near Lambeau Field rather than in already fully booked hotels. Limiting STR availability would reduce overall visitor capacity — and, in turn, local tax revenue.

**3. Existing Laws Already Protect Neighborhoods**

Wisconsin state law (Wis. Stat. §66.1014) already provides a clear framework for municipalities to regulate STRs through permits, inspections, and enforcement mechanisms. Green Bay's existing noise, parking, and nuisance ordinances are sufficient to address legitimate neighborhood concerns. Rather than adding blanket restrictions, the city should focus on consistent enforcement against actual violations — not new limits that penalize compliant owners.

#### 4. Unintended Housing Impacts

The assumption that STRs are significantly reducing the city's housing stock is not supported by data. Many STRs are owner-occupied homes, seasonal properties, or residences that would not otherwise be available for long-term rental. Restricting these uses will not create new affordable housing; it will only reduce property use flexibility for local residents.

#### 5. Constructive Path Forward

Responsible hosts want to work *with* the city to ensure Green Bay neighborhoods remain safe, clean, and welcoming. We support fair permitting, realistic occupancy limits, and consistent enforcement against problem properties. However, we ask that the council reconsider measures such as the 7-day minimum stay and 180-day cap, which would harm local homeowners and weaken our tourism economy.

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**In closing**, we urge the council to work collaboratively with STR owners to develop balanced, data-driven policies that preserve neighborhood integrity without discouraging tourism or hurting responsible property owners. Green Bay has a long tradition of hospitality, and we hope to continue sharing that with visitors from across the country.

Thank you for your time and consideration.

Sincerely,

**Jack Kiser**  
**Local Short-Term Rental Owner**  
**Green Bay, Wisconsin**

## **Affordable Housing – Jason Fischer**

Thank you, members of the Planning Commission and City Council.

My name is Jason Fischer. I'm a short-term rental owner, a long-term rental owner, and currently developing a 106-unit 55-plus community in Bellevue. I'm also a licensed full-time mortgage loan originator, and over the past 20 years I've helped more than 4,000 families in Brown County become homeowners.

In 2016, I turned a property on Shadow Lane into a short-term rental to give visiting families a cost-sharing alternative to hotels — much like how Uber created ride-share. These homes let families stay together while supporting local cleaners, landscapers, and tradespeople year-round.

The Equal Rights Commission proposes limiting roughly 430 short-term rentals to boost long-term housing. I agree affordable housing is critical — but this approach will not meaningfully move the needle.

Here's why:

Even if every one of those 430 homes converted tomorrow, that's less than 1% of Green Bay's 44,000 households. Our city needs 3,000 to 7,000 new rental units by 2040 — this would barely cover 15% of that.

Affordability math tells the same story. A \$215,000 home — well below our \$275,000 median — costs about \$1,670 per month with today's rates, taxes, and insurance. To stay under the 30% of-income rule, a household must earn \$67,000 a year — above the local median income of \$62,500 and higher than HUD's 2025 low-income threshold of \$64,200. Converting STRs doesn't suddenly make them affordable; their market values and quality will still command higher rents.

Meanwhile, home values climbed 6.8% this year, median sale prices reached \$305,000, and homelessness rose to 643 people in Brown County. Wisconsin as a whole needs more than 200,000 new units by 2030.

We've already seen what happens elsewhere. The Village of Ashwaubenon passed a similar 7-night minimum and 180-day cap in 2023 to boost school enrollment. Yet enrollment *fell* from 3,215 students to 3,197 the next year and remains nearly unchanged. The policy wiped out local STR activity, cutting jobs and tax revenue — with no measurable gain in affordability or enrollment.

Let's not repeat that mistake here.

Instead of blanket restrictions, let's focus on *real solutions*: housing subsidies, flexible zoning, and public-private partnerships that include STR owners who already invest locally.

Green Bay STR Alliance

Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals

Please table this proposal, commission a full impact study, and build a policy based on data — not assumptions.

Thank you.

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My name is Paula Reynolds.

I have been running my one Short Term Rental for 3 year now and have had ZERO complaints from any of my neighbors.

I am a retired widow and I rely on my supplemental income from my STR.

I don't feel it's fair to put all STR owners into a stereotyped group saying they are a nuisance, party houses and ruin neighborhoods.

I have had wonderful families and couples and even work groups that have stayed at my home and enjoyed having their

own personal space vs staying at a hotel. Some even bring their pets with them as they are also welcome in my home, which is equipped for pets.

It is one of the many comforts I can provide that usually isn't an option at hotels.

Changing to the ordinances recommended by the Equal Rights Commission will take these options away from the visitors that prefer

to rent a home for 1, 2, or 3 nights and have the comfort of their own personal space and having their pets with them.

If these ordinance changes are approved, are Hotels and Long Term rentals going to have to abide by the same ordinances, 7 night minimum?

only rent out rooms for 6 months out of 12? upkeep? annual safety inspections? nuisance ordinances? pay license and health inspection fees?

What applies to one type of rental should apply to all, EQUAL RIGHTS.

Every STR is cleaned after each guest stay which keeps the rentals in nice, clean orderly fashion.

The yards and sidewalks are maintained.

Homes are inspected annually for safety issues.

Most STRs have a guidebook in the home regarding quiet hours, parking, garbage, recycling etc and this information is usually in

the listing on the platforms used, ie: Airbnb, VRBO etc

Some long term rental properties are not kept up, cleaned or inspected and can end up being a nuisance in neighborhoods.

The recommended ordinance changes are going to hurt not only owners of STRs but local small businesses and independent contractors that service them,

such as cleaning companies, lawncare, snow removal, maintenance workers, construction workers, handymen, electricians, plumbers, restaurants, coffee shops and stores.

It will likely be impossible to get bookings if a 7 night minimum ordinance is enforced.

The proposed 180 consecutive day ordinance will basically shut most of us down for 6 out of 12 months, if not for good.

In 2024 I had total of 150 nights rented which is well below the recommended number of 180 without abiding by such an ordinance.

**Green Bay STR Alliance**  
**Sustaining Green Bay's Growth: A Balanced, Data-Driven Solution for Short-Term Rentals**

People come to Green Bay for weekend events, visit family, work, hospital stays/Dr. appointments, marathons, sporting events, weddings, concerts etc.  
Generally they stay 2-3, maybe 4 nights max.  
The 7 night bookings are far and in between. I have had one or two in the past 3 years.

In addition, who will want to rent our homes for long term rental leases for 5-6 months and then have to move out when we want to rent to our short term rental guests during our permit months.

Not to mention, there would probably be repairs to make at owners expense before renting again to our short term rental guests.

Are there people at these meetings the ERC is representing in regards to them not being able to find a place to live in Green Bay? If so, are we hearing from them or just the ERC?

I do not feel that 400 some homes being utilized as STRs in Green Bay is affecting availability of affordable housing as the Equal Rights Commission is implying.

From what I have seen from certain "ERC" member interviews, the ERC is trying to provide long term renters with homes to rent long term in Green Bay. I don't see this happening with many STRs.

If we are forced to sell our STR homes, they are not going to be affordable to many buyers as most STRs have had costly renovations, which will put them out of range for first time home buyers.

Financially, the City of Green Bay receives 10% room tax fee and 5.5% sales and use tax of every night booked in our STR homes.

The city also receives annual income from STR owners for licenses. Instead of raising the fees for STR owners, why not make the license fee and health inspection fees payable by long term rental property owners also? Long term rental property owners and HOMEOWNERS alike purchased their homes as investments? Why should owning a home for STR be any different?

This is my comparison: High end boutiques should be shut down or converted to dollar stores so EVERYONE can afford to shop there.... but you can only be open to sell products 180 days per year.

In my eyes, the Equal Rights Commission is trying to eliminate STRs in Green Bay. I do not believe that is best for Green Bay, it's visitors or the local businesses that rely on servicing them.

You will be taking away Equal Rights from all involved.

# **Appendix D – Economic Impact Study**

## **Economic Impact Study: The Role of Short-Term Rentals in Green Bay's Tourism Economy**

### **Executive Summary**

Short-term rentals (STRs) in Green Bay, such as those on Airbnb and VRBO, have grown rapidly from approximately 120 licensed properties in 2022 to over 430 by October 2025, contributing significantly to the local economy through direct host revenues, tax collections, and enhanced tourism capacity. Based on estimates derived from industry data (e.g., average annual revenue of \$34,000 per property), licensed STRs have generated approximately \$34.92 million in direct revenue from 2022 to 2025 year-to-date (YTD), with an additional \$3.5 million in local room tax revenue at the city's 10% rate. When applying a conservative economic multiplier of 1.58 (based on Wisconsin's statewide tourism ratios of direct spending to total impact), this translates to a total economic impact of about \$55.17 million over the period.

STRs provide key benefits, including boosting visitor spending during major events like Packers games and the 2025 NFL Draft (where they accounted for 37% of lodging and \$2.55 million in expenditures), supporting local jobs in cleaning, maintenance, and related services, and attracting affluent tourists who spend on dining, retail, and attractions. However, if all STRs were eliminated—such as through proposed regulatory tightenings—this could result in substantial losses: \$34.92 million in direct revenue, \$3.5 million in taxes, reduced tourism capacity leading to fewer visitors, and job losses for hundreds of service providers. While some argue this could alleviate housing shortages, evidence suggests minimal impact on long-term rental supply (less than 2% change), with greater harm to tourism dollars.

