



Photo of VTSTRA Member,
Rock Garden Rentals



VTSTRA

VERMONT SHORT TERM RENTAL ALLIANCE

*Responsible hosts
for reasonable regulation*

ANNUAL REPORT 2023

Prepared by:

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Welcome to your STR community!

Words from the Executive Director

Julie Marks, Founder & Executive Director



2023 was a transformative year in more ways than one.

Reflecting upon the actions and decisions that our organization made this year, I can't help but recognize the major milestones we surpassed. We hired our first part-time employee. We ran our first PR campaign on social media. We published our first advocacy training manual. And our conference made the news on Vermont Public for the first time. We began as a volunteer-run advocacy group and have transformed into a credible industry association.

This year was also physically transformative. 2023 will be remembered in infamy for the devastating flood damage to our beloved downtowns, parks, businesses, and family homes. A brutal reminder that climate change resiliency and sustainable tourism initiatives should be a top priority for us all.

As Vermont grappled with climate concerns, it also made way for the transformation of our communities. With the intent of enticing affordable housing development in downtowns, the passing of the HOME Act led to zoning reform that triggered a myriad of rapidly proposed and misinformed short-term rental regulations across the state.

The increasing pressures we face means our transformation is not complete. We must continue to grow and improve in order to meet the challenges of the moment. I'm confident that our momentum from 2023 will continue to accelerate and allow us to turn every new challenge into another opportunity to do better.

Thank you for being a part of this journey,
~Julie

MISSION, VISION & VALUES



VISION STATEMENT

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

MISSION STATEMENT

Our mission is to represent and advance the interests of short-term rental owners and vacation rental managers 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



Carin McCarthy, President
Owner of [Vermont Bed & Breakfast at Russel Young Farm](#) in Bristol, Vermont. Director since 2021.



Sibylle Kim, Secretary
Owner of [Villa Ausblick vacation rental](#) in Waterbury, Vermont. Director since 2021.



Lucas Jenson, Treasurer
STR owner in Burlington & South Hero, Vermont. Director since 2021 (stepped down in June).



Matt Latham
Owner of [Storied Stay](#) vacation rentals in Manchester, Vermont. Director since 2021.



Erica Reynolds, Treasurer
STR owner in Wilmington, Vermont. Director since 2023.



Palmer Lintz
STR owner in Middletown Springs, Vermont. Director since 2023.

2023 GOALS & OBJECTIVES

Each year, the Vermont Short Term Rental Alliance (VTSTRA) dedicates its resources to three types of activities: advocacy, education, and community-building.

In 2023, each program area focused on objectives for expanding the organization's brand awareness, political influence, and member benefits. Milestones and tactics for achieving each goal were outlined in VTSTRA's 2021-2024 Strategic Plan (internal document).

ADVOCACY GOAL:



Expand efforts to achieve widespread appreciation for the vacation rental industry across Vermont

EDUCATION GOAL:



Expand content and distribution of educational materials to reach legislators, municipal leaders, and the media

COMMUNITY GOAL:



Expand strategies for building community by growing membership, forming local chapters, and attracting new partnerships



ADVOCACY ACHIEVEMENTS

LOBBYING & GOVERNMENT AFFAIRS

VTSTRA retained its contract with Matt McMahon at [MMR, LLC](#) to receive continued legislative monitoring services, political strategy advising, and policy development assistance in 2023. Matt assisted VTSTRA in preparing and presenting verbal and written testimony to the State House Committee on General Housing and the State Senate Committee on Economic Development. Matt continued to provide monthly legislative updates to the VTSTRA Policy & Advocacy Committee and direct support to the Executive Director.

TALKS & TESTIMONY

In 2023, VTSTRA's Executive Director provided a number of presentations and testimonials, including but not limited to:

- Testifying before the VT State House Committee on General Housing regarding [H.276](#), an act related to creating a rental registry; and the Senate Economic Development Committee on [S.69](#), an act relating to a surcharge on nonprimary dwellings.
- Presenting data and regulatory recommendations to municipal governing boards in Stowe, Morristown, Woodstock, and Ludlow.
- Presenting data and regulatory solutions at the [Vermont League of Cities and Towns \(VLCT\)](#), 2023 Town Fair and the [Vermont Tourism Summit](#).
- Repeatedly representing Vermont STR hosts in the local media--on television, radio, and in print.
- Presenting on STR advocacy at the [Vacation Rental Management Association \(VRMA\)](#) International Conference.

