



**VTSTRA**

VERMONT SHORT TERM RENTAL ALLIANCE

# ANNUAL REPORT 2022

Advancing a responsible  
vacation rental and homestay  
industry in Vermont.

Prepared by:

**Julie Marks**, Founder & Director  
director@vtstra.org

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# 2022 in Review

**Julie Marks**, Founder & Director  
director@vtstra.org



## We've Put Vacation Rentals on the Map

**Amid heightened concern for Vermont's workforce housing stock, VTSTRA kept the value of the vacation rental industry front and center.**

In 2022, Vermont--like many rural northeastern destinations--experienced an unprecedented influx of new residents and temporary remote workers, creating a surge in housing demand. This, compounded by the fact that new housing development has lagged decades behind the pace of Vermont's population growth, caused the state's home and rent prices to reach record highs.

While the media did its best to slander and blame short-term rentals (STR) for the current housing situation, the data--and our members--continued to tell a different story.

At our first annual STR Conference & Trade Show in June 2022, we demonstrated to policymakers and the media the many benefits and opportunities that the vacation rental industry brings to Vermont.

Vacation rental reservations contributed over \$48 million to the state's general fund through the collection of the Meals and Rooms Tax, and accommodated over 350,000 visitors in 2022 alone. With ~10,000 STRs accounting for only 3% of Vermont's total housing stock, affordable housing professionals from the Vermont Housing Finance Agency (VHFA) and the Department of Housing and Community Development (DHCD) determined that zoning reform and housing rehabilitation incentive programs were the most effective methods for increasing affordable housing supply.

By tapping into industry resources and partners, VTSTRA has illuminated the economic impact of STRs on our local economy. By listening to and working with local experts, VTSTRA has earned a reputation as a trusted community partner. And by continuing to grow our membership and show up for conversations, VTSTRA has put the vacation rental industry firmly on the map and earned our seat at the table.

~Thank you for a productive year, Julie

# MISSION, VISION & VALUES



## VISION STATEMENT

Our vision is to be the voice for the vacation home and short-term rental industry in Vermont.



Photo Courtesy of VTSTRA Member,  
[Stone City Treehouse](#)

## MISSION STATEMENT

Our mission is to represent and advance the interests of short-term rental operators and vacation rental owners in Vermont; while providing members with the educational, networking, and other resources they need to run responsible and profitable businesses.

## VALUES STATEMENT

We value a thriving vacation home and short-term rental industry that:

- Strengthens the Vermont economy
- Prioritizes guest safety
- Offers exceptional hospitality
- Promotes the best of Vermont
- Respects the well-being of neighbors
- Cares for our communities & natural environment



# BOARD OF DIRECTORS



**Julie Marks, Chair**  
 Burlington housing provider  
 & owner of [Homestead  
 Hospitality](#) vacation rentals  
 in Jericho, Vermont

In 2022, VTSTRA was entirely run and governed by volunteers. All VTSTRA Board of Directors are members of the organization and committed to the mission, vision, and values of VTSTRA. Full bios at [www.vtstra.org/about](http://www.vtstra.org/about).

Members vote to elect Board of Directors at the VTSTRA Annual Meeting. Up to 13 members may serve on the board.

To apply, email: [director@vtstra.org](mailto:director@vtstra.org)



**Lucas Jenson, Treasurer**  
 Burlington housing provider  
 & STR host in Burlington &  
 South Hero, Vermont



**Sibylle Kim, Secretary**  
 Owner of [Villa Ausblick  
 vacation rental](#) in Waterbury,  
 Vermont



**Matt Latham, Member**  
 Owner of [Storied Stay](#)  
 vacation rentals in  
 Manchester, Vermont



**Carin McCarthy, Member**  
 Owner of [Vermont Bed &  
 Breakfast at Russel Young  
 Farm](#) in Bristol, Vermont

# 2022 GOALS & OBJECTIVES

Each year, VTSTRA dedicates its resources to three types of activities: advocacy, education, and community-building. In 2022, each program area focused on objectives for growth and development. These goals were inspired by our members who submitted live feedback during the Annual Member Meeting on March 3, 2022.

In 2022, the year after its establishment, the association prioritized the development of its:

- capacity to provide value to members and decision-makers;
- ability to educate homeowners, the general public, and government officials; and
- connections with local communities and business partners.