This study draws on data from Discover Green Bay, Tourism Economics, AirDNA, and recent reports, focusing on licensed STRs in the City of Green Bay within Brown County.

### **Introduction**

Green Bay's tourism sector is a powerhouse, contributing \$1.335 billion in total economic impact to Brown County in 2023 (up from prior years) and supporting over 10,676 jobs. In 2024, this grew to \$1.41 billion total impact with \$847 million in direct visitor spending. STRs play a vital role in this ecosystem by expanding lodging options beyond traditional hotels, particularly for events that draw large crowds. With lenient regulations historically supporting growth, STRs have become integral to the city's appeal as a sports and leisure destination. This report synthesizes available data to highlight STR benefits and the potential fallout from their absence, amid ongoing discussions about tightening rules to address housing concerns.

### **Benefits of Short-Term Rentals to the Local Economy**

STRs offer multifaceted advantages, from direct financial gains to broader ripple effects that enhance Green Bay's tourism vibrancy. They attract visitors who might otherwise skip the

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area due to limited hotel availability, especially during peak seasons tied to the Green Bay Packers or events like the 2025 NFL Draft, which generated \$94 million statewide and \$20 million locally. Hosts benefit from supplemental income, while guests—often affluent—spend heavily on local businesses, revving the economy.

- 1. Direct Revenue to Hosts and Increased Visitor Capacity** Licensed STRs provide flexible, home-like accommodations, boosting tourism by accommodating overflow during high-demand periods. For instance, during the 2025 NFL Draft, 37% of paid overnight stays were in STRs, contributing \$2.55 million to lodging expenditures out of \$6.9 million total. Overall, STR guests tend to spend more locally on groceries, dining, and experiences compared to hotel guests, as they engage with neighborhoods. Estimated direct revenues (host earnings from rentals) for licensed properties are summarized below, based on an average of \$34,000 per property annually (from 2023 data, with 46% occupancy and \$219 average daily rate).

Year	Estimated Licensed STRs	Estimated Annual Revenue per STR	Estimated Total Direct Revenue
2022	120	\$34,000	\$4.08 million
2023	223	\$34,000	\$7.58 million
2024	326	\$34,000	\$11.08 million
2025 YTD	430	\$34,000 (prorated at 10/12)	\$12.18 million

- 2. Cumulative Direct Revenue (2022–2025 YTD):** \$34.92 million.
- 3. Tax Contributions** The City of Green Bay collects a 10% room tax on STR gross receipts, which funds tourism promotion and infrastructure. This has generated an estimated \$3.5 million from 2022 to 2025 YTD, as shown below. These funds directly support Discover Green Bay's efforts to attract more visitors, creating a virtuous cycle.

Year	Estimated Total Direct Revenue	Estimated Room Tax Collected (10%)
2022	\$4.08 million	\$0.41 million
2023	\$7.58 million	\$0.76 million
2024	\$11.08 million	\$1.11 million

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<b>Year</b>	<b>Estimated Total Direct Revenue</b>	<b>Estimated Room Tax Collected (10%)</b>
2025 YTD	\$12.18 million	\$1.22 million

4. **Cumulative Room Tax (2022–2025 YTD):** \$3.5 million.
5. **Job Creation and Support for Local Services** STRs create employment opportunities for cleaners, property managers, maintenance workers, and related vendors. With over 430 properties, this likely supports hundreds of part-time and full-time roles. Broader tourism, bolstered by STRs, sustained 10,676 jobs in Brown County in 2023 alone. STRs also indirectly benefit sectors like retail and dining through guest spending.
6. **Total Economic Impact** Applying Wisconsin's tourism multiplier of approximately 1.58 (total impact divided by direct spending, per statewide data: \$25.8 billion total / \$16.3 billion direct in 2024), STR direct revenues amplify to a total economic impact of ~\$55.17 million from 2022–2025 YTD. This includes indirect effects (e.g., supply chain spending) and induced effects (e.g., worker wages recirculated locally). STRs enhance Green Bay's competitiveness as a destination, contributing to record tourism growth.

### **Potential Negative Impacts if All STRs Were Eliminated**

Recent proposals to tighten STR regulations could effectively phase out many operations, leading to significant economic drawbacks. While proponents cite housing shortages, evidence indicates bans would have minimal effect on rental supply (<2% change) but substantial harm to tourism.

1. **Loss of Direct Revenue and Tax Income** Eliminating STRs would erase \$34.92 million in host revenues over the analyzed period, putting many out of business and reducing supplemental income for residents. The city would forfeit \$3.5 million in room taxes, straining budgets for tourism marketing and infrastructure.
2. **Job Losses for Service Providers** Hundreds of jobs in cleaning, maintenance, and property management would vanish, exacerbating unemployment in service sectors. This could ripple to tourism's 10,676 supported roles if visitor numbers drop due to lodging shortages.
3. **Reduced Tourism Capacity and Visitor Numbers** Without STRs, events like the NFL Draft could see fewer attendees, as hotel capacity alone may not suffice for 250,000+ visitors. This might reduce overall tourism spending, potentially costing millions in lost economic activity and benefiting competitors like hotels at the expense of diverse options.

4. **Broader Economic Ripple Effects** Using the 1.58 multiplier, the total lost impact could reach \$55.17 million, including diminished guest spending on local businesses and weakened neighborhood vitality. This could slow Green Bay's tourism growth trajectory, which has seen consistent records.

### **Recommendations and Conclusion**

To maximize benefits while addressing concerns, Green Bay could enhance STR enforcement without bans, such as through better permitting and data tracking. STRs are a net positive for the economy, driving growth in a tourism-dependent region. Their removal would inflict avoidable harm, underscoring the need for balanced policies. For more detailed data, consult Discover Green Bay or the city's Finance Department.

# **Appendix E – Airbnb Economic Impact Report 2023**

## Travel on Airbnb generated \$85B in economic activity in the US

By [Airbnb](#) · April 3, 2024 · [Community](#)



### Key Takeaways

- Hosts on Airbnb helped support approximately one million US jobs.
- Airbnb guests generated more than \$80B in visitor spending.
- Guest spending generated more than \$24B in taxes for governments.

In 2023, Airbnb guests traveled to more than 100,000 cities and towns around the world making it the most dispersed year of travel ever on the platform. In the US, nearly 600 cities and towns welcomed their first guest, demonstrating that travel on Airbnb continues to be a popular way for people to experience new places. Airbnb helps support travel that is good for Hosts, guests and communities that want to benefit from tourism:

- Hosts keep the vast majority of what they charge for their listing and help keep that money in their local communities.

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- Listings are located in a wide range of neighborhoods including those that historically have not reaped the economic benefits from tourism.
- Guests can use Airbnb to find affordable accommodation options, often with more amenities than hotels offer, and stay in neighborhoods where their spending helps support local restaurants and small businesses

Home sharing is a net benefit to communities and we are proud to share the results of a newly released economic analysis which estimates that travel on Airbnb **generated more than \$85 billion in economic impact across the US in 2023**.<sup>1</sup> In addition, for every \$100 spent on an Airbnb stay, guests spent about \$264 on other goods and services such as local businesses, restaurants, attractions, shops, and more. This economic activity helps to create an additional income stream for Hosts, fuel visitor spending in communities, support jobs across multiple industries, and contribute substantial tax revenue for local governments.

The report uses insights from IMPLAN Cloud, a software that combines data and analytics, to better understand how home sharing supports economic activity in communities across the US. The analysis looked at direct spending from Airbnb guests, as well as the indirect and induced effects from visitor spending in 2023. Below is a summary of the key findings.

## Travel on Airbnb supported one million jobs

In 2023, 87 percent of Hosts in the US reported they recommend restaurants, shops and other local attractions located in the neighborhood of their listing to guests.<sup>2</sup> By welcoming guests who then patronize local businesses, Hosts on **Airbnb helped support approximately one million US jobs** last year across multiple sectors, including restaurants, arts and entertainment, retail, and more. These jobs generated **an estimated \$50 billion in income for workers in key industries**,<sup>3</sup> and with many Airbnb listings located in areas without hotels, this income benefits people in communities outside traditional tourism hubs.

## Guests on Airbnb generated \$80B in local spending

In 2023, guests on Airbnb reported they spent an estimated \$210 per day during their trip<sup>4</sup> and approximately 40 percent of their spending was in the neighborhood of their listing.<sup>5</sup> In total, **guests who traveled on Airbnb generated more than \$80 billion in visitor spending** last year by supporting local small businesses, restaurants, transportation and other establishments.

Guest spending also **generated more than \$24 billion in taxes, including more than \$2.2 billion in tourism related taxes collected and remitted by Airbnb on behalf of Hosts**.<sup>6</sup> Since 2014, Airbnb has worked with cities and towns around the world to help Hosts pay their fair share of tourism taxes and support a vital source of funding for local governments.