GRASSROOTS EFFORTS

In 2023, nearly every town in Vermont was required to revise their zoning bylaws as result of the HOME Act. In turn, STR regulations became a focus in nearly every community at once. In response to the immense need for grassroots advocacy, VTSTRA authored and published a first edition of its "[Advocacy Playbook: An essential guide for protecting your STR from unfair regulation](#)".

This new training manual is now available online to all VTSTRA members.

The VTSTRA Advocacy Playbook

By the Vermont Short Term Rental Alliance, Inc.



Essential Guide for Protecting Your
STR from Unfair Regulation



For VTSTRA Members only. Do not reproduce or distribute.

November 2023 Edition

ADVOCACY ACHIEVEMENTS

SHIFTING THE NARRATIVE

Misinformation and negative perceptions are the greatest threats to our members' interests. In 2023, VTSTRA invested heavily in initiatives that spread the truth about Vermont's short-term rental community, economy, and vast stakeholders. From having some of the biggest names in Vermont's government agencies and business associations speak at our annual conference, to running a 3-month social media campaign highlighting the real-life stories of 3 local hosts and 3 local industry service providers, our messages reached a wider audience than ever before. Thank you to [Zoom Zoom Creative Co.](#) for capturing photos and stories of our community members.



Vermont's economy relies on tourism

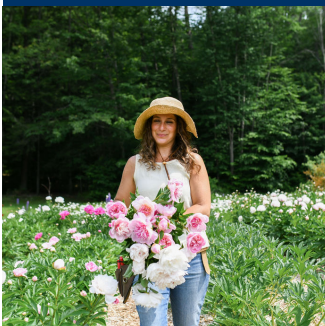


Vacation rentals create business opportunities for Vermonters

Reasonable regulations benefit everyone



VTSTRA members are committed to health & safety



Vacation rentals embody the Vermont experience



VTSTRA members are small business owners

VTSTRA members are raising families



VTSTRA members are aging in place



EDUCATION ACHIEVEMENTS

2023 STR CONFERENCE & TRADE SHOW EVENT

VTSTRA hosted its second annual Conference & Trade Show in South Burlington, November 12 - 14, 2023. The 2.5-day event included 27 sponsors, 29 speakers, and 180+ attendees, with 50% of the attendees being Vermont residents.

Highlighted educational content included but was not limited to:

- Tourism and travel trends
- Vermont laws and regulations
- Fire & life safety for guests
- Risk & liability for owners and managers
- Software & technologies for STR business development
- Standards & best practices for responsible hosting



Photos by Bobbi LoCicero

PUBLIC RESOURCES

Additional resources were developed & added to www.VTSTRA.org, including:

- [Model STR Ordinance & Registration Form](#)
- [Media Page \(catalog of presentations & interviews\)](#)

WEBINARS

Educational webinars presented in 2023:

- Master the Basics of Dynamic Pricing & Revenue Management, by PriceLabs
- Rental Properties & Your Financial Future, by Anatasia Surmava & Colin Pomer

NEWSLETTERS

Our newsletters provide local regulation alerts, announcements of events, and links to relevant articles and news stories. In 2023, VTSTRA published 36 e-newsletters to a growing audience that exceeded 1,600 subscribers by the end of the year, with a high reader engagement, averaging a 60% email open rate.

COMMUNITY ACHIEVEMENTS

ALLIANCE MEMBERS

VTSTRA's community of members grew to 225 homeowners and property management companies by the end of 2023, representing our diverse industry of small business owners, vacation home owners, farmstay and homestay hosts, property managers & their employees, and more.

