



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/242-3100

www.cityofmequonwi.gov

Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, May 19, 2026 - 8:00 AM
Christine Nuernberg Hall

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes**
- 3) Appoint Chair and Vice Chair**
- 4) Port Washington Road Market Outreach**
- 5) RevPar Hotel Room Tax**
- 6) Staff Updates**
- 7) Announcements**
The next meeting is Tuesday, June 23, 2026, at 8:00 a.m.
- 8) Adjourn**

DATED: May 14, 2026

/s/ Timothy Carr, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting. Persons with disabilities requiring accommodation for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Clerk's Office at 262-236-2914, Monday through Friday, 8:00 AM – 4:30 PM.



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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, April 28, 2026 - 8:00 AM
Christine Nuernberg Hall
Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chairman Carr at 8:01 a.m. and roll call was taken.

Present:

Chair Carr, Alderman Gebhardt, Board Member Boyd, Board Member Engel, Board Member Kramer, Board Member Plautz

Also present: Director of Community Development Kim Tollefson and Administrative Assistant Robin Buzzell.

2) Approval of Meeting Minutes

MOTION:	Approve Minutes
MOVER:	Board Member Colin Boyd
SECONDER:	Alderman William Gebhardt
AYES:	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Michael Kramer, Board Member Inge Plautz
NAYS:	None
	Approved by Voice Acclamation

3) Port Washington Road Market Analysis Recommendations & TID No. 4 and No. 5

Director Kim Tollefson stated that the Board previously agreed that a small committee should meet with the property owners one on one. Staff will coordinate blocks of time for those meetings; typically 1/2-day block at a time. She stated that this morning she will review each of the targeted sites with the Board to familiarize everyone with the sites as a precursor to the property owner meetings, enabling the Board to better understand the property conditions, the current zoning, and what the market analysis suggests.

She reviewed the sites individually listed on the chart on page 15 of the Board packet.

Dir. Tollefson stated phase I will comprise of meetings with the property owners and have continuity of committee members delivering the same message. Dir. Tollefson also stated she will contact the appropriate alderperson for each property visit. Phase II will consist of a committee that will work on the developer/broker roundtable.

Topics of the property owner meetings will cover the following:

- 2 TIF districts - provide information about the districts and tools that are offered.
- The Market Analysis - recommendations as well as competitive market data that may be beneficial.
- Rezoning -what the City is contemplating and how that could affect the property.
- Inform the owner that their site was highlighted as a priority redevelopment site and how the city might be able to help partner or promote it.

There was consensus from the Board to move forward with these efforts.

4) RevPar Hotel Room Tax

Dir. Tollefson stated that page 10 in the Board packet includes a comparable tax chart of the surrounding municipalities. Even if a 5% tax is implemented, Mequon will still be one of the lowest two in the county as well as lowest of the communities included in the market analysis. There are projections on page 14 of the Board packet based on historic tax revenue, projected occupancy rates and rates of the rooms through 2035 showing what revenue the city could collect based on a 5% and 8% room tax. It also shows the 70-30 split of the tax; 30% can go to the City's general fund and 70% must go to tourism development.

She explained that an internal meeting will take place to discuss the operations and administration that would be required. There are already expenditures being made by the city that would qualify for tourism development events, such as Fun Before the Fourth, Taste of Mequon, Winter Wonderland. Additionally, contributions are made to Ozaukee Economic Development programs, Chamber of Commerce activities, as well as opportunities for sports and recreational events.

With the development and programming for the proposed Mequon Commons; the costs for programming the spaces along with the infrastructure investment, there is the ability to spend the 70%.

Dir. Tollefson explained that it does require the following:

- A committee.
- A hotel representative to serve on the committee.
- Reporting (statutory requirements to ensure the money is used appropriately).
- Must meet certain thresholds per state statutes.

- Report results annually.

She commented that this item will be prepared for the June Council financial workshop. The Council needs to provide feedback on whether these efforts should continue and what tax percentage should be implemented.

There was some discussion amongst the Board about the differing percentages that could be implemented, how the revenue is dispersed to various entities and comparisons to other communities.

There is additional internal work that needs to be completed, such as creating an ordinance, identifying staff to manage the committee and reviewing the workload impact to the finance department.

The Board will take action to recommend this item at the May meeting.