## Hosts earned more than \$24B in supplemental income

Across the U.S. Hosts rely on the income from home sharing to help make ends meet, save for retirement, or pay for improvements to their home. Last year, **Hosts in the US earned more**

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than **\$24 billion** and the typical Host earned an estimated **\$14,000** by welcoming visitors to their community.<sup>7</sup> According to internal Airbnb survey data, this supplemental income is a lifeline for many Hosts:<sup>8</sup>

- 65% of US hosts say they plan to use earnings to cover the heightened cost of living
- 43% of US hosts say the income earned has helped them stay in their homes
- 11% of US Hosts say hosting on Airbnb helped them avoid eviction or foreclosure

## A state-by-state breakdown of economic impact

The economic analysis also yielded interesting insights about guest spending habits in various states, including:

- Guests who traveled to **Florida** spent the most money on restaurants (nearly \$5 billion in 2023)
- Guests who traveled to **Nevada** spent the most per person on entertainment (nearly \$200)<sup>9</sup>
- Guests who traveled to **Hawaii** spent the most per person on transportation (more than \$200)<sup>10</sup>

## Methodology

The analysis was generated using the **IMPLAN** calculation process to estimate the economic impact of Airbnb in the US, both in the aggregate and for each state. For this project, the model integrates Airbnb Host earnings and guest spending, which is based on a survey of guests who booked a listing through Airbnb and stayed in the US in 2023. The model includes direct, indirect and induced economic contribution as defined below:

- **Direct Economic Effects:** refers to the immediate effects of an economic activity. In the context of tourism, direct economic impact refers to spending by tourists on goods and services such as accommodation, meals, transportation, attractions, and souvenirs.
- **Indirect Economic Effects:** refers to the secondary effects generated by the initial spending in related industries that supply goods and services to the primary industry. These industries provide inputs or support services necessary for the functioning of the primary industry.
- **Induced Economic Effects:** refers to the tertiary effects resulting from the increased household spending by employees in the directly and indirectly affected industries. This includes the spending of wages earned by employees in restaurants and other establishments as a result of guests' and hosts' economic activity.
- **Total Economic Contribution to GDP:** This is a measure of the contribution to GDP generated by Airbnb activity as a result of direct, indirect and induced effects.
- **Total Jobs Supported:** Number of full-time, part-time and seasonal jobs supported by the output generated by Airbnb activity. This metric includes direct, indirect, and induced effects.
- **Total Tax Revenue:** This includes the total value of taxes associated with (i) hosts' income and spending and the economic activity stemming from guests visiting local businesses, and (ii) tourism taxes directly associated with hosting remitted by Airbnb.

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<sup>1</sup>Estimated economic impact based on an internal analysis using the IMPLAN economic impact model which assesses direct, indirect and induced economic activity.

<sup>2</sup>According to an internal survey of Hosts in the US from January 1, 2023 to December 31, 2023.

<sup>3</sup>Excludes income earned through hosting.

<sup>4</sup>Internal survey of guests in the US from January 1, 2023 to December 31, 2023.

<sup>5</sup>Internal survey of guests in the US from January 1, 2023 to December 31, 2023.

<sup>6</sup>Estimated taxes associated with economic activity generated by Airbnb stays. More information provided in the Methodology section.

<sup>7</sup>According to internal Airbnb data. Typical refers to median.

<sup>8</sup>Internal survey of guests in the US from January 1, 2023 to December 31, 2023.

<sup>9</sup>Average spent by person per trip.

<sup>10</sup>Internal survey of guests in the US from January 1, 2023 to December 31, 2023.

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### About Airbnb

Airbnb was born in 2007 when two hosts welcomed three guests to their San Francisco home, and has since grown to over 5 million hosts who have welcomed over 2 billion guest arrivals in almost every country across the globe. Every day, hosts offer unique stays, experiences, and services that make it possible for guests to connect with communities in a more authentic way.

**The following pages will NOT be apart of  
our submittal package.**

# Public Press Statement

**Date:** October 31, 2025

The Green Bay STR Alliance, representing the city's largest and most community-focused short-term rental operators, has submitted its official statement to the Green Bay Common Council opposing the proposed 7-night minimum and 180-day cap on short-term rentals. The Alliance's submission demonstrates, through verified economic and community data, that short-term rentals are a cornerstone of Green Bay's tourism economy — supporting hundreds of local jobs, generating millions in visitor spending, and funding city programs through room-tax revenue.

“Our message is simple,” said the Alliance leadership. “We want to be part of the solution — not regulated out of existence. The data show that the market already balances itself, and we're proposing a fee-based alternative that protects affordable housing while preserving local jobs and tourism.”

The full statement, *Sustaining Green Bay's Growth: A Fee-Based Alternative to Short-Term Rental Restrictions*, was submitted to the Planning Commission on October 31, 2025.

For media inquiries or to join the coalition, contact [GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com).

# Council Remarks Sheet

## Full 2–3 Minute Opening Statement

Good evening, Council Members, and thank you for the opportunity to speak tonight. My name is XXXX, and I'm here on behalf of the **Green Bay STR Alliance**, a coalition of local property owners, cleaners, maintenance providers, and small business partners who sustain one of Green Bay's most important community-driven industries: short-term rentals.

We're not here to resist regulation. We're here to be **part of the solution**. We all share the same goals, protecting housing affordability, strengthening neighborhoods, and supporting our city's growth. But the proposed 7-night minimum and 180-day annual limit would not achieve those goals. Instead, it would **eliminate hundreds of local jobs**, drive visitors to surrounding municipalities, and erase millions of dollars in visitor spending that currently supports Green Bay's economy.

Over the last two years, our city's STR market has already shown it's **self-regulating**. Leading up to the NFL Draft, STR supply expanded to meet demand and since then, active permits have declined by more than 10%, returning homes naturally to long-term housing.

Meanwhile, our workers, cleaners, landscapers, maintenance crews, are the ones who will feel this most. People like **Claudia Garcia**, a mother of two who was able to buy her first home thanks to her work cleaning short-term rentals. Or **Todd Schmidt**, a local contractor whose family business relies on STR maintenance projects to keep his team employed year-round.

And let's not forget the guests who choose Green Bay because of the hospitality we provide, families celebrating milestones, Packer fans traveling from across the country, and visitors who spend their money in our restaurants, shops, and attractions. These are the people who make our city vibrant.

Our proposal is simple and constructive: **increase STR permit fees modestly** and dedicate that new revenue to **first-time homebuyer education and down payment programs**. This way, short-term rentals can directly help fund the very housing initiatives they're accused of hurting, while keeping local tourism and jobs intact.

Council Members, Green Bay has an opportunity to lead; to show that housing and tourism can thrive together. We ask you to reject the proposed restrictions and work with us on this balanced, sustainable approach.

Thank you for your time, your leadership, and your commitment to building a stronger, more inclusive Green Bay.

## Condensed 30-Second Closing Statement

Council Members, thank you for hearing us tonight.  
The short-term rental community isn't asking to be exempt from responsibility. We're asking to be part of the solution.

Our industry supports **hundreds of local jobs, generates millions in visitor spending, and keeps Green Bay's tourism strong year-round.**

The market is already self-correcting. Permits are down more than 10% post-NFL Draft and we're proposing a better path forward: **modestly higher permit fees that directly fund first-time homebuyer programs.**

That's balance. That's partnership. And that's how Green Bay can lead.

# Distribution Email Template

**Subject:** Proposed Short-Term Rental Ordinance — Official Statement from the Green Bay STR Alliance

Dear Council Members and City Staff,

On behalf of the **Green Bay STR Alliance Leadership**, we are submitting our official statement in response to the proposed 7-night minimum and 180-day short-term rental cap. Our goal is to partner with the City of Green Bay to create a balanced, data-driven solution that supports both housing affordability and the vital local jobs sustained by our short-term rental community.

Attached you'll find:

1. The **Official Council Statement** (with Executive Summary and verified data)
2. The **Public Press Statement** for community transparency
3. The **Council Remarks Sheet** prepared for public comment

We deeply appreciate your consideration and look forward to continuing productive dialogue to ensure Green Bay remains both a great place to live and a great place to visit.

**Respectfully,**

Green Bay STR Alliance Leadership

 [GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com)

*Working together to strengthen housing, jobs, and tourism in Green Bay*

This Short-term Rental Permit (STRP) has been APPROVED having been found to be in reasonable conformance with Section 44-1580(G), Green Bay Zoning Code. This placard must be placed as to be visible from the street right-of-way on which the principal structure is addressed.

LOCAL CONTACT NAME:

**CASEY**

LOCAL CONTACT TELEPHONE NUMBER:

**(920) 555-0123**

This permit shall expire on or before:

**06/30/2026**

**CITY OF GREEN BAY  
COMMUNITY & ECONOMIC DEVELOPMENT  
100 N. JEFFERSON ST. ROOM 608  
GREEN BAY, WI 54301  
(920) 448-3300 OR  
PLANNING@GREENBAYWI.GOV**

**THE CITY OF GREEN BAY DEPARTMENT OF  
COMMUNITY AND ECONOMIC DEVELOPMENT  
CERTIFIES THAT A**

# **SHORT TERM RENTAL**

## **PERMIT**

HAS BEEN ISSUED TO:

### **PARCEL OWNERSHIP**

**Address: 12345 ANY STREET GREEN BAY, WI**

**Parcel # X-XX Short Term Rental Permit # XYZ**

**Date Issued: X/XX/2025 1874**

**Titletown, USA**

Example of existing STR placard scaled to fit letter document view.

Normal STR placard is printed and scaled to legal size paper.

# Comment Form for Committees and Council

11/04/2025 12:44 PM (CST)



## Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

**First name** Kristen and Mark

**Last Name** Jonas

**Address** Renaissance Lane

**Email Address**

**Which Committee/Commission/Board do you have comments for?** Green Bay Plan Commission

**What is the date of the meeting?** 11/17/2025

**For which item do you wish to provide comments?** Short Term Rentals

**What is your opinion of the item?** I OPPOSE the item.

**Please Note:**

- I understand this form does not register me to speak at the meeting.

