



Compliance: Late Letters Sent

- The number of **June 2017** "No Reports" letters sent: Fifty two (52) to owner managed properties as of 8/14/17.
 - As of 3/6/18 – One (1) property remains to report – with legal counsel.
- The number of **July 2017** "No Reports" letters sent: Sixty one (61) to owner managed properties as of 9/15/17.
 - As of 3/6/18 - - One (1) property remains to report – with legal counsel.
- The number of **August 2017** "No Reports" letters sent: Sixty one (61) to owner managed properties as of 10/17/17.
 - As of 3/6/18 – Two (2) properties remain to report. One (1) property we have received a judgment against and the other has been filed in Circuit Court.
- The number of **September 2017** "No Reports" letters sent: Sixty one (61) to owner managed properties as of 10/17/17.
 - As of 3/6/18 – Two (2) properties remain to report. One (1) property we have received a judgment against and the other has been filed in Circuit Court.
- The number of **October 2017** "No Reports" letters sent: Forty Five (45) to owner managed properties as of 12/19/17. (With agents there was over 150 properties to report at first run)
 - As of 3/6/18 – Two (2) properties remain to report. One (1) property we have received a judgment against and the other has been filed in Circuit Court.
- The number of **November 2017** "No Reports" letters sent: Eighteen (18) to owner managed properties as of 1/17/18.
 - As of 3/6/18 – One (1) property remains to report - we have received a judgment in Circuit Court.
- The number of **December 2017** "No Reports" letters sent: Sixteen (16) to owner managed properties on 2/19/18.
 - As of 3/6/18 – Five (5) remain to report. Two notices have gone out and a third and final notice will be mailed this week.

Unpaid tax/fees/penalties: The total outstanding due 3/6/18 is: \$1,542.02 from two (2) permit holders.

First Notice	Second Notice	Third Notice	Attorney	Settlement/ Payment Plan	Collections
		\$814.15	\$398.73		\$26.23
		\$53.69	\$72.03		
		\$4.50	\$25.13		
		\$122.54	\$25.02		
\$ -	\$ -	\$ 994.88	\$ 520.91	\$ -	\$ 26.23
\$ 1,542.02		Total Outstanding			

- **Permits:** As of 3/06/18 – Fifteen (15) permits have been issued since January reporting – Eleven (11) or 73.3% were permitted as a result of compliance efforts.
 - Eleven (11) permits were issued during the same period of 2017
 - As of 3/6/18 there are 1091 permits.
- Town of Egg Harbor – year –round
- Town of Liberty Grove- seasonal

- Town of Baileys Harbor – year round
- Town of Sevastopol – year round – compliance
- Village of Sister Bay – year round – compliance
- Village of Ephraim – year round – compliance
- Town of Liberty Grove – year round – compliance
- Town of Gibraltar – year round – compliance
- Town of Union – seasonal - compliance
- Town of Egg Harbor – year round – compliance
- Town of Liberty Grove – seasonal
- Town of Gibraltar- seasonal – compliance
- Village of Sister Bay – year round – compliance
- Town of Egg Harbor – seasonal – compliance
- Town of Nasewaupée – seasonal – compliance

Unpermitted Properties: As of 3/6/18 there are fifteen (15) unpermitted properties that are advertising online without a permit and I have on file nine (9) property owners that have contacted the office for information as of 3/6/18. In March of 2017, I was working on seventeen (17) unpermitted properties.

- ✓ **VRBO/ Homeaway/ Vactionrentals.com :** As of 3/5/18 there are 474 properties listed on VRBO and 481 on Homeaway. There were 484 listings for Door County in February and 503 listings in January and 505 in December 2017 which demonstrates property owners are moving away from VRBO/Homeaway. There are six (6) unpermitted listings as of 3/5/18.