5) Staff Updates

Director Tollefson gave an update about recent approvals and active developments.

6) Announcements

The next meeting is Tuesday, May 19, 2026, at 8:00 a.m.

7) Adjourn

MOTION:	Adjourn
MOVER:	Board Member Inge Plautz
SECONDER:	Board Member Michael Kramer
AYES:	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Michael Kramer, Board Member Inge Plautz
NAYS:	None
RESULT:	Approved by Voice Acclamation

The meeting adjourned at 9:34 a.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant



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Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director Community Development
DATE: May 19, 2026
SUBJECT: Port Washington Road Market Outreach

As part of the EDB's 2026 work program, staff and members intend to further the recommendation of the Port Washington Road Market Analysis. The Board discussed reaching property owners and a selection of brokers or development companies to advance redevelopment opportunities. Since the Board meeting in April, staff has secured one day in May for property owner meetings and conducted a kick-off planning meeting for a city hosted development outreach session with prospective brokers and development companies. Staff will update the Board on those activities and next steps at our meeting.

Please review the final market analysis report found here:

<https://mequonwi.portal.civicclerk.com/event/739/files/agenda/434>

Attachments:
None



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Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director Community Development
DATE: May 19, 2026
SUBJECT: RevPar Hotel Room Tax

Background

A hotel room tax was discussed by the Council at the financial workshop in May of 2025 in consideration of additional revenue sources. REVPAR Inc. prepared a refined scope for analysis of hotel room tax for the Council’s consideration which was approved in January of 2026. REVPAR Inc, findings were discussed at the Board’s March meeting and options for implementation were discussed at the Board’s April meeting (see attached REVPAR report). Since then, staff have prepared for a recommendation by the Board for consideration by the Common Council at their scheduled Financial Planning Workshop in June 2026.

Analysis

A. Evaluation of current and potential city expenditures which are eligible tourism development and promotion programs.

The following summarizes the historic five-year expenditure trend of current tourism development trends. Five-year average current annual eligible tourism development spending is \$39,796.

Annual Current Tourism Development Expenditures by City of Mequon 2021-2025

Year	City Funding Festivals Committee	Sponsorship Festivals Committee	OED	Chamber of Commerce	Fun Before the 4th	TOTAL
2025	\$7,500	\$34,628	\$1,500	\$890	\$7,500	\$52,018
2024	\$7,500	\$23,703	\$1,500	\$390	\$7,500	\$40,593
2023	\$7,500	\$28,271	\$1,500	\$390	\$7,500	\$45,161
2022	\$7,500	\$18,379	\$1,500	\$750	\$7,500	\$35,629
2021	\$7,500	\$8,332	\$1,500	\$750	\$7,500	\$25,582

**Annual Prospective Tourism Development Expenditures by City of Mequon at 6%
Lodging Tax 2027-2031**

Year	Projected Total	30% General Fund	70% Tourism	70% Tourism Breakdown	
				City Current	Remaining
2027	\$174,553.92	\$52,366.18	\$122,187.74	\$17,390.00	\$104,797.00
2028	\$179,790.54	\$53,937.16	\$125,853.38	\$17,390.00	\$108,463.00
2029	\$185,184.24	\$55,555.27	\$129,628.97	\$17,390.00	\$112,238.00
2030	\$190,739.82	\$57,221.95	\$133,517.87	\$17,390.00	\$116,127.00
2031	\$196,462.02	\$58,938.61	\$137,523.41	\$17,390.00	\$120,133.00

Five-year prospective average annual eligible tourism development spending is \$112,351. Anticipated expenditures for remaining tourism development include infrastructure and programming for the implementation of the Mequon Commons Master Plan (including tangible, physical construction and enhanced festivals) approved by Council in April 2026, Chamber of Commerce partnership, economic partnerships, sports and recreational events, advertisement and marketing and tourism or niche business services (example includes health and wellness).

Including for the Board’s review is an updated Estimated Lodging Tax Revenue Chart for years 2026-2035 representing the variations of 5.0%, 6.0%, 7.0% and 8.0% lodging tax rate. Eight percent is the maximum lodging tax rate that can be applied.

B. Assessment of lodging tax implementation process.

Room taxes would be applied to each of the three (3) hotels operating in the city as well as all short-term rentals (applications and permits are required for such operations within the city). Please see attached a map and the following listing of all lodging operations identified within the city.