**Comments** According to Airbnb, the increase in permit fees is 8x the cost of a permit in Chicago. However, the city repeatedly has told me the fees are "normal for the market.". That does not appear to be accurate For individual renters, owner occupied, that abide by the rules, it is an excessive charge. Seek to generate revenue from the violators.

---

**From:** Paul Kosmoski  
**Sent:** Friday, October 31, 2025 11:36 AM  
**To:** khinkfuss  
**Cc:** David Buck  
**Subject:** [EXTERNAL] Short term rentals

**Caution:** This email originated from a sender outside of your organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Kathy, Thought I would send an email instead of a call, just to support your proposal limiting short term rentals. I am sure this is affecting numerous neighborhoods. The STR Ordinance could go further by taking away the license if numerous complaints are filed. I will also call the planning department. Hope your Trick or Treat day goes well.....

Paul Kosmoski  
President

Kos Management  
Commercial – Apartments – Leasing – Development

Main St  
Green Bay, WI 54302  
[www.kosmanagement.com](http://www.kosmanagement.com)

Be “Kos” We Care About Our Residents, Our Communities ... and Our Future!



# Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

<b>First name</b>	Jared
<b>Last Name</b>	Olsen
<b>Address</b>	1136 Shadow Lane Green Bay
<b>Email Address</b>	jdolsen2@uwalumni.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/11/2025
<b>For which item do you wish to provide comments?</b>	STR 7 day min and 180 day max
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"> <li>I understand this form does not register me to speak at the meeting.</li> </ul>

**Comments**

These 2 ordinances would eliminate a large percentage of STRs in Green Bay forcing small business owners to sell the property or try and convert it to a long term rental which would not work for most due to the investment put in to the property and the taxes. Most of these if not all current STRs that go up sale will not be affordable houses for the average citizen making the argument of trying to free up affordable housing null and void. Instead of trying to eliminate these successful businesses, a suggestion would be to use the stay tax to help develop affordable houses in vacate or abandon lots. This would allow the STR small business owners to continue to operate effectively, provide local and regional guests a unique and epic experience, as well as increase affordable homes across GB. We have Guests from all over the US and World that stay with us and they can't stop talking about how their experience and GB is like no other. Comments can be seen on my BnB sites.

Jared Olsen

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**From:** Plan Tasks  
**Subject:** FW: Serious Concerns: Request to Halt STR Cap (180-Night) Pending Transparent Stakeholder Inclusion

---

**From:** Craig Rickaway <[crickaway@gmail.com](mailto:crickaway@gmail.com)>  
**Sent:** Friday, November 14, 2025 9:12 AM  
**To:** Planning Staff Shared <[planning@greenbaywi.gov](mailto:planning@greenbaywi.gov)>  
**Subject:** Fwd: Serious Concerns: Request to Halt STR Cap (180-Night) Pending Transparent Stakeholder Inclusion

Good morning,  
I was told to include your department with this email... Thank you.

----- Forwarded message -----

**From:** **Craig Rickaway** <[crickaway@gmail.com](mailto:crickaway@gmail.com)>  
**Date:** Fri, Nov 14, 2025 at 8:34 AM  
**Subject:** Serious Concerns: Request to Halt STR Cap (180-Night) Pending Transparent Stakeholder Inclusion  
**To:** <[Jennifer.Grant@greenbaywi.gov](mailto:Jennifer.Grant@greenbaywi.gov)>, <[Jim.Hutchison@greenbaywi.gov](mailto:Jim.Hutchison@greenbaywi.gov)>, <[Bill.Morgan@greenbaywi.gov](mailto:Bill.Morgan@greenbaywi.gov)>, <[Bill.Galvin@greenbaywi.gov](mailto:Bill.Galvin@greenbaywi.gov)>, <[Craig.Stevens@greenbaywi.gov](mailto:Craig.Stevens@greenbaywi.gov)>, <[Joey.Prestley@greenbaywi.gov](mailto:Joey.Prestley@greenbaywi.gov)>, <[Alyssa.Proffitt@greenbaywi.gov](mailto:Alyssa.Proffitt@greenbaywi.gov)>, <[Brian.Johnson@greenbaywi.gov](mailto:Brian.Johnson@greenbaywi.gov)>, <[Ben.Delie@greenbaywi.gov](mailto:Ben.Delie@greenbaywi.gov)>, Melinda Eck <[Melinda.Eck@greenbaywi.gov](mailto:Melinda.Eck@greenbaywi.gov)>, <[Kathy.Hinkfuss@greenbaywi.gov](mailto:Kathy.Hinkfuss@greenbaywi.gov)>

Dear Members of the Equal Rights Commission and City Council,  
I am writing to express **serious concerns** regarding the process, data, and public statements surrounding the recent housing report presented to the City Council, which is being used to justify proposed restrictions on Short-Term Rentals (STRs) in Green Bay—specifically a 7-night minimum stay and a 180-night annual cap.

The **180-nightcap is still under consideration**, and while the 7-night minimum stay was removed, it remains a point of future debate. Given the deeply flawed process and the potential, unwarranted impact of these measures on local small businesses, we respectfully request that both proposals be **IMMEDIATELY TABLED** until a transparent and inclusive process is demonstrably established.

### **Contradiction to the ERC's Core Mission: Partnership Over Exclusion**

The Green Bay Equal Rights Commission (ERC) has a stated aim of making the City of Green Bay **more inclusive and promoting diversity** both inside and outside of City Hall. The mission is reflected in its efforts to ensure **fair and equal access to opportunities**, such as housing, **for all residents**, especially for traditionally underrepresented and vulnerable groups.

The actions surrounding this report directly contradict the spirit and letter of this mission. Instead of fostering the necessary **partnership** with all affected community members and small business stakeholders, the process has relied on **exclusion and a lack of transparency**. By **failing to include STR owners**—a key economic segment of the community—the ERC has acted contrary to its founding principle of ensuring fair and equal access, effectively targeting a specific group who could otherwise be partners in addressing housing goals.

### **Key Concerns and Supporting Evidence**

#### **I. Lack of Transparency and Stakeholder Engagement (A Violation of Core Principles)**

- **Verified Absence of Outreach to STR Owners:** Alderman Joey Prestely claimed STR owners were given the opportunity to participate in discussions. However, a recent survey conducted on the STR Alliance website of **282 Green Bay STR owners** confirms this claim is false: **not a single owner was contacted or invited** regarding public hearings or discussions on this proposal.
- **Exclusion of Affected Elected Officials:** Alderman Jim Ridderbusch, who represents District 8—the area closest to Lambeau Field and where STR density is highest—stated during the meeting that he was **not informed of the ERC’s work or the development of the 24-page report at all**. This intentional exclusion of an Alderman whose constituents are most impacted further underscores the deliberate lack of transparency.
- **Failure to Use Available Resources:** The City has access to a complete list of STR owners and could have easily sent an official email or invitation to participate in the process. This deliberate exclusion, now backed by specific data, raises serious questions about the intent behind the ERC’s process and data collection, **violating the fundamental principle of partnership and inclusion**.
- **Missed Opportunity for Collaboration:** STR owners are local small business operators who create jobs, pay taxes, and support tourism. The current approach attempts to **silently target STR owners** instead of building a productive partnership. Had they been included, constructive solutions could have been explored—such as education, compliance support, or voluntary contribution programs, rather than unnecessary restrictions.

## II. Disturbing Comments Suggesting Closed-Door Discussions

- **Non-Public Discussions:** At the 3:22 mark of the ERC meeting <https://greenbaywi.portal.civicclerk.com/event/8841/media>, Commissioner Jon Shelton states that he and Alderman Joey Prestley had private discussions that he **“would rather not make public”** during the closed meeting.
- **Undisclosed Measures:** He also referenced that the City Administration is working on implementing measures that he did not want to disclose.
- **Concern over Accountability:** These comments raise serious concerns about potential **collusion and a lack of public accountability**, especially when paired with the complete absence of outreach to STR owners.