LOCAL NETWORKING EVENTS

VTSTRA organizes local "Sip n' STR"s--free networking events--to bring community members together and talk about short-term rental issues. In 2023, VTSTRA held Sip n' STRs in the towns of Stowe (hosted at Picasso Pizzeria), Essex (hosted at the Essex Experience) and Ludlow (hosted at Calcutta's Restaurant).

INDUSTRY NETWORKING EVENTS

VTSTRA participates in industry events in order to build and strengthen relationships with business partners, government agencies, industry vendors, and other STR experts and advocates. In 2023, VTSTRA participated in the:

- SPARK Retreat for Alliance Leaders run by Rent Responsibly
- Tourism Day at the Vermont Statehouse
- Vermont Tourism Summit
- Vacation Rental Management Association International Conference
- Vermont League of Cities & Towns Town Fair

MEMBER ENGAGEMENT & RECOGNITION

In 2023, VTSTRA transitioned its member management system to a new online community hosted by the [Rent Responsibly Network](#). Our new member portal offers an exclusive online community for our members to access insider resources, participate in discussion boards, attend internal meetings, and receive special news, announcements, and vendor discounts. We hope to increase the visibility of our members' commitment to our [Standards for Responsible Hosting](#) by providing them with digital badges and membership cards.



COMMUNITY ACHIEVEMENTS

CHARITABLE OPPORTUNITIES

Every year, VTSTRA engages in as many charitable opportunities as possible. In 2023, we are especially proud of our members who:

- Offered a generous in-kind donation to support the annual COTS Walk fundraiser to end homelessness in Vermont
- Offered to donate their homes during our Emergency Accommodation Program that was launched in the immediate aftermath of the devastating July floods
- Contributed donations to our end of year Holiday Fundraiser. This year we raised \$670 for the Vermont Field Office of the U.S. Committee for Refugees and Immigrants.



**If you can't get home,
maybe we can help.**

Get connected with
Vacation Rental Hosts
donating their spaces
to families in need.



FRIENDS & PARTNERS

VTSTRA would like to acknowledge the wide range of support and collaborations we enjoyed in 2023 from our many [partners](#) and friends. In no particular order they include, but are not limited to:

- Vermont Dept. of Tourism & Marketing
- Vermont Chamber of Commerce
- Vermont Futures Project
- Vermont Landlord Association
- Vermont Association of Realtors
- Vermont Housing Finance Agency
- Vermont Fresh Network
- Stowe Area Association
- Essex Experience
- Stayclass (VermontProperty.com)
- People's Trust Company of Vermont
- Vermont Real Estate Investors Assoc.
- Rent Responsibly
- Proper Insurance
- GovOS
- Keydata Dashboard
- Lighthouse (formerly Transparent)
- VRMA
- Airbnb
- Expedia Group
- Breezeway
- Minoan
- Minut
- Hipcamp
- ...and many, many more!!