The following listings are unpermitted on VRBO/Homeaway:

- o Unpermitted Listing #1: #806333 (Compliance letter sent 1/17/18, 2/16/18, and 3/5/18)
- o Unpermitted Listing #2: #1241497 (Compliance letter sent 2/2/18, 2/16/18 and 3/5/18)
- o Unpermitted Listing #3 #1254592 (Compliance letters sent 2/2/18, 2/16/18 and 3/5/18)
- o Unpermitted Listing #4: #1244408 (compliance letters sent 2/21/18 & 3/5/18)
- o Unpermitted Listing #5: #1236321 (compliance letters sent 2/7/18, 2/21/18 and 3/5/18)
- o Unpermitted Listing #6: 1279183 (compliance letter sent 3/5/18)
- ✓ **Airbnb:** Currently on Airbnb, the Door County search reflects 306 properties for Door County. However, when I audit the listings there are 321 that come up in the search with 305 actually in Door County. This spreadsheet is posted every month on the website under permit holder information.

- o As of March 5, 2018 the breakdown of listings by municipality for Airbnb is as follows:

MUNI		# of Airbnb Properties		
2	Baileys Harbor	27		
4	Brussels	1	*scam listing	
6	Clay Banks	2		
8	Town of Egg Harbor	41		
9	Village of Egg Harbor	27		
11	Ephraim	21		
12	Gibraltar	25		
14	Town of Forestville	0		
15	Town of Jacksonport	7		
27	Nasewaupée	8		
32	Liberty Grove	49		
33	Sevastopol	16		
34	Sister Bay	11		
35	City of Sturgeon Bay	38		
36	Town of Sturgeon Bay	10		
39	Gardner	7		
42	Union	2		
46	Washington Island	13	305	TOTAL IN DC
	NOT IN DOOR COUNTY	16		
			321	Total Door County Listings

- **The following listings are unpermitted on Airbnb as of 3/5/18:**
 - Unpermitted Listing #1: #14180661 – compliance letter sent 1/2/18, 1/24/18 & 2/16/18.
 - Unpermitted Listing #2: #22983092 – compliance letter sent 1/30/18, 2/16/18, & 3/5/18
 - Unpermitted Listing #3: #22983752 – compliance letter sent 1/30/18, 2/16/18, & 3/5/18

- Unpermitted Listing #4: #23270533: Compliance letters sent 2/19/18 and 3/5/18
- Unpermitted Listing #5: #20975595: Compliance letter sent 3/5/18
- Unpermitted Listing #6 : #23008138: NO LEADS TIMESHARE WHOLESALER
- ✓ **Facebook** – All properties that I have searched for Door County are permitted.
- ✓ **Craigslist** –There are currently three (3) listings unpermitted on Craigslist. All have received compliance letters.
- ✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 45 rentals, there were 42 last month. Flip key has two more listings for Door County, but one is Algoma and one is Menominee (47). All are permitted.

Other news:

- **DEFERRED REPRESENTATION:** Annually I reach out to those municipalities that have deferred representation to inquire about representation for the coming year. This year, I have asked that municipalities sign a form that they are deferring representation so that we can remove those municipalities from the quorum count.
 - I also inquired with the Town of Union, as they are on the roll call but never have representation at the meetings. They said that their representative would try and make it to meetings.
 - To date I have not received back any of the signed forms. I also noted in the letter that we would begin emailing packets instead of mailing them. The letters were mailed 2-19-18. Based on 2017 information I have noted on the agenda which municipalities have deferred representation in order to update the quorum count.
- **MUNICIPAL REPRESENTATION NUMBERS:** I have completed the spreadsheet for each municipality for 2017 year end numbers. No municipality will gain or lose a representative for 2018 – all representation stays the same. The report is included in the March meeting packet.
 - *Please review the occupation information listed for the WDOR filing as this is the information that will be reported to the WDOR.*
- **WDOR ROOM TAX REPORTING:** The information to go out to the municipalities for the WDOR Room Tax Reporting will go out the week of the 20th of March. I have most of the information completed and ready for review from both the DCVB and the TZC. Chair Van Lieshout and I will have a final review of the reporting prior to it being distributed to the municipalities. I will be offering to help with the filings by going out to those municipalities that wish to have assistance just as I did last year.
- **HISTORICAL DATA PROJECT** – All 2017 year end numbers have been fed into the data. The updated report is included in the March Meeting Packet.
- **PRESS RELEASE-** I have included a draft press release regarding 2017 year end numbers for approval for distribution.
- **LEGISLATIVE UPDATE:** The final draft of the corrective language in response to WI ACT 59 including the clarification of “any person” has been completed and reviewed by Attorney Vande Castle. A copy of the final draft is included with my report. The letter was sent to Representative Kitchens on 3-1-18. No response has been received.