## III. Flawed Data and Misguided Conclusions on Housing Availability

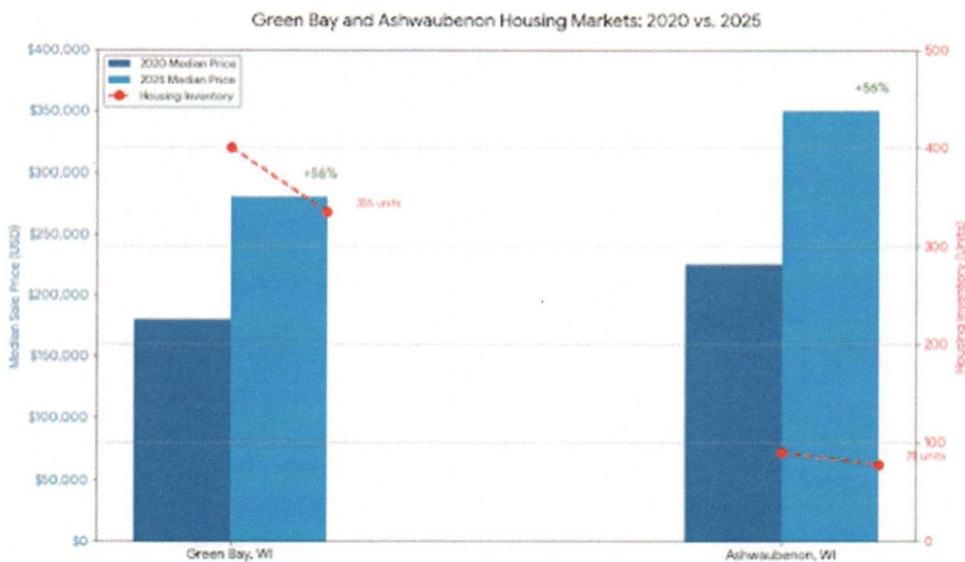
- **Outdated Housing Data & National Crisis: Misaligned Solutions:** The ERC report relies on **2020 housing market data**, fundamentally ignoring the dramatic economic shifts of the last five years. The current crisis is a **national issue**, fueled by massive migration, severe inflation in building materials and labor, and significantly increased interest rates. The core need is for **new, high-density, multi-family affordable rentals**. Targeting the negligible **~1% of Green Bay’s existing housing inventory** (which primarily consists of single-family homes) via restrictive caps is a hostile and insufficient attempt to solve a problem that requires large-scale new construction and regional affordability efforts.
- **Negligible STR Impact:** Green Bay STRs make up only **~1% of the housing inventory** (approx. 460 out of 46,000 units), demonstrating a statistically negligible impact on overall housing availability.
- **Loss of Economic Benefit (Opportunity Cost):** By imposing restrictive caps and eliminating STRs, the City will **sacrifice significant room tax revenue** that is specifically generated by tourists. This revenue stream could, and should, be used as a stable funding source to support the very affordable housing and community initiatives the ERC claims to prioritize, making the proposed solution financially counterproductive.
- **Demographic Shifts Misinterpreted:** The focus on declining K-12 enrollment (GBAPS) does not accurately reflect the City’s health:

- **STRs Not Causal to K-12 Decline:** The decline in public school enrollment is primarily due to the **long-term national trend of declining birth rates** and increased competition from private and suburban schools. This is a regional demographic issue, not evidence of population flight caused by STRs. The City's overall population, conversely, remains **stable or slightly growing**.

#### IV. Misrepresentation of Other Cities' Policies

- **Inaccurate Citation:** A local U.S. Representative incorrectly cited Minneapolis as having a 7-night STR minimum. This is **factually incorrect**—Minneapolis has no such requirement.
- **Non-Comparable Markets:** Other cities mentioned are not comparable due to vastly different housing markets, population densities, and tourism economies.
- **Ashwaubenon Case Study Failure:** Ashwaubenon was cited as a model, yet despite implementing a 6-night minimum stay in 2022, it has seen:
  - A **35% increase in median home prices** (from \$231,000 in 2020 to \$312,000 in 2025).
  - A drop in average days on market from 45 to 21 days.
  - These trends prove that STR restrictions have **not improved affordability or availability** in the cited comparable community.

The visual comparison of housing market metrics in Green Bay and Ashwaubenon from 2020 to 2025 clearly illustrates that housing prices have dramatically increased (56% in both Green Bay and Ashwaubenon), while inventory has remained critically low. This market dynamic, driven by national economic forces and overall supply shortages, persisted even after Ashwaubenon introduced restrictive STR policies.



### The STR Alliance Committee Respectfully Requests:

The Equal Rights Commission and City Council **TABLE** both the **7-night** and **180-night** STR restrictions until the ERC can provide:

1. Documentation of public outreach and meeting announcements.
2. Evidence that STR owners were invited to participate.

**AND**

A new, transparent process be initiated that includes:

1. STR stakeholders.
2. Updated, accurate housing data.
3. Fair comparisons to relevant municipalities.

ThankYou

Craig Rickaway

Green Bay STR Owner

---

**From:** Inspection Website Mail  
**Subject:** FW: [EXTERNAL] Fw: Fwd: Thank You + STR Alliance Support for a Strong Enforcement-Based Ordinance  
**Attachments:** GreenBay\_STR\_Framework\_Presentation.pdf

**From:** "Tyler" <[greenbaystralliance@gmail.com](mailto:greenbaystralliance@gmail.com)>  
**To:** Jim Hutchison; Derius Daniels; Lisa Hansen; Jake Miller; Emma Fulwilder; Ken Rovinski; Kelsy Lutzow  
**Cc:**  
**Sent:** Fri, Nov 14, 2025 at 2:13 PM  
**Subject:** Fwd: Thank You + STR Alliance Support for a Strong Enforcement-Based Ordinance  
Planning Commission -  
Common Council members asked that I forwarded you the email below with the attached presentation.  
We look forward to having a productive and collaborative discussion with you on Monday night!

Warm regards,  
**Tyler LeRoy**  
On behalf of the Green Bay STR Alliance Leadership Team

[GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com)

*Working together to strengthen housing, jobs, and tourism in Green Bay*

----- Forwarded message -----

**From:** Tyler <[greenbaystralliance@gmail.com](mailto:greenbaystralliance@gmail.com)>  
**Date:** Fri, Nov 14, 2025 at 1:23 PM  
**Subject:** Thank You + STR Alliance Support for a Strong Enforcement-Based Ordinance  
**To:** <[kathy.hinkfuss@greenbaywi.gov](mailto:kathy.hinkfuss@greenbaywi.gov)>  
**Cc:** <[district.1](#)>, <[district.2](#)>, <[district.3](#)>, <[district.4](#)>, <[district.5](#)>, <[district.6](#)>, <[district.7](#)>, <[district.8](#)>, <[district.9](#)>, <[district.10](#)>, <[district.11](#)>, <[rickskogg@gmail.com](mailto:rickskogg@gmail.com)>, <[brooke@functionalproperties.co](mailto:brooke@functionalproperties.co)>, <[eric.buntin@schreiberfoods.com](mailto:eric.buntin@schreiberfoods.com)>, Tyler LeRoy <[contact@wisconsingetaways.com](mailto:contact@wisconsingetaways.com)>, Brittney Munro <[Brittney@wisconsingetaways.com](mailto:Brittney@wisconsingetaways.com)>, <[tyler@doorwaytravel.com](mailto:tyler@doorwaytravel.com)>, <[mark@restivaproperties.com](mailto:mark@restivaproperties.com)>, <[staygreenbay@gmail.com](mailto:staygreenbay@gmail.com)>, <[rdejardin777@gmail.com](mailto:rdejardin777@gmail.com)>, <[chel624@gmail.com](mailto:chel624@gmail.com)>, <[jdejardin66@hotmail.com](mailto:jdejardin66@hotmail.com)>, <[vanderleey@hotmail.com](mailto:vanderleey@hotmail.com)>, <[tom.b@terra2.com](mailto:tom.b@terra2.com)>, <[boltzleerentals@gmail.com](mailto:boltzleerentals@gmail.com)>, <[info@otbproperties.net](mailto:info@otbproperties.net)>, <[manager@rentwithelevate.com](mailto:manager@rentwithelevate.com)>, <[erin.buntin@schreiberfoods.com](mailto:erin.buntin@schreiberfoods.com)>, <[angus.janet@gmail.com](mailto:angus.janet@gmail.com)>

Alder Hinkfuss,

Thank you again for meeting with us today and for the thoughtful, productive conversation. We appreciated the opportunity to walk through the full presentation and to better understand your commitment to protecting Green Bay's neighborhoods and ensuring STR activity is well-managed, predictable, and respectful to residents.

As we discussed, our presentation, attached again here for reference, outlines a *behavior-based* framework that has already proven successful in cities such as Norfolk, San Rafael, Scottsdale, and San Diego. The core takeaway is simple:

**Targeting behavior, communication, and accountability is the only approach that meaningfully reduces nuisance activity, while the 180-day restriction eliminates the City's best operators without solving neighborhood concerns.**

In the trailing 12-month period, nearly half of the STR Alliance leadership companies have ***all*** of their Green Bay properties above 180 days. These are the top city operators with:

- Zero nuisance patterns
- Direct neighbor communication
- Strong maintenance and cleaning standards
- Proven responsiveness
- Documented economic impact

As shown in the data we presented, imposing a 180-day cap would immediately remove:

- **4 leadership-level operators completely from the city**
- **\$140,000 in annual room tax**
- **\$230,000 in annual cleaner income**
- **\$230,000 in maintenance/landscaping income**
- **Over \$5 million in annual economic/tourism activity**, based on the standard 3.7× multiplier

And critically, it removes the **best** operators, while leaving the true problem properties relatively untouched.

During our discussion, you made it clear that your priority is neighborhood peace and predictability. We agree wholeheartedly. That is why our proposed ordinance framework focuses on:

1. **A real-time reporting and notification portal**
2. **Operator-submitted parking & occupancy plans with enforced accountability**
3. **Required mailed neighbor notifications**
4. **Clear, consistent STR house rules across all properties**

This approach directly achieves your goals: fewer cars, better communication, immediate issue resolution, and accountability of bad actors.

To reiterate our commitment:

**If the 180-day restriction is not included in the ordinance, the Green Bay STR Alliance Leadership team stands ready to work collaboratively with you, City staff, and the rest of Council to help draft the full enforcement-based ordinance reflected in our presentation and we will publicly support and endorse it.**

We believe this balanced approach protects neighborhoods, protects jobs, and positions Green Bay as a statewide model for smart, targeted STR regulation.

Thank you again for the constructive conversation and for your openness to solutions that truly work for residents. We look forward to working together in the next phase of this process.