Milestones and tactics for achieving each goal were outlined in VTSTRA's 2021-2024 Strategic Plan (internal document).

## ADVOCACY GOAL:



Develop messaging that generates widespread appreciation for STRs in Vermont

## EDUCATION GOAL:



Develop materials that inform members of their rights and responsibilities as vacation rental owners

## COMMUNITY GOAL:



Develop strategies for growing the association's membership, leadership, and partnerships



Photo courtesy of VTSTRA Member,  
The Vermont A-Frame



# ADVOCACY ACHIEVEMENTS

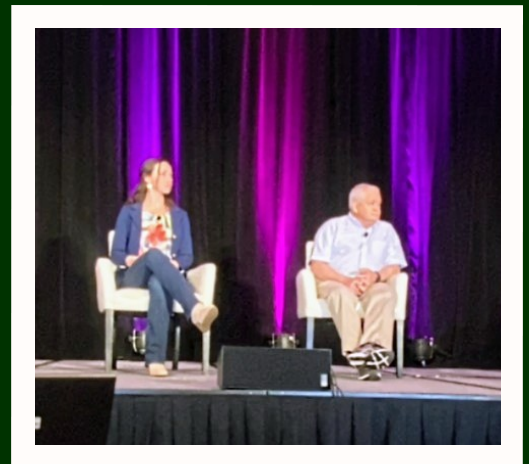
## LOBBYING & POLITICAL STRATEGY

VTSTRA retained its contract with [MMR, LLC](#) to receive legislative monitoring services, political strategy advising, and policy development assistance in 2022. MMR, LLC assisted VTSTRA in preparing and presenting verbal and written testimony presented to the Vermont House Committee on General Housing, and provided monthly updates to the VTSTRA Policy & Advocacy Committee. Several other communications were published throughout the year aimed at advancing the representation of VTSTRA members' interests in policy development at the state and municipal levels.

## TALKS & TESTIMONY

In 2022, VTSTRA's Director engaged in a number of speaking events & advocacy opportunities, including:

- Testifying before the VT State House Committee on General, Housing & Military Affairs on bill S.79 and S.210 ([watch recording here](#))
- Representing Vermont STR hosts on a live radio interview hosted by Vermont Edition on Vermont Public ([listen here](#))
- Presenting educational content to the Northwestern Vermont Realtors Association
- Being featured in an article published by VRM Intel ([read here](#))
- Speaking on a keynote panel on STR advocacy at the Vacation Rental Management Association (VRMA) Spring Form Conference
- Appearing on Season 4 of the 'How to Save your Vacation Rental' Podcast by Dana Lubner ([listen here](#))



Above: Julie Marks on stage at 2022 VRMA Spring Forum with Scott Leggat, Co-Chair of the VRMA Government Affairs Committee

## GRASSROOTS EFFORTS & ENGAGEMENT

VTSTRA's grassroots efforts accelerated as [STR regulations were debated](#) in almost every major tourist destination across Vermont in 2022. As local policy discussions began, VTSTRA established new Local Chapters and optimized its volunteer Chapter Leader positions to better assist local community members with their grassroots advocacy. 2022 saw the launch of new Local Chapters of VTSTRA in the Jay Peak Area, the Mad River Valley, the Okemo Valley, and the Stowe-Smugglers' Area.

Housing availability and affordability was a key issue in 2022. To help identify and understand the vacation rental industry's role in Vermont's housing market, VTSTRA supported the [Mad River Valley Planning District](#) and the [Lamoille County Working Communities Challenge](#) in their independent efforts to design and disseminate an STR survey. VTSTRA also attended the [Vermont Housing Conference](#) to learn about the latest housing challenges and proposed solutions by the states leading housing experts.