- **BayLakes “BLIS” UPDATE:** There was a BLIS update that was pushed out to all users that signed up for an upgrade. The room tax reporting report has issues and there were a number of reports for January 2018 in which the lodging sales and the room tax paid don’t calculate correctly. I have been in touch with Justin regularly to work towards solutions to the issues. It slowed down the process for this cycle, but Justin has assured me that he is hard at work to correct the issues prior to the next reporting cycle.
 - Justin has reported that they have fixed the programming and they are in the process of sending updates out.
 - The “plug in” with Airbnb has not made any progress – Justin reports that Airbnb was very interested up front, but has been slow to work with.
- **MUNICIPALITY REFERENCE BINDER** - I have been working on a binder that I can distribute to each municipality when I am out helping with the WDOR room tax filings. With some clerks retiring, I felt that it may be a good resource to have in place after transition. I worked with some of the newer clerks that have had questions and I think they would appreciate a reference on requirements and other need to know information.
- **DOOR COUNTY TOURISM ZONE DOCUMENTS** – With the ever changing landscape of short term rentals and listening and observing how permit holders obtain information, I have been at work to update the documents that go out with compliance letters and newly permitted property owners. I have a good portion done. My goal was to provide all of the steps for permit owners to pull the necessary information from each platform to file their room tax reporting. It proves to be just too much information and too many steps – especially when combined with all of the platforms. Not to mention the platforms are ever changing. Nonetheless, the instructions need to be updated to clearly identify that host fees, service fees and the like are not subtracted from the total that room tax is calculated on. Many permit holders feel like those costs of doing business should be subtracted from the revenue prior to calculating room tax due. My goal is to have all of this ready for the next meeting. After which, I would like to make the first newsletter for 2018 all about the updated information. We have a lot of new permit holders and it is the perfect time to get this information out, make sure they have set up their listings correctly and set them up for success for the 2018 season.
- **SPAM LISTING ON AIRBNB** – There was a listing that came up for Brussels that stated it had an elevator to the unit. It just seemed off. After some research I discovered the same photos were being used in China to advertise another listing on Airbnb. I reached out to our contacts from Airbnb and there was a quick response from them. This week the listing was taken down by Airbnb Trust and Safety Team. We have more to look at than just if properties are permitted, but now with an active, popular area on Airbnb, I’ll need to watch for these type of listings so that our visitors don’t get scammed.

- **TOP TEN WISCONSIN AIRBNB CITIES IN 2017:** Egg Harbor and Sturgeon Bay were in the top ten in the Milwaukee Business Journal according to Airbnb.



By [Nick Williams](#) – Reporter, Milwaukee Business Journal
Feb 19, 2018, 7:00am

People who rented out their Wisconsin homes on Airbnb in 2017 collectively earned \$25.2 million in income, according to a recent report from the California-based hospitality company.

Approximately 210,000 people stayed in Wisconsin homes that were listed on Airbnb last year, a 97 percent increase when compared with 2016. Milwaukee and Madison Airbnb hosts accounted for nearly a third of that \$25.2 million, and accommodated roughly a quarter of all the state's Airbnb guests.

The average Wisconsin Airbnb host makes \$6,300 in supplemental income, annually, the company said. The state currently has 4,000 Airbnb hosts, up from the 2,600 listed in 2016.

In 2016, Airbnb hosts in Wisconsin [earned a combined \\$13 million and hosted roughly 105,000 guest arrivals.](#)