Warm regards,

**Tyler LeRoy**

On behalf of the Green Bay STR Alliance Leadership Team

[GreenBaySTRAlliance@gmail.com](mailto:GreenBaySTRAlliance@gmail.com)

*Working together to strengthen housing, jobs, and tourism in Green Bay*



# **A Neighborhood Protection Framework for Green Bay STRs**

Presented by members of the  
Green Bay STR Alliance  
Leadership Team



# Alder Hinkfuss Priorities

- Peaceful, predictable neighborhoods
- Reduced parking overflow
- No party houses
- Quick operator response
- Protecting residential character



# Why the 180-Day Restriction Fails

- Limits nights, not behavior
- Bad operators still cause problems on permitted days
- Does not reduce complaints
- Harms responsible operators + local workforce



# The 180-Day Rule Eliminates the City's BEST Operators — Not the Problem Properties

Green Bay STR Alliance Leadership Team - Trailing 12-month data (November 2024 - October 2025)

Company	City of Green Bay Property Count (or # of listings)	Average Number of nights rented	Average reservation count	Count of properties over 180 days rented	Percentage of properties over 180 days	Total Guests Hosted	Total Gross Rev	Total Room Tax	Total paid to cleaners	Total paid to maintenance and landscaping	ESTIMATE of tourist spend - 3.7x gross revenue
Wisconsin Getaways	1	268	80	1	100%	876	\$ 410,527.37	\$ 31,204.87	\$ 33,208.00	\$ 62,470.10	\$ 1,518,951.27
Rise & Shine Retreats	3	271	92	3	100%	800	\$ 250,000.00	\$ 25,000.00	\$ 41,400.00	\$ 26,000.00	\$ 925,000.00
Jamber Properties	2	139	41	0	0%	802					\$ -
Functional Properties	5	297	91	5	100%	1020	\$ 206,000.00	\$ 20,000.00	\$ 45,847.00	\$ 14,877.00	\$ 762,200.00
Stay Green Bay LLC	10	157	52	0	0%	4883	\$ 888,846.81	\$ 70,000.00	\$ 77,591.28	\$ 115,157.58	\$ 3,288,732.46
Outside The Box Properties LLC	2	109	38	0	0%	400	\$ 118,000.00	\$ 11,800.00	\$ 9,554.00	\$ 6,793.00	\$ 436,600.00
Doorway Travel	10	218	50	10	100%	2208	\$ 547,289.00	\$ 64,800.00	\$ 107,789.00	\$ 127,319.00	\$ 2,024,895.30
Stay LaDeDa LLC	4	157	63	1	25%	1249	\$ 212,589.00	\$ 10,629.45	\$ 38,052.50	\$ 24,846.68	\$ 786,579.30
Restiva Properties	7	163	27	2	29%	792	\$ 267,702.00	\$ 26,700.00	\$ 36,590.00	\$ 22,680.00	\$ 990,497.40

Nearly 50% of the STR Leadership Team has ALL properties over 180 days. These are the quietest, cleanest, most compliant operators in Green Bay.

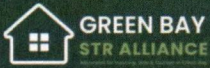
If the 180-day rule passes (cumulative or consecutive), the City immediately loses Green Bay STR Alliance leadership representation of:

- ✗ 4 high-performing, no-nuisance operators
- ✗ \$140,000 / year in room tax revenue
- ✗ \$230,000 / year paid to local cleaners
- ✗ \$230,000 / year paid to maintenance & landscaping teams
- ✗ Over \$5 million in annual tourism/economic spend  
(Based on 3.7x revenue multiplier)



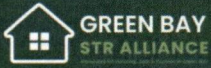
# The Core Issue in Green Bay Today

- Operators don't know they're a problem
- City receives complaints quietly with no operator notice
- No real-time alerts
- Small issues escalate into major neighborhood problems



## **Solution #1: Online Reporting System**


- Public reporting portal with photo/video upload
- Real-time notifications to operator + City
- 80% of issues corrected early
- Creates transparency + accountability



# Solution #2: Parking & Occupancy Plans

- Operators self-submit enforceable plans
- Violations = strikes
- Ads must match plans
- Eliminates '18 car' scenarios

Harsch's Beach Escape | Lake · Hot Tub · Theater



Entire home in Chilton, Wisconsin  
12 guests · 4 bedrooms · 10 beds · 3 baths

Prices include all fees

Guest favorite One of the most loved homes on Airbnb, according to guests 4.95 39 reviews

\$3,755 **\$2,514** for 5 nights

**Other things to note**  
We limit a combination of cars and trailers to 4 maximum. Street parking or parking across the street is not allowed at any time. Please plan accordingly.



GREEN BAY  
STR ALLIANCE

## **Solution #3: Neighbor Notification Package**

- 24/7 operator contact
- Parking plan summary
- Link to complaint portal
- City's non-emergency phone line



# Solution #4: Citywide STR Rules

- Max occupancy limits – including visitors
- Parking plan compliance required
- **Rules posted onsite + listing as part of licensing**

Automation ID: 75762 - Booking Confirmation - Rules - Standard

Hi Gregory,

Thank you for choosing Fairway Falls Retreat | Theater, Arcade & Hot Tub! We've curated this home with everything your group might need — so you can pack light and focus on relaxing. Our goal is to make your stay nothing short of a 5-star experience.

Before your arrival, please review and acknowledge a few house rules. Violation of any of the following will result in immediate removal without refund.

- Exceeding the property's maximum guest capacity
- Hosting events, gatherings, or parties of any kind
- Excessive noise that disturbs neighbors or violates quiet hours
- Use of fireworks of any kind
- Smoking indoors (any substance) — \$600 fine
- More than six vehicles or any street parking.
- Outdoor music or external speakers of any kind

Please reply with "I accept" to confirm your agreement and finalize your booking.

If these terms don't align with your plans, no worries — you may request a full refund within 24 hours of booking.

Looking to elevate your stay? We partner with private chefs, in-home art workshops, and mobile massage therapists to bring a touch of luxury right to the property. Let me know if you'd like details!

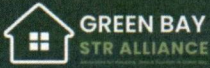
If you have any questions or special requests, we are happy to help. We will be in touch again as your check-in date approaches.

Warm regards,  
Wisconsin Getaways

12 Nov 25 21:54 (browser time) | 12 Nov 25 21:54 (listing time)

I accept

14 Nov 25 08:45 (browser time) | 14 Nov 25 08:45 (listing time) | Gregory Rudd



# Outcome of This Framework

- Immediate neighborhood relief
- Reduced vehicles + noise
- Full operator accountability
- Protects workforce & tourism
- No conflict with state law



## Call to Action

- Let's target behavior—not calendars.
- Let's establish early communication + accountability.
- Let's build Wisconsin's strongest STR protection model.



# Comment Form for Committees and Council

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<b>First name</b>	Kristen
<b>Last Name</b>	Jonas
<b>Address</b>	3151 Renaissance Ln
<b>Email Address</b>	KLINDEMAN2015@GMAIL.COM
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	short term rental fees
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>

# Comment Form for Committees and Council

11/14/2025 6:57 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Frank
<b>Last Name</b>	Torres
<b>Address</b>	617 Bodart St
<b>Email Address</b>	torres.fjr@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	9,10
<b>What is your opinion of the item?</b>	I am IN FAVOR of the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	<p>Dear Commissioners,</p> <p>I'm in favor of this proposed ordinance. Specifically the increase of registration and renewal fees, and the "three strikes and your out" safety policy".</p> <p>Last week many of us attended a budget hearing where our elected officials and department directors lamented that we were sending our hard earned revenue to Madison with no returns. In this case, many of these owners are taking that revenue out of Green Bay, with about 20 percent taking it out of Wisconsin altogether. Without the hard work of our city workers these STRS wouldn't even be possible. It's time for these owners to do their part in keeping this community sustainable.</p> <p>In regards to safety, it's hard to believe there is any resistance to this proposal at all. Last year, with the world watching for the Draft, we had bad STR property owners dodging inspections. We must be proactive in preventing a tragedy that could do permanent damage to our tourism economy.</p> <p>Respectfully,</p> <p>Frank Torres</p>

# Comment Form for Committees and Council

11/15/2025 10:17 AM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Bill
<b>Last Name</b>	Knuth
<b>Address</b>	2726 SummerSet Circle
<b>Email Address</b>	knuthmjk@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	I would assume that you have considered the economic impact of Green Bay Packer fans coming to games from outside of our community and not having enough occupancy in Green Bay. Also by forcing all short term rental including short term stay hotels like the Kohler to book all occupants for 7 days just the short term hosting community you will effectively force all of the out of town fans to come to Green Bay on the day of the game or force fans to stay the surrounding areas like Appleton which is the only city large enough to host fans on gameday

# Comment Form for Committees and Council

11/16/2025 7:59 PM (CST)



## Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

<b>First name</b>	Mark
<b>Last Name</b>	Danen
<b>Address</b>	825 Spring Hills Court De Pere, WI 54115
<b>Email Address</b>	mark@restivaproperties.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed changes to the short term rental ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>



# Comment Form for Committees and Council

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<b>First name</b>	Jon (Rick)
<b>Last Name</b>	Skogg
<b>Address</b>	2520 Sage Drive, Green Bay
<b>Email Address</b>	rickskogg@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	STRs
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>



# Comment Form for Committees and Council

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**First name** Jackie

**Last Name** Greely

**Address** 1739 14th Ave, Green Bay WI 54304

**Email Address** greelyjah@gmail.com

**Which Committee/Commission/Board do you have comments for?** Green Bay Plan Commission

**What is the date of the meeting?** 11/17/2025

**For which item do you wish to provide comments?** E.10 (TA 25-06) Consideration with possible action on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.