Short Term Rental Permits

Homeowner	Address	Approval Date	Bedroom Count
Matthew Anderson & Cassandra Sauve	11110 N. Oriole Lane	5.13.2019	3 bedrooms
Chong Pak	7900 W. Evergreen Road	1.13.2020	5 bedrooms
Birgitta Monson	12112 N. Wauwatosa Road	9.22.2020	1-3 bedrooms*
Gregory Dorf	12529 N. Circle Drive	7.19.2021	2 bedrooms
Bowa Acquisitions, LLC	12116 N. Wauwatosa Road	8.30.2022	2 bedrooms
David Leszczynski	3223 Fleur De Lis Drive	10.30.2023	4 bedrooms
Mark Gierl	14108 N. Birchwood Lane	02.01.2024	5 bedrooms
Anthony Marchi	10522 N. Circle Road	05.22.24	4 bedrooms
Joseph Murray & Christine Pham	13328 N. Lakewood Drive	09.04.25	3 bedrooms

Short Term Rental without Permits

Homeowner	Address	Bedroom Count
	8110 W. Bonniwell Road	
	10120 N. Foxkirk Circle	
	11041 N. Range Line Road	
	11846 N. Schwener Lane	
	10132 N. Vintage Court	
	Mequon Rd & Weston Rd	
	Mequon Rd & Mulberry	
	River Rd & Donges Bay Rd	
	Donges Bay & Range Line Rd	
	Country Lane & Homestead Trail	
	Ranch Rd & St. James Lane	

Hotel Rooms

Hotel	Address	Year Open	Room Count
Baymont by Wyndham	10330 N. Port Washington Rd	1995	51
Chalet Motel	10401 N. Port Washington Rd	1958	53
Sybaris Pool Suites	10240 Cedarburg Road	1980	32

The City could utilize the Economic Development Board as the establish tourism commission likely requiring two specific annual meetings dedicated to tourism programming and reporting. The Board complies with the minimum membership requirements, including a representative of the WI hotel and motel industry. The city may designate the entire city or a tourism district in which tourism development would occur and expenditures applied. There are annual reporting requirements to the WI Department of Revenue that would be submitted by the city’s Finance Department.

An ordinance must be adopted by the Common Council to establish the lodging tax, and should the Board serve as the tourism commission, an ordinance amending the purpose and specific objectives of the Board must also be adopted by the Common Council.

Recommendation:

Staff recommends a lodging tax of 6% subject to the following conditions:

- Common Council review at the June Financial Planning Workshop.
- Adoption of an Ordinance for the establishment of a lodging tax.
- Adoption of an Ordinance amending Chapter 2, Division 6. Economic Development Board to include purpose and power and duties as a tourism commission.
- Designation of the city as the tourism district.
- Development and adoption of tourism development budget and the necessary contractual agreement with partners including but not limited to the Chamber of Commerce, OED and Village of Thiensville.

March 16, 2026

Ms. Kim Tollefson
 Community Development Director
 City of Mequon, WI
 11333 North Cedarburg Road
 Mequon, WI 53092



1020 N. Fairfax Street
 Suite 320
 Alexandria, VA 22314
 Phone: (703) 838-9707

Email: ktollefson@cityofmequonwi.gov

Re: Occupancy/Bed Tax Analysis, Mequon, WI

Dear Ms. Tollefson:

In accordance with our proposal, REVPAR International, Inc. was retained by the City of Mequon to conduct *desktop* research related to the development of an appropriate occupancy/bed tax rate on lodging revenues generated by the three existing hotels and short-term rentals within the City of Mequon, as well as any future lodging units added at a future date.

In response, the following memo summarizes our findings, conclusions, and recommendations relative to the creation of an occupancy/bed tax in Mequon, Wisconsin. These findings and conclusions are based on the market feasibility study completed in November 2025 for the City of Mequon, as well as additional desktop research and analysis on occupancy/bed tax completed in February and March 2026.

Tax Rates Applicable to Lodging

Following a review of Wisconsin state law as pertains to sales, use, and lodging taxes for hotels, motels, and other lodging providers, as well as the local taxes paid by area hotels, the following table summarizes the actual taxes paid on hotel stays in Mequon and the surrounding municipalities that offer a variety of lodging products.