# EDUCATION ACHIEVEMENTS

## ANNUAL CONFERENCE & TRADE SHOW EVENT

In June 2022, VTSTRA hosted its first annual [Short Term Rental Conference & Trade Show](#) event. The event was held at the Capital Plaza Hotel in the state capital of Montpelier and brought 20 vendors and roughly 130 short-term rental owners, managers, and other interested community members together to explore the many opportunities that vacation rentals can bring to Vermont's economy and its people. Conference speakers included:

- Maura Collins, Executive Director, Vermont Housing Finance Agency
- Justin Ford, STR Safety Expert, Breezeway
- Bruce Douglas, Manager, Wastewater Program for VT Dept. of Environmental Conservation
- David Krauss, CEO, Rent Responsibly
- Anna Vaughn, Strategic Partnerships, GovOS
- [And many more](#)



Above: Attendees at the 2022 Vermont STR Conference & Trade Show

## PUBLICATIONS

Many new and improved online resources were developed and published to the vtstra.org website, including:

- [STR Trends and Data Factsheet](#)
- [FAQ page](#)
- [Mythbusters factsheet](#)
- [Local Regulation Tracker](#)

## WEBINAR SERIES

Every year from November - April, VTSTRA hosts regular educational webinars aimed at connecting Vermont STR hosts with the services, products, and information they need to run more responsible and sustainable businesses. Educational session topics in 2022 included:

- STR Insurance, by Safely
- STR Safety, by Breezeway
- Noise Monitoring Technology, by Minut

## NEWSLETTERS

In 2022, VTSTRA published 48 e-newsletters to a growing audience that exceeded 1,300 [subscribers](#) by the end of the year, with a high reader engagement, averaging a 61% email open rate.



# COMMUNITY ACHIEVEMENTS

## ALLIANCE MEMBERS

VTSTRA added nearly 100 new members to its association in 2022--more than doubling its membership from the prior year. In December 2022, the association transitioned to a new membership management system, powered by Tradewing, which offers members an exclusive and secure platform where they can engage in direct discussions with one another and host virtual group meetings. The new community platform, nicknamed "[MyVTSTRA](#)", also offers a directory for businesses and service providers to promote their companies to members.

## NETWORKING EVENTS

2022 networking & community-building activities included:

- Hosting local "Sip n' STR" community social events in the towns of Burlington, Montgomery, Waitsfield, and Waterbury
- Sponsoring the International Workshop on Agritourism
- Presenting at the VRPOME Annual Conference
- Speaking at the VRMA Spring Forum Conference
- Attending the VRMA International Conference
- Attending the Vermont Housing Conference

## FRIENDS & PARTNERS

VTSTRA would like to thank our [supporting business partners](#) and the many organizations that help us achieve our goals. They include, but are not limited to:

- Rent Responsibly, Sustaining Partner
- GovOS, Sustaining Partner
- Generali Global Assistance, Sustaining Partner
- Minoan, Sustaining Partner
- Anastasia Surmava & Colin Pomer, Financial Advisors, Sustaining Partner
- Proper Insurance, Sustaining Partner
- Quechee Lake Rentals, Advancing Partner
- Brookshire Properties, Advancing Partner
- Breezeway, Advancing Partner
- Safely, Advancing Partner
- The Killington Group, Contributing Partner
- Chantal Pilon, Realtor, Contributing Partner
- Westbrook Management, Contributing Partner
- VT Vacation Concierge, Contributing Partner
- Minut, Contributing Partner
- Vermont Landlord Association, Friend
- Vermont Association of Realtors, Friend
- Vermont Housing Finance Agency, Friend
- VRMA, Friend
- Airbnb, Friend
- Vrbo/Expedia Group, Friend