Respectfully Submitted,

Kim Roberts
Administrator

Removed Properties 2/7/18 to 3/6/18

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Sevastopol	33-56-1254-01	2/16/18	Cottage on the Dune	3753 Glidden Drive	Fred and Kathy Shumway	No longer renting.
Town of Nasewaupsee	27-56-1841-00	2/16/18	Nasewaupsee Trail Log Home	6424 CTH C	Terry Kinney	Only doing long term rentals.
Town of Sturgeon Bay	36-56-1420-01	2/23/18	Lou and Irenes Place	3200 Lake Forest Park Road	Toth Living Trust	Sold.
Town of Gibraltar	12-53-1161-00	2/23/18	Northhaven Straus	3637 S Northhaven #36004	Linda Strauss	Sold.
City of Sturgeon Bay	35-54-0819-00	2/27/18	Scofield House	908 Michigan	Vicki Klein	Sold. New owners permit #1842
Village of Sister Bay	34-56-0946-00	2/27/18	Trillium House	10895 Trillium	Susan Schieble	No living in property full time
Town of Gibraltar	12-55-0346-00	3/5/18	Annes Cottage	9091 Cottage Row	Clark Holdings	No longer renting.
Town of Gibraltar	12-55-0347-00	3/5/18	The Big House	9095 Cottage Row	Clark Holdings	No longer renting.
Town of Gibraltar	12-56-1837-00	3/5/18	The Cottage Brook	3861 Gibraltar Road	Nancy Brook	Cost to do health inspection prohibitive.
Town of Washington	46-56-1778-00	3/5/18	Old Potato Farm	1640 Detroit Harbor Road	Catherine Patel	No longer renting.

2018 Municipal Representation for the DCTZC

Municipality	2017 YTD TOTAL	30% Share	66% to the DCVB (Marketing Entity)	DCTZC ADMIN 4%	2018 # of Commissioners per Bylaws & 66.0615	Change from 2017	Municipal Representative's Name	Occupation for WDOR Filing
Baileys Harbor	\$ 347,880	\$ 104,364	\$ 229,601	\$ 13,915	2	x	Bryan Nelson/ Andy Stimers	Innkeeper/ Member
Brussels	\$ -	\$ -	\$ -	\$ -	1	x	Vacant*	x
Clay Banks	\$ 5,931	\$ 1,779	\$ 3,914	\$ 237	1	x	Mike Johnson	President Country Ovens
Egg Harbor-Town	\$ 401,485	\$ 120,446	\$ 264,980	\$ 16,059	2	x	Myles Dannhausen / Jeff Larson	Innkeeper / Director of Marketing & Sales Landmark Resort
Egg Harbor - Village	\$ 419,627	\$ 125,888	\$ 276,954	\$ 16,785	2	x	Fred Anderson /Ryan Heise	Innkeeper/ Village Administrator
Ephraim	\$ 567,201	\$ 170,160	\$ 374,353	\$ 22,688	2	x	Keith Krist / Vacant*	Member
Forestville-Town	\$ 197	\$ 59	\$ 130	\$ 8	1	x	Vacant*	x
Forestville-Village	\$ -	\$ -	\$ -	\$ -	1	x	Vacant*	x
Gardner	\$ 34,129	\$ 10,239	\$ 22,525	\$ 1,365	1	x	Nancy Robillard	Town Treasurer, Town of Gardner
Gibraltar	\$ 708,367	\$ 212,510	\$ 467,522	\$ 28,335	2	x	Dick Skare / BillWeddig	Innkeeper- Town Board Chairman/Innkeeper
Jacksonport	\$ 92,832	\$ 27,850	\$ 61,269	\$ 3,713	1	x	Elizabeth LeClair	Innkeeper
Liberty Grove	\$ 321,833	\$ 96,550	\$ 212,410	\$ 12,873	2	x	Cathy Ward/ Hugh Mullikan	Bar Manager/Innkeeper
Nasewaupee	\$ 103,726	\$ 31,118	\$ 68,459	\$ 4,149	1	x	Richard Young	Member
Sevastopol	\$ 322,325	\$ 96,698	\$ 212,735	\$ 12,893	2	x	Chuck Tice/Linda Wait	Town Board Supervisor, Town of Sevastopol / County Board Supervisor District 14
Sister Bay	\$ 584,855	\$ 175,457	\$ 386,004	\$ 23,394	2	x	Nate Bell / *	Member/Vacant
Sturgeon Bay-City	\$ 639,604	\$ 191,881	\$ 422,139	\$ 25,584	2	x	Josh Van Lieshout / Bob Starr	City Administrator / Broker-Owner at ERA Starr Realty
Sturgeon Bay-Town	\$ 29,416	\$ 8,825	\$ 19,415	\$ 1,177	1	x	Vacant	x
Union	\$ 1,862	\$ 559	\$ 1,229	\$ 74	1	x	Debra Jeanqurt	Member- Broker Dreamland Properties, LLC
Washington Island	\$ 79,408	\$ 23,822	\$ 52,409	\$ 3,176	1	x	Linda Elmore	Innkeeper
At Large	\$ -		\$ -	\$ -	1	x	Mary Boston	Innkeeper
At Large	\$ -		\$ -		1	x	Vacant	Vacant
	\$ 4,660,678	\$ 1,398,203	\$ 3,076,047	\$ 186,427	30			

No changes for 2018 Municipal Representation - no additional members to be added based on ytd totals

* Commissioner Deferred

* through cut off for year end reporting *FINAL reporting.