Tax Rates Applicable to Lodging in Mequon and the Surrounding Municipalities						
Municipality	State Sales and Use Tax	County Sales and Use Tax	City Sales and Use Tax	Municipal Lodging Tax	Exposition Tax ⁽¹⁾	Total Tax
Ozaukee County						
City of Mequon	5.0%	0.5%	--	None	--	5.5%
Village of Grafton	5.0%	0.5%	--	7.0%	--	12.5%
City of Cedarburg	5.0%	0.5%	--	5.0%	--	10.5%
Milwaukee County						
Village of Brown Deer	5.0%	0.9%	--	7.0%	3.0%	15.9%
City of Glendale	5.0%	0.9%	--	7.0%	3.0%	15.9%
City of Milwaukee	5.0%	0.9%	2.0%	7.0%	3.0%	17.9%
Waukesha County						
Menomonee Falls	5.0%	0.0%	--	8.0%	--	13.0%
Washington County						
Germantown	5.0%	0.5%	--	6.0%	--	11.5%

Source: State of Wisconsin and various municipalities; compiled by REVPAR International, Inc.

State Sales and Use Tax

All lodging guests are required to pay the Wisconsin sales and use tax, which is a 5.0 percent tax imposed on the sales price of retailers who sell, license, lease, or rent tangible personal property, certain coins and stamps, certain leased property affixed to realty, or certain digital goods, or sell, license, perform, or furnish taxable services in Wisconsin, including hotels and short-term rentals.

County and City Sales and Use Tax

Likewise, county and city sales tax, which varies by municipality, is paid on all rooms related revenue generated by a hotel. All Wisconsin counties have a 0.5 percent sales tax rate except Waukesha (included in our analysis) and Winnebago Counties, which have no sales tax, and Milwaukee County (included in our analysis), which has a 0.9 percent sales tax. The City of Milwaukee also has a 2.0 percent city sales and use tax.

Municipal Lodging Tax

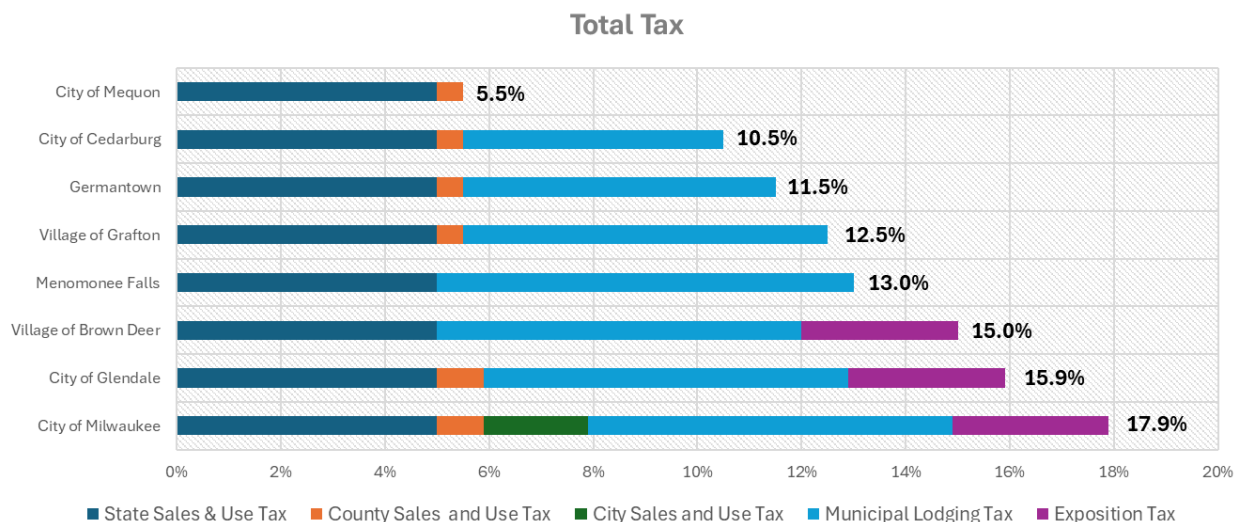
As demonstrated in the preceding table, all seven municipalities around the City of Mequon where hotels are located have lodging taxes ranging from 5.0 to 8.0 percent.