**What is your opinion of the item?** I OPPOSE the item.

**Please Note:**

- I understand this form does not register me to speak at the meeting.

**Comments**

The proposed STR ordinance amendments are disproportionate to documented issues and risk unintended negative impacts. A targeted enforcement approach is more appropriate than broad restrictions.

ERC Recommendations

Support:

- ✓ Strong nuisance enforcement, including three-strike removal
- ✓ Permit process improvements and online streamlining

Concerns:

- ✗ Restrictions or caps lack evidence of housing benefits
- ✗ Seasonal LTRs unlikely to produce meaningful housing stability

Rather than broad restrictions, pursue a balanced regulatory approach emphasizing:

1. Targeted enforcement for problem operators
2. Clear parking and communication standards
3. Data-driven evaluation after next renewal period, using updated housing studies
4. Stakeholder collaboration before adopting measures such as minimum stays or caps

This protects neighborhood quality and housing goals without penalizing responsible owners or undermining support of tourism, local employment, and property reinvestment.



# Comment Form for Committees and Council

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<b>First name</b>	Zachary
<b>Last Name</b>	Waldrop
<b>Address</b>	857 5th St, Green Bay, WI
<b>Email Address</b>	info@teamfirstrealty.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	E 9, 10 and 11
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>



# Comment Form for Committees and Council

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<b>First name</b>	Tim
<b>Last Name</b>	Engelbrecht
<b>Address</b>	1311 S Locust Street Green Bay WI 54304
<b>Email Address</b>	trenlerme@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Number 9, Short-term rental amendments
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>

# Comment Form for Committees and Council

11/17/2025 9:46 AM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Nikki
<b>Last Name</b>	Engelbrecht
<b>Address</b>	1624 S Locust Street Green Bay WI 54304
<b>Email Address</b>	the1966house@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Number 9, amendments to short-term rentals
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	I oppose adding the proposed short-term rental regulations as it would not solve the affordable housing crisis at all, and it would actually hinder economic growth that STRs contribute to the local economy. The city should be embracing the unique STR market and use it as a marketing tool as the Packer organization has in seeking Green Bay as a special place where people can come live like a local.

# Comment Form for Committees and Council

11/17/2025 12:25 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Staci
<b>Last Name</b>	Demerath
<b>Address</b>	2606 Zak Lane
<b>Email Address</b>	stace044@hotmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	9 & 10
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>

# Comment Form for Committees and Council

11/17/2025 12:31 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Leo
<b>Last Name</b>	Villa
<b>Address</b>	535 S Clay
<b>Email Address</b>	leovillasan@outlook.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Common Council
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	STR
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	Against STR restrictions.

# Comment Form for Committees and Council

11/17/2025 12:32 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Brooke
<b>Last Name</b>	Tassoul
<b>Address</b>	127 S Ashland Ave Green Bay, WI 54303
<b>Email Address</b>	brooke@functionalproperties.co
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed STR Ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	The proposed STR ordinance, particularly the 180 cap, would eliminate millions of dollars in local jobs and will not have a significant impact on the affordable housing crisis. There is data to support that STRs improve neighborhoods and reduce nuisance properties. This data will be presented at the meeting.

# Comment Form for Committees and Council

11/17/2025 12:53 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	ann
<b>Last Name</b>	lor
<b>Address</b>	1591 biemeret green bay wi
<b>Email Address</b>	eyesiso@yahoo.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed STR Ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	I opposed the 7 days min rental days and the 180 days cap as this will hurt the local economy and hurt small businesses.

# Comment Form for Committees and Council

11/17/2025 1:10 PM (CST)



## Comment Form for Committees and Council

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**First name** Kim

**Last Name** Berg

**Address** 1811 sylvan drive, Green Bay

**Email Address** kim@accentphotographybykim.com

**Which Committee/Commission/Board do you have comments for?** Green Bay Plan Commission

**What is the date of the meeting?** 11/17/2025

**What is your opinion of the item?** I OPPOSE the item.

**Please Note:**

- I understand this form does not register me to speak at the meeting.

**Comments** I am a 6 year owner of an STR in West Green Bay. When I purchased this home, it was unlivable and the yard was severely neglected, and the eyesore on the block. Now it is a beautiful little home which people from around the world have told me they enjoy it and our city. By limiting how we operate our business will affect the visitors to Green Bay as well as all the local people I hire to help me run this business. We as owners follow all the rules as the hotel chains. We help improve the properties on the blocks where we are located. I am curious why it was pushed for the draft for people to take out permits and rent their homes and now those numbers are being used to try and shut us all down. We love what we do and feel we are a part of being a welcome committee to the people that come to Green Bay. When mine is not rented out, I am able to provide free housing for entertainers who come to town for a local music venue, if your ordinance goes through, they will be affected also.

# Comment Form for Committees and Council

11/17/2025 1:30 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Tyler
<b>Last Name</b>	Kabat
<b>Address</b>	3120 N Windsong Ln
<b>Email Address</b>	tylerjkabat@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	E.11
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	The Alliance stands ready to partner with the City—sharing our guest-screening protocols, technology recommendations, response SOPs, and enforcement strategies. We are local operators who want to work with you to raise the bar for everyone.



# Comment Form for Committees and Council

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**First name** Amy

**Last Name** Nelson

**Address** 1146 Wirtz Ave. S.

**Email Address** amynelsonsander@gmail.com

**Which Committee/Commission/Board do you have comments for?** Green Bay Plan Commission

**What is the date of the meeting?** 11/17/2025

**For which item do you wish to provide comments?** Reconsideration of short-term rental requirements

**What is your opinion of the item?** I OPPOSE the item.

**Please Note:**

- I understand this form does not register me to speak at the meeting.

**Comments** As you consider the proposed short-term rental restrictions recommended by the Human Rights commission, I hope you do a full study of the economic impacts these changes likely would bring. As a short-term rental owner of two properties in the 54304 area code, we are continually surprised at the diversity of reasons our renters cite for visiting the area — from weddings and graduations to religious pilgrimages and pinball and bowling tournaments. Guests cite access to a full kitchen, laundry facilities and the fact we allow pets as main reasons they book us over a hotel. And, of course, there are the main attractions like Packers games and Lambeau Field. Eliminating these options for visitors could severely impact the tourism industry in and around Green Bay. We also employ local house cleaners, lawn maintenance and gutter cleaners to keep our properties and up to code. Would you consider limiting new permits/grandfathering in current owners as a solution?

# Comment Form for Committees and Council

11/17/2025 3:11 PM (CST)



## Comment Form for Committees and Council

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**First name** Ashley

**Last Name** Kane

**Address** 235 McKenzie Lane, Green Bay, WI 54311

**Email Address** zeneal13@gmail.com

**Which Committee/Commission/Board do you have comments for?** Green Bay Plan Commission

**What is the date of the meeting?** 11/17/2025

**For which item do you wish to provide comments?** (TA 25-06) Public Hearing on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03. BACKGROUND RECOMMENDATION

**What is your opinion of the item?** I OPPOSE the item.

**Please Note:**

- I understand this form does not register me to speak at the meeting.

**Comments** My husband & I have been Airbnb hosts since 2016, renting a guest bedroom & bathroom within our primary home of residency. We have nothing but positive things to say about our experience! Not only has it generated over \$50K in revenue that we have turned back over into our home as improvements, but it has provided a home-like atmosphere & local person's perspective of Green Bay for tourists coming into our city. Unfortunately, imposing a 7-night minimum stay is not realistic for the types of travelers our listing attracts. Even for those coming into Green Bay for Packers games, they are looking to short-term rentals because we do NOT impose a minimum stay requirement & we can provide a place to stay for less than what area hotels would charge. Choosing to punish Short-Term Rentals for wanting to be hospitable & show off our city is disappointing from our local government. We ask that you rethink imposing these strong restrictions, especially to listings like ours. Thank you!

# Comment Form for Committees and Council

11/17/2025 3:23 PM (CST)



## Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

<b>First name</b>	Dan
<b>Last Name</b>	Piechowski
<b>Address</b>	1744 13th Ave
<b>Email Address</b>	dan@staywithnsd.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Short term rentals
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	I would like to speak

# Comment Form for Committees and Council

11/17/2025 3:27 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Samantha
<b>Last Name</b>	Hearley
<b>Address</b>	516 Northern Ave
<b>Email Address</b>	shearley12@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed STR Ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	The proposed restrictions on short-term rentals would devastate my cleaning business and put people out of reliable jobs. There are hundreds of contractors, employees and small businesses that would suffer greatly. The demand for STR's is year-round, and it would be very unfair and uneconomical to limit their use. These proposed ordinances would not solve the problems that they were suggested for. More research, data and input from all sides is needed to make a more impactful decision.

# STR Impact on Safety & Neighborhood Nuisance

A case study by the Green Bay STR Alliance

November 17, 2025

## Executive Summary

This report analyzes how converting traditional long term rental properties (LTRs) to short-term rentals (STRs) influences police call frequency in Green Bay, Wisconsin. The data shows a dramatic improvement in both safety outcomes and neighborhood nuisance trends once a property transitions to STR use.