# 2022 FINANCIAL OVERVIEW

## GROSS REVENUE

**164** MEMBERS

ANNUAL MEMBERSHIP DUES

▲ \$ 34,270

**9** BUSINESS PARTNERS

ANNUAL BUSINESS PARTNER CONTRIBUTIONS

▲ \$ 4,250

**20** EVENT SPONSORS

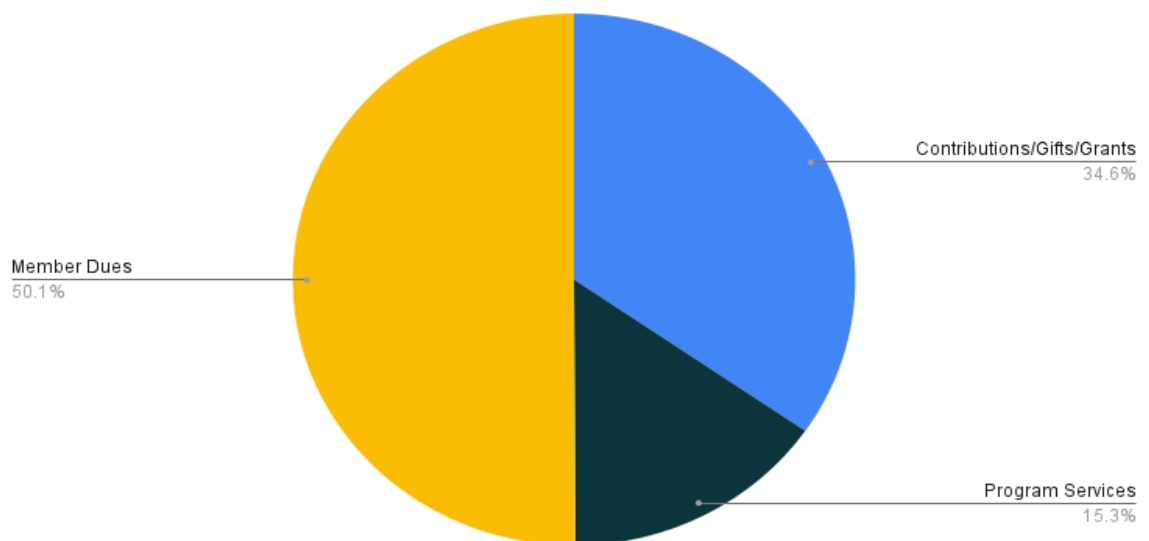
EVENT SPONSORSHIP CONTRIBUTIONS

▲ \$ 15,700

**132** EVENT ADMISSIONS

EVENT ADMISSION REVENUE

▲ \$ 10,460

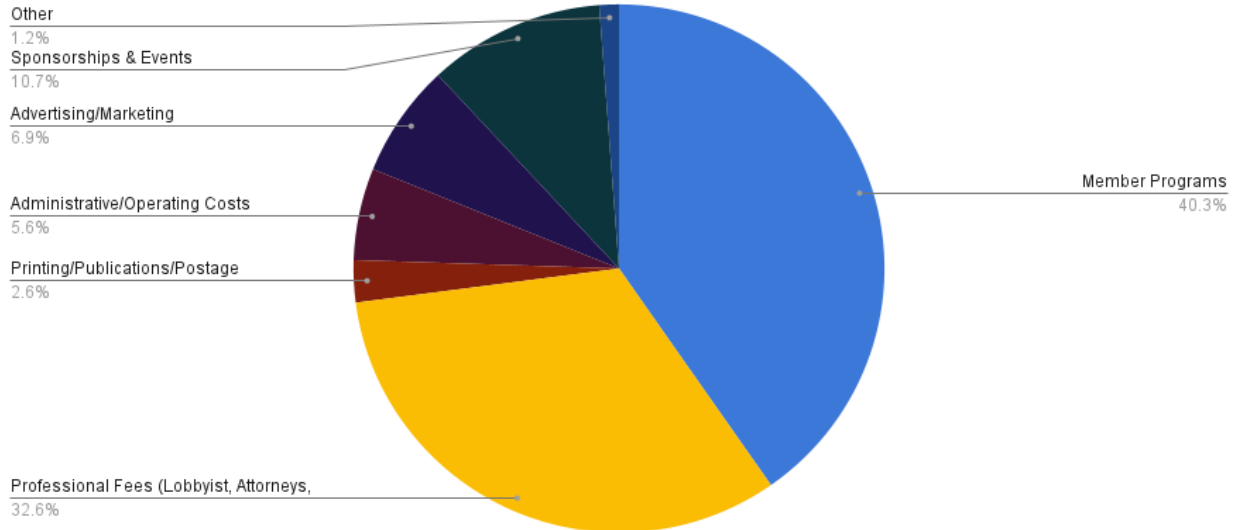


TOTAL REVENUE IN 2022 = \$68,432



# 2022 FINANCIAL OVERVIEW

## SPEND ANALYSIS



TOTAL SPENDING IN 2022 = \$59,052

## DETAILED MONTHLY EXPENSES

Expenses paid by Vermont Short Term Rental Alliance, Inc.	2022 Tax Year												Totals
	January	February	March	April	May	June	July	August	September	October	November	December	
<b>Administration</b>													
Website (Squarespace domain & add-ons)	\$ 300.00	\$ 64.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 1,404.00
Cloud Storage of Communication (Zoom) - Monthly	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 480.00
Email Communication (Google Workspace via Squarespace)	\$ 14.00	\$ 14.00	\$ 14.00	\$ 14.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 56.00
Mail Communication (Richmond US Post Office) - Annual	\$ -	\$ 130.00	\$ 12.99	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 142.99
Office supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 31.59	\$ 50.28	\$ -	\$ -	\$ -	\$ -	\$ 81.87
Accounting Expenses (CPA)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Registration - Nonprofit Corporation (Secretary of State)	\$ 45.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45.00
Refunds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 278.84	\$ -	\$ 278.84
													\$ 1,584.70
<b>Outreach &amp; Marketing</b>													
Advertising (Print & Digital)	\$ -	\$ 174.69	\$ 1,086.18	\$ 1,087.00	\$ 737.00	\$ 49.99	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,744.86
Collateral (Brochures, Flyers, Business Cards, Stickers)	\$ -	\$ -	\$ -	\$ 32.50	\$ -	\$ -	\$ 201.18	\$ 540.41	\$ 143.00	\$ 77.50	\$ -	\$ -	\$ 994.59
Email Marketing (MailChimp) - Monthly	\$ -	\$ -	\$ -	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 23.00	\$ 207.00
Subscription (Canva) - Annual	\$ -	\$ -	\$ -	\$ -	\$ 119.99	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119.99
Material Assets (Durable)	\$ -	\$ -	\$ -	\$ -	\$ 272.69	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 272.69
													\$ 5,339.13