Exposition Tax

Exposition tax is imposed on lodging, food and beverage sales, and automobile rentals in municipalities located wholly or partially within Milwaukee County. The exposition tax on lodging in Milwaukee County is currently 3.0 percent.

Total Tax

As the following graph illustrates, the taxes charged by the City of Mequon are the lowest of all surrounding jurisdictions because Mequon does not charge any dedicated lodging tax. The surrounding municipalities all charge a lodging tax rate ranging from 5.0 to 8.0 percent, which results in higher rates compared to Mequon.

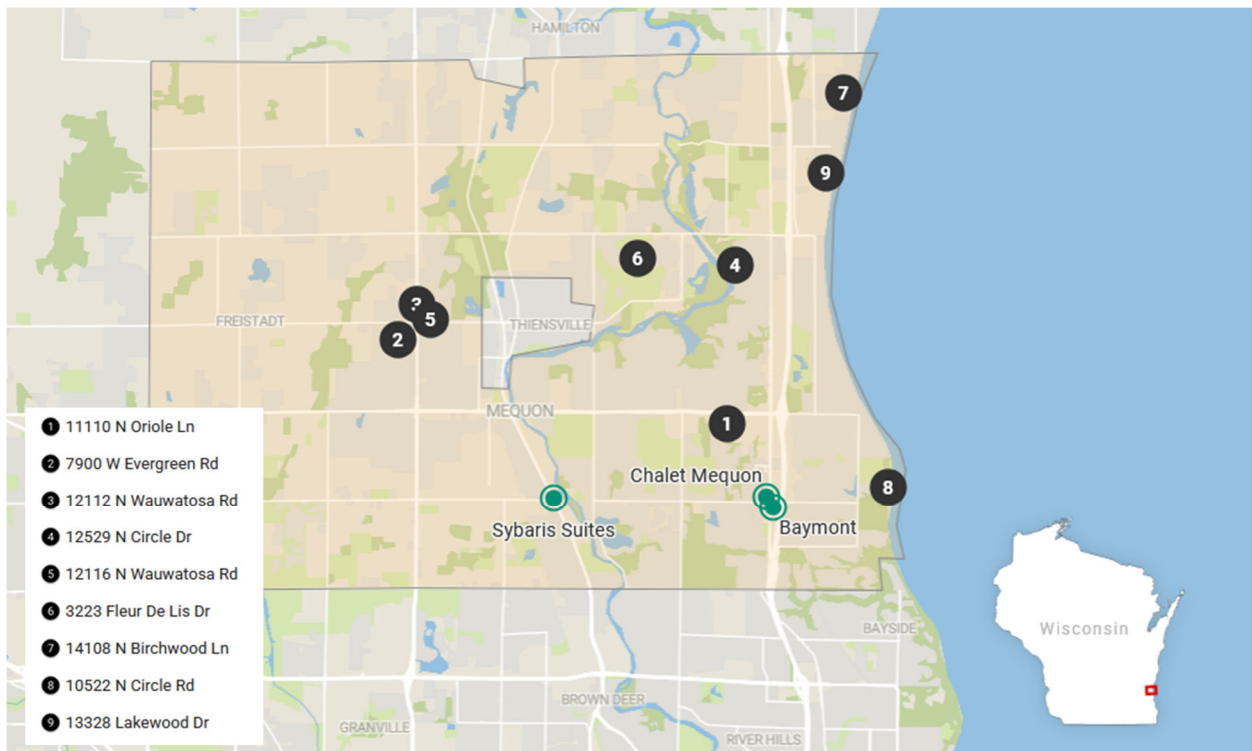


City of Mequon Lodging Market Performance

Specific to the City of Mequon lodging sector, there are currently three traditional hotels offering 136 total rooms, as summarized in the table to the right. There are also 10 short-term rentals registered with the City of Mequon that range in size from one to five bedrooms and offer a total of 32 bedrooms. These units are also subject to current and future sales and lodging taxes for rentals of less than 30 consecutive days. The following map illustrates the location of the three hotels and the 10 short-term rentals. Please note that Short-Term Rental #3 (the “12112 N Wauwatosa Road” address) has two short-term rentals.

City of Mequon Traditional Lodging Market			
Hotel	Chain Scale	Rooms	Year Open
Baymont Inn Mequon	Midscale	51	1995
Chalet Motel	Independent	53	1958
Sybaris Pool Suites	Independent	32	1980
Total		136	--

Source: CoStar; compiled by REVPAR International, Inc.