### 93% Reduction in Annual Police Calls

This substantial decrease highlights the positive impact of STR conversions on local law enforcement workload.

### Yearly Police Calls Before and After STR Conversion

- Before conversion: 478
- After conversion: 62

The number of homes experiencing zero police calls also saw a significant increase after conversion. This can also be visually represented as:

#### Before STR Conversion

21% of homes had 0 police calls.

#### After STR Conversion

73% of homes had 0 police calls.

*Data was taken from Green Bay Wisconsin Parcel data. All 442 short term rental homes were looked up and recorded for the number of police calls with the prior owner by year and then the number of police calls with the new owner (after STR conversion) by year.*

## Key Findings

The statistical data from Green Bay, Wisconsin indicate a clear pattern: STR properties consistently experience fewer police-related incidents than they did under long-term rental use. This decline points to fewer nuisance concerns and a more predictable, lower-disruption environment for nearby residents.

# Comment Form for Committees and Council

11/17/2025 4:01 PM (CST)



## Comment Form for Committees and Council

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<b>First name</b>	Kenny
<b>Last Name</b>	Anderson
<b>Address</b>	2745 Humboldt Rd
<b>Email Address</b>	Chefearly2s@icloud.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	Just wanna express what STR have done for my business and hope it can effect us

# Comment Form for Committees and Council

11/17/2025 4:07 PM (CST)



## Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

<b>First name</b>	Nancy
<b>Last Name</b>	Huguet
<b>Address</b>	310 Floral Drive
<b>Email Address</b>	nancyhuguet@yahoo.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed STR Ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>• I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	I oppose this ordinance

# Comment Form for Committees and Council

11/17/2025 4:31 PM (CST)



## Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to no more than three minutes. Thank you!

<b>First name</b>	Lori
<b>Last Name</b>	Serratto
<b>Address</b>	1506 Pilgrim Street, Green Bay, WI 54304
<b>Email Address</b>	loriserratto@gmail.com
<b>Which Committee/Commission/Board do you have comments for?</b>	Green Bay Plan Commission
<b>What is the date of the meeting?</b>	11/17/2025
<b>For which item do you wish to provide comments?</b>	Proposed STR Ordinance
<b>What is your opinion of the item?</b>	I OPPOSE the item.
<b>Please Note:</b>	<ul style="list-style-type: none"><li>I understand this form does not register me to speak at the meeting.</li></ul>
<b>Comments</b>	<p>I strongly oppose any 180-day operating restriction, whether cumulative or consecutive. I also support reasonable permit structures that maintain accountability while protecting local jobs.</p> <p>For me, this isn't just a policy issue—it's personal. I worked in mental health until my mom became ill and ultimately passed away. Losing her was devastating, and I found myself unable to return to my former work. That's what led me to purchase a fixer-upper last December and turn it into my short-term rental. This home is not just something I own—it has become my purpose and my livelihood.</p> <p>I poured my heart and soul into renovating it. I am the host, the cleaner, the maintenance person, and the one caring for the yard. I've worked tirelessly to better this property and contribute positively to the neighborhood. If this right is taken away, it strips me of the job that has helped me heal through the grief of losing my mom and threatens the stability I've rebuilt for myself.</p>



## Report to the Green Bay Plan Commission

### MEETING DATE

November 17, 2025

### PREPARED BY

Jon LeRoy, Zoning Administrator

### AGENDA ITEM # E.11

Communication from Alders Hinkfuss and Prestley: To adopt a resolution directed to the Wisconsin State Legislature requesting the laws governing short-term rentals be amended to allow for additional local control.

### BACKGROUND

As a part of the previous discussions regarding short-term rentals and the limitations a municipality has regarding local control over STRs, Alder Hinkfuss has made a communication seeking a resolution to be sent to the State of Wisconsin requesting legislative action. Said resolution seeks recognition which would amend state statutes to allow municipal discretion to regulate STRs based on zoning, to establish a cap on total STRs available in each permit cycle, and to further limit the total number of rental days.

### RECOMMENDATION

Approval of the request.

### FISCAL IMPACT

### ATTACHMENTS

- I. Draft Resolution Requesting Legislative Action on Short-Term Rental Regulations

**RESOLUTION REQUESTING LEGISLATIVE ACTION ON  
SHORT-TERM RENTAL REGULATIONS**

**December 2, 2025**

BY THE COMMON COUNCIL OF THE CITY OF GREEN BAY:

WHEREAS, short-term rentals (STRs)—defined as a residential dwelling that is offered for rent for a fee and for fewer than 30 consecutive days—have rapidly grown in use throughout Wisconsin and across the United States through digital platforms; and

WHEREAS, the growth of STRs has provided homeowners with additional sources of supplemental income, and have contributed, in part, to the tourism industry; and

WHEREAS the growth and use of STRS has also produced significant local impacts ranging from; increased housing costs, increased rental costs, decreased housing inventory, decreased neighborhood character and welfare; and

WHEREAS, current state statutes limit the extent to which municipalities may regulate STRs; and

WHEREAS, Green Bay, along with other communities, have a need and desire for additional authority to address local concerns that arise from the use of STRs to help alleviate tensions between local residents and STR operators; and

NOW, THEREFORE, BE IT RESOLVED, that the Common Council of the City of Green Bay recognizes the importance of balancing community welfare with independent financial opportunities related to housing; and

BE IT FURTHER RESOLVED, that the Common Council of the City of Green Bay urges the Wisconsin Legislature to amend the state statutes related to STRs to enhance municipal discretion to; regulate STRs based on zoning, to establish a cap on total STRs available in each permit cycle, and to further limit the total number of rental days; and

BE IT FURTHER RESOLVED, that the City Clerk shall transmit a copy of this resolution to the Governor of the State of Wisconsin, the leadership of the Wisconsin State Legislature, and the Senate Committee on Insurance, Housing, Rural Issue and Forestry.

Adopted by the Common Council of the City of Green Bay, Wisconsin, this the 2nd day of December 2025.

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Eric Genrich, Mayor



Report to the  
**Green Bay Plan Commission**

**MEETING DATE**

November 17, 2025

**PREPARED BY**

**AGENDA ITEM # F.1**

Director's report.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Development Tracking 20251113

**City of Green Bay Development Tracker (Large Scale) - November 2025**

	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
<b>Multi-family</b>								
1	US Bank Redevelopment	Living Downtown LLC	425 Pine Street	Market multi-family rental, commercial	Construction underway	Total #	Under 80%	\$9,600,000.00
						66	0	
2	1116 Hobart Drive	Moski Corp	1116 Hobart Drive	Market multifamily	Construction underway	Total #	Under 80%	\$3,000,000.00
						30	0	
3	Merge @ Shipyard	Merge LLC	239 Arndt Street	Market multi-family rental, retail	2025 construction start anticipated	Total #	Under 80%	\$21,000,000.00
						225	0	
4	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Mixed Income rental 148 rental units, 27 townhomes	Design and due diligence underway, due at Jan RDA mtg	Total #	Under 80%	tbd
						175	tbd	
5	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Construction underway	Total #	Under 80%	\$11,000,000.00
						95	0	
6	Former Badger Sheet Metal	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Sept. DA approval. Construction Summer 2026	Total #	Under 80%	\$19,000,000.00
						85	85	
7	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	Construction underway	Total #	Under 80%	\$38,000,000.00
						268	0	
8	222 Cherry St LLC	Peter Nugent	216-222 Cherry St	Market rate apts with retail 1st floor	DA amendment terms under negotiation	Total #	Under 80%	\$10,500,000.00
						71	0	
9	One Astor	Spark Development	100 E. Mason	Market rate multi-family rental	DA approved in April. 2025 construction start anticipated	Total #	Under 80%	\$15,500,000.00
						125	0	
<b>Single-family</b>								
10	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Construction underway	Total #	Under 80%	\$8,000,000.00
						29	0	
						Total #	Under 80%	

11	The Pines	Broadway Realty	0 Deuchert Street	Single family housing with new roads	DA approved in May.	41	0	\$10,000,000.00
<b>Commercial</b>								
12	S&S Buildings	Investment Creations	227 E Walnut, & 109 N Adams	Mixed use law office, retail, market rate apartment	Construction underway	Total # 1	Under 80% 0	\$1,500,000.00
13	Fire Station One	MOWGS LLC	501 S. Washington	Fire station rehab conversion to commercial uses	DA approved in May. Rehab work underway.	Total # 0	Under 80% 0	\$1,000,000.00
14	C. Reiss Relocation	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	County approved agreement in June 2025.	Total # 0	Under 80% 0	TBD
<b>Industrial</b>								
15	WE Hoban Co.	Hoban Real Estate	Finger Rd at Northview Rd	Industrial	Construction underway	Total # 0	Under 80% 0	\$10,500,000.00
16	Grandview - Keller 9 Acres	Keller client	Erie Rd south of Mason	Industrial	180-day Planning Option approved in October	Total # 0	Under 80% 0	tbd
<b>Park/Public</b>								
17	Shipyards Phase 2	City/RDA	100 W. Mason	Event lawn, dog park, urban beach, splash pad, playground, restrooms	Construction planned to start in 2026.	Total # 0	Under 80% 0	\$0.00

<b>COLOR KEY</b>
Multi-family
Single-family
Commercial
Industrial
Park/Public

	Units	Under 80%	Value
<b>TOTALS</b>	<b>1,211</b>	<b>94</b>	<b>\$158,600,000.00</b>