<b>Lobbying &amp; Legal Services</b>													
Lobbying (MMR, LLC)	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 15,000.00
Legal Fees (MSK Attorneys & John Franco Esq.)	\$ 2,430.00	\$ 389.05	\$ 403.85	\$ 255.88	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,478.78
													\$ 18,478.78
<b>Community Building &amp; Education</b>													
Meeting Communication (Zoom) - Annual (May)	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 149.90	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 589.90
Webinar Communication (Zoom) - Monthly	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 948.00
VTSTRA-hosted Events	\$ -	\$ -	\$ 500.00	\$ -	\$ 1,444.77	\$ 13,542.71	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 18,487.48
Sponsorships & Networking Events	\$ -	\$ 1,318.41	\$ 1,000.00	\$ 484.86	\$ -	\$ -	\$ -	\$ -	\$ 2,115.16	\$ 434.23	\$ 1,000.00	\$ -	\$ 6,352.66
News/Media Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42.80	\$ -	\$ 42.80
Subscription (Piklochart) - Annual	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39.99	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39.99
Payment Processing Fee - Squarespace (3%)	\$ 21.50	\$ 13.50	\$ 84.50	\$ 28.00	\$ 15.60	\$ 22.25	\$ 48.50	\$ 44.00	\$ 44.00	\$ 35.75	\$ 42.00	\$ 35.75	\$ 435.35
Payment Processing Fees - Stripe	\$ 53.75	\$ 38.35	\$ 180.95	\$ 85.10	\$ 53.06	\$ 67.85	\$ 147.57	\$ 135.42	\$ 135.43	\$ 108.80	\$ 128.73	\$ 109.40	\$ 1,244.41
Subscription (SurveyMonkey) - Annual	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 384.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 384.00
Subscription (QR Code Generator) - Annual	\$ -	\$ -	\$ -	\$ 125.51	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 125.51
Subscription (Trading Community Platform) - Annual	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00
<b>Totals:</b>	<b>\$4,273.25</b>	<b>\$3,551.00</b>	<b>\$4,795.47</b>	<b>\$3,648.85</b>	<b>\$4,289.01</b>	<b>\$15,218.80</b>	<b>\$2,888.83</b>	<b>\$2,306.11</b>	<b>\$3,973.59</b>	<b>\$7,192.28</b>	<b>\$6,028.37</b>	<b>\$2,291.15</b>	<b>\$59,052.71</b>

## REGISTERED INFORMATION

BUSINESS NAME: VERMONT SHORT TERM RENTAL ALLIANCE, INC. ("VTSTRA")

ADDRESS: P.O. BOX 282, RICHMOND, VT 05477 USA

PHONE: 802-829-4024

EMAIL: DIRECTOR@VTSTRA.ORG

WEBSITE: WWW.VTSTRA.ORG

FEDERAL TAX EIN: 87-3212594

TAX-EXEMPTION STATUS: Registered under 501(c)(6) of the Federal IRS Code.