The rooms revenue for the three Mequon hotels and the short-term rentals was not publicly available. Therefore, we reviewed *CoStar* data available for the North Milwaukee submarket. *The CoStar Group* is the leading provider of commercial real estate information and analytics, including aggregate operating data on hotels that participate in their survey. With only three hotels, the City of Mequon’s hotel market does not meet *CoStar*’s *minimum* requirement of four hotels for us to pull a market report, and, often, independent hotels such as those in Mequon do not participate.

Based on our interviews with management of the Mequon hotels, as well as those in the surrounding market area, we assumed that the historic occupancy, average room rate, and rooms revenue for the midscale, economy, and independent hotels in the North Milwaukee submarket are representative of the performance levels of the three Mequon hotels. Please note that *CoStar* does not track the performance of short-term rentals. There are other commercial services that estimate short-term rental performance; however, given

the limited number of short-term rental units in Mequon at 32 bedrooms, we have chosen to apply the North Milwaukee submarket from CoStar data to the short-term rental market, as well.

During the course of our research and analysis, which included discussions with representatives from major hotel brands and local individuals knowledgeable about the hotel market, we did not identify any hotels currently proposed for development in Mequon.

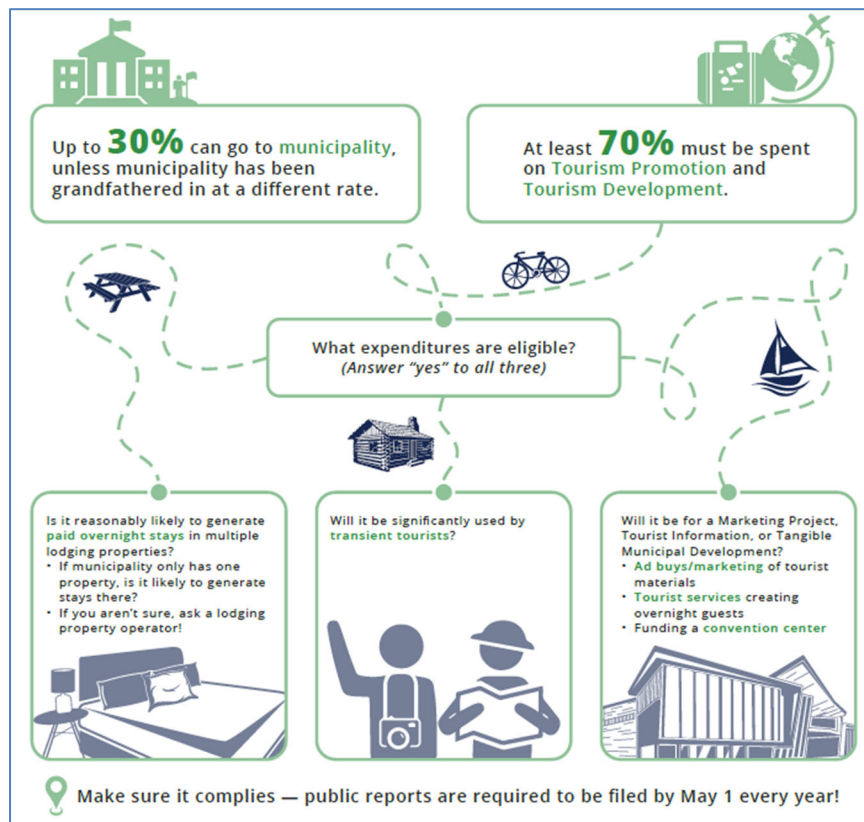
Based on the foregoing, the adjacent table provides a summary of the estimated historical and projected operating performance for the Mequon lodging market, which is comprised of the three traditional hotels with 136 rooms and the 10 short-term rentals with 32 bedrooms. We have assumed that no new supply will be added to the Mequon lodging market, therefore the occupancy is projected to stabilize at 52.0 percent. Furthermore, we have assumed that the average daily rate will increase at the rate of inflation, or by 3.0 percent.