2023 FINANCIAL OVERVIEW

GROSS REVENUE

225 MEMBERS

ANNUAL MEMBERSHIP DUES

▲ \$ 45,661

3 BUSINESS PARTNERS

ANNUAL BUSINESS PARTNER CONTRIBUTIONS

▲ \$ 1,242

27 EVENT SPONSORS

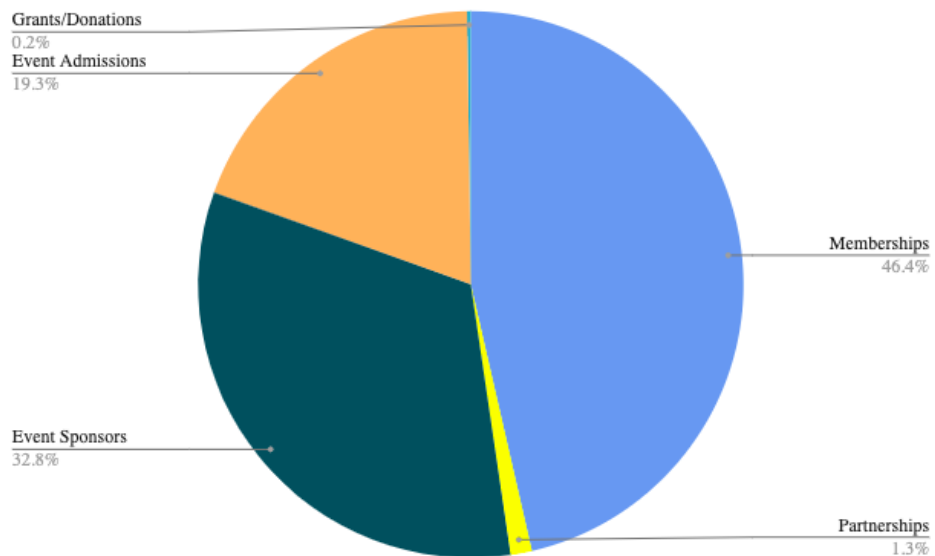
EVENT SPONSORSHIP CONTRIBUTIONS

▲ \$ 32,274

182 EVENT ADMISSIONS

EVENT ADMISSION REVENUE

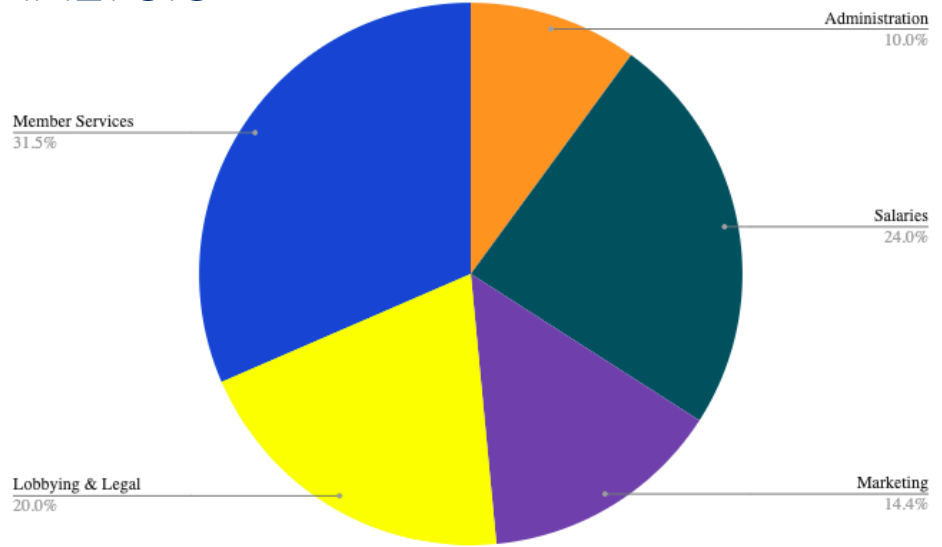
▲ \$ 19,012



TOTAL REVENUE IN 2023 = \$98,413

2023 FINANCIAL OVERVIEW

SPEND ANALYSIS



DETAILED EXPENSES

Expenses	
Website & Email Capabilities	\$919.60
Zoom Communications & Data Storage	\$369.22
Phone & Voicemail	\$0.00
PO Box Rental	\$146.00
Business Registration	\$45.00
Banking Services	\$0.00
Office Supplies	\$8.34
Executive Director Salary	\$19,377.00
Accounting & Tax Services	\$775.00
Payroll Services	\$1,161.01
Legal Counsel	\$126.00
Hired PR Services	\$7,000.00
Advertising	\$2,326.02
Collateral	\$1,759.19
Newsletter Communications	\$330.75
Creative Asset Development Software	\$436.62
Data Collection Software	\$468.00
Durable Assets	\$428.24
Hired Lobbying Services	\$15,210.00
VTSTRA-Hosted Events	\$13,957.15
Business Memberships	\$341.80
Industry Networking Events	\$9,026.90
Member Management Software Subscription	\$5,995.00
Misc.	\$415.50
TOTAL:	\$80,622.34

TOTAL EXPENSES
PAID OUT IN 2023
= \$80,622

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: INFO@VTSTRA.ORG

WEBSITE: WWW.VTSTRA.ORG

FEDERAL TAX EIN: 87-3212594

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

