

Town of Geneva

Debra L. Kirch, CMC/WCMC, Clerk/Treasurer
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Dear Lodging Operators:

- All short-term lodging establishments in the Town of Geneva are required to pay a 6% room tax on a quarterly basis.
- Annual Business License required (cost \$25)
- Annual Short-Term Rental License required (cost \$250)
- Owners who rent through third-party vendors (Airbnb, VRBO, etc.) are not required to submit payments with their reports, as the third-party vendor will forward that. However, you are still required to complete the quarterly and annual reports in full and provide your earnings information.
- A sample Quarterly form is available online to assist you in completing the calculations. State Statute and Town Ordinances provide for a penalty/interest on late returns.
- You will be required to provide proof that the room tax from the third-party vendor is being paid to the Town of Geneva and **NOT** the City of Lake Geneva.
- All forms and Ordinances are available at: www.townofgenevawi.com under Forms & Permits.
- Review revised Ordinance No. 30 – Room Tax [ORDIN-30.pdf](#)
- Review revised Ordinance No. 77 – Regulate Short-Term Rentals [ORDIN-77.pdf](#)
- Contact me at the number above if you need the forms mailed to you.
- All licenses expire June 30th. If not renewed prior to July 1st, you will be assessed a late fee of \$100. Return your forms ASAP to ensure your licenses are renewed on time.
- Let us know if you are no longer doing short-term rentals.
- Below is the list of forms due, with their due dates.

FORM

Short-Term Rental (STR) License	Term 7/1 - 6/30
Business License	Term 7/1 - 6/30
STR Quarterly Return	Due 30 Days after quarter end
STR Annual Return	Due 1/31

LINK

STR License Application 2024.pdf
Business License.pdf
STR Quarterly Return.pdf
STR Annual Return.pdf

If you've already sent in your short-term rental license application, it will need to be redone. Payments sent can be subtracted from the new amount due. You are responsible for completing, renewing, and turning your documents in on time.

You can reach me at the email or number above if you have any questions.

Sincerely,

Debra L. Kirch

Debra L. Kirch, CMC/WCMC
Clerk/Treasurer
Town of Geneva