Tax Allowed Uses

Next, in accordance with our proposal, we reviewed the allowed uses of the local lodging tax. As demonstrated in the adjacent graphic, the state of Wisconsin law allows municipalities to impose a local lodging tax but requires that at least 70 percent be

Historical and Projected Operating Performance of the Mequon Lodging Market				
Year	Annual Occupancy	Average Daily Rate	RevPAR	Rooms Revenue
Historical Performance				
2023	52.0%	\$90.00	\$46.80	\$2,869,776
2024	50.0%	\$87.00	\$43.50	\$2,667,420
2025	52.0%	\$86.00	\$44.72	\$2,742,230
CAGR ⁽¹⁾	0.0%	(2.2%)	(2.2%)	(2.2%)
Projected Performance				
2026	52.0%	\$89.00	\$46.00	\$2,824,497
2027	52.0%	\$91.00	\$47.00	\$2,909,232
2028	52.0%	\$94.00	\$49.00	\$2,996,509
2029	52.0%	\$97.00	\$50.00	\$3,086,404
2030	52.0%	\$100.00	\$52.00	\$3,178,997
2031	52.0%	\$103.00	\$53.00	\$3,274,367
2032	52.0%	\$106.00	\$55.12	\$3,372,598
2033	52.0%	\$109.00	\$56.68	\$3,473,775
2034	52.0%	\$112.00	\$58.24	\$3,577,989
2035	52.0%	\$115.00	\$59.80	\$3,685,328
CAGR ⁽¹⁾	0.0%	3.0%	3.0%	3.0%

Note: ⁽¹⁾ Compound Annual Growth Rate.
Source: CoStar; compiled by REVPAR International, Inc.



spent on tourism promotion or tourism development, with no greater than 30 percent entering the municipality's general fund.

Tax Revenue Estimates (Historical and Projected)

With the foregoing in mind, the following table provides 10 years of estimated lodging tax revenue that could be generated from the lodging (rooms) revenue of the existing lodging supply in the City of Mequon at two levels - 5.0 percent and 8.0 percent - based on the range of lodging taxes being assessed in the surrounding municipalities (as presented in our earlier table.) We then estimated the allocation of the lodging tax revenue for tourism development and the city's general fund.

Estimated Lodging Tax Revenue City of Mequon, WI							
Year	Rooms Revenue	Scenario 1: 5.0% Lodging Tax			Scenario 2: 8.0% Lodging Tax		
		Total \$ Amount (at 5.0%)	70% to Tourism Development	30% to General Fund	Total \$ Amount (at 8.0%)	70% to Tourism Development	30% to General Fund
Hypothetical Lodging Tax Revenues Using Historical Lodging (Rooms) Revenue Performance							
2023	\$2,869,776	\$143,489	\$100,442	\$43,047	\$229,582	\$160,707	\$68,875
2024	\$2,667,420	\$133,371	\$93,360	\$40,011	\$213,394	\$149,376	\$64,018
2025	\$2,742,230	\$137,112	\$95,978	\$41,133	\$219,378	\$153,565	\$65,814
Hypothetical Lodging Tax Revenues Using Estimated Future Lodging (Rooms) Revenue Performance							
2026	\$2,824,497	\$141,225	\$98,857	\$42,367	\$225,960	\$158,172	\$67,788
2027	\$2,909,232	\$145,462	\$101,823	\$43,638	\$232,739	\$162,917	\$69,822
2028	\$2,996,509	\$149,825	\$104,878	\$44,948	\$239,721	\$167,805	\$71,916
2029	\$3,086,404	\$154,320	\$108,024	\$46,296	\$246,912	\$172,839	\$74,074
2030	\$3,178,997	\$158,950	\$111,265	\$47,685	\$254,320	\$178,024	\$76,296
2031	\$3,274,367	\$163,718	\$114,603	\$49,115	\$261,949	\$183,365	\$78,585
2032	\$3,372,598	\$168,630	\$118,041	\$50,589	\$269,808	\$188,865	\$80,942
2033	\$3,473,775	\$173,689	\$121,582	\$52,107	\$277,902	\$194,531	\$83,371
2034	\$3,577,989	\$178,899	\$125,230	\$53,670	\$286,239	\$200,367	\$85,872
2035	\$3,685,328	\$184,266	\$128,986	\$55,280	\$294,826	\$206,378	\$88,448

Source: REVPAR International, Inc.

Four of the seven municipalities have a 7.0 percent lodging tax, and the average lodging tax rate of the municipalities is 6.7 percent. A 5.0 percent lodging tax rate would yield the same combined lodging and sales tax rate as Cedarburg and would be the lowest in the area. An 8.0 percent lodging tax rate would position the combined lodging and sales tax just below the Milwaukee County hotels, which are the highest in the area.

Please note that there are other significant assumptions underlying these estimates. As such, *this letter is subject to change pending receipt of new or additional information and should be primarily for internal use only.*

We would be pleased to hear from you should you need further interpretation or amplification of the following findings.

Sincerely,
REVPAR International, Inc.

REVPAR International, Inc

**Estimated Lodging Tax Revenue
City of Mequon, WI**

Year	Rooms Revenue	Scenario 1: 5.0% Lodging Tax			Scenario 2: 6.0% Lodging Tax			Scenario 3: 7.0% Lodging Tax			Scenario 4: 8.0% Lodging Tax		
		Total \$ Amount	70% to Tourism Development	30% to General Fund	Total \$ Amount	70% to Tourism Development	30% to General Fund	Total \$ Amount	70% to Tourism Development	30% to General Fund	Total \$ Amount	70% to Tourism Development	30% to General Fund
		(at 5.0%)			(at 6.0%)			(at 7.0%)			(at 8.0%)		
Hypothetical Lodging Tax Revenues Using Historical Lodging (Rooms) Revenue Performance													
2023	\$2,869,776	\$143,489	\$100,442	\$43,047	\$172,187	\$120,531	\$51,656	\$200,884	\$140,619	\$60,265	\$229,582	\$160,707	\$68,875
2024	\$2,667,420	\$133,371	\$93,360	\$40,011	\$160,045	\$112,032	\$48,014	\$186,719	\$130,704	\$56,016	\$213,394	\$149,376	\$64,018
2025	\$2,742,230	\$137,112	\$95,978	\$41,133	\$164,534	\$115,174	\$49,360	\$191,956	\$134,369	\$57,587	\$219,378	\$153,565	\$65,814
Hypothetical Lodging Tax Revenues Using Estimated Future Lodging (Rooms) Revenue Performance													
2026	\$2,824,497	\$141,225	\$98,857	\$42,367	\$169,470	\$118,629	\$50,841	\$197,715	\$138,400	\$59,314	\$225,960	\$158,172	\$67,788
2027	\$2,909,232	\$145,462	\$101,823	\$43,638	\$174,554	\$122,188	\$52,366	\$203,646	\$142,552	\$61,094	\$232,739	\$162,917	\$69,822
2028	\$2,996,509	\$149,825	\$104,878	\$44,948	\$179,791	\$125,853	\$53,937	\$209,756	\$146,829	\$62,927	\$239,721	\$167,805	\$71,916
2029	\$3,086,404	\$154,320	\$108,024	\$46,296	\$185,184	\$129,629	\$55,555	\$216,048	\$151,234	\$64,814	\$246,912	\$172,839	\$74,074
2030	\$3,178,997	\$158,950	\$111,265	\$47,685	\$190,740	\$133,518	\$57,222	\$222,530	\$155,771	\$66,759	\$254,320	\$178,024	\$76,296
2031	\$3,274,367	\$163,718	\$114,603	\$49,115	\$196,462	\$137,523	\$58,939	\$229,206	\$160,444	\$68,762	\$261,949	\$183,365	\$78,585
2032	\$3,372,598	\$168,630	\$118,041	\$50,589	\$202,356	\$141,649	\$60,707	\$236,082	\$165,257	\$70,825	\$269,808	\$188,865	\$80,942
2033	\$3,473,775	\$173,689	\$121,582	\$52,107	\$208,427	\$145,899	\$62,528	\$243,164	\$170,215	\$72,949	\$277,902	\$194,531	\$83,371
2034	\$3,577,989	\$178,899	\$125,230	\$53,670	\$214,679	\$150,276	\$64,404	\$250,459	\$175,321	\$75,138	\$286,239	\$200,367	\$85,872
2035	\$3,685,328	\$184,266	\$128,986	\$55,280	\$221,120	\$154,784	\$66,336	\$257,973	\$180,581	\$77,392	\$294,826	\$206,378	\$88,448

Source: REVPAR International, Inc.

Short Term Rentals in the City of Mequon