15. Commission Membership. The Commission created by a Tourism Zone Agreement under Wisconsin Statutes §66.0615 shall consist of the following members:

- a. Three (3) members from each municipality in which annual tax collections exceed \$1 million.
- b. Two (2) members from each municipality in which annual tax collections exceed \$300,000.
- c. One (1) member from each municipality in which annual tax collections are \$300,000 or less.
- d. Two additional members (at large members), who represent the Wisconsin hotel and motel industry, shall be appointed to the Commission by a majority vote of members of the Commission, or a duly authorized nominating committee, and these individuals shall serve for a one-year term at the pleasure of the Commission and may be reappointed. These members shall not be members of the Board of Directors or employees of the Tourism Entity.

Trends by Property Type

50 Hotel/Motel	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	316,729	310,583	294,645	296,205	305,683	305,343	308,941	311,083	318,175	0.46%
Filled	140,730	146,745	143,380	146,617	153,737	159,454	161,759	169,709	167,113	18.75%
Occupancy	44.43%	47.25%	48.66%	49.50%	50.29%	52.22%	52.36%	54.55%	52.52%	18.21%
ADR	\$ 94.95	\$ 94.12	\$ 96.51	\$ 100.06	\$ 101.63	\$ 103.39	\$ 108.29	\$ 116.20	\$ 120.04	26.42%
Revenue	\$ 13,362,251.31	\$ 13,811,965.42	\$ 13,838,096.22	\$ 14,670,535.54	\$ 15,623,588.00	\$ 16,485,742.26	\$ 17,517,640.49	\$ 19,720,747.45	\$ 20,060,247.14	50.13%

51 Resort	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	537,527	551,773	554,191	549,909	541,383	559,758	568,595	563,941	568,502	5.76%
Filled	173,559	187,666	195,370	200,203	202,191	215,230	228,120	232,885	238,881	37.64%
Occupancy	32.29%	34.01%	35.25%	36.41%	37.35%	38.45%	40.12%	41.30%	42.02%	30.13%
ADR	\$ 138.41	\$ 136.98	\$ 135.65	\$ 140.78	\$ 142.19	\$ 140.34	\$ 144.44	\$ 149.51	\$ 151.89	9.74%
Revenue	\$ 24,022,448.48	\$ 25,706,449.38	\$ 26,501,475.16	\$ 28,185,536.39	\$ 28,749,377.61	\$ 30,204,708.92	\$ 32,949,939.61	\$ 34,819,369.78	\$ 36,282,926.36	51.04%

52 Inn	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	64,192	61,612	59,756	66,726	57,367	56,921	54,197	59,654	62,743	-2.26%
Filled	28,640	24,105	22,826	24,931	21,123	21,776	20,415	23,640	25,013	-12.66%
Occupancy	44.62%	39.12%	38.20%	37.36%	36.82%	38.26%	37.67%	39.63%	39.87%	-10.65%
ADR	\$ 108.33	\$ 131.14	\$ 134.18	\$ 132.56	\$ 140.31	\$ 143.64	\$ 143.17	\$ 144.10	\$ 147.28	35.95%
Revenue	\$ 3,102,516.30	\$ 3,161,195.66	\$ 3,062,764.61	\$ 3,304,730.82	\$ 2,963,716.82	\$ 3,127,839.25	\$ 2,922,857.99	\$ 3,406,616.79	\$ 3,683,923.32	18.74%

53 Condo	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	80,137	82,482	81,186	77,154	75,334	77,741	78,823	80,278	83,363	4.03%
Filled	31,162	32,645	30,261	30,791	31,693	32,446	34,821	36,459	37,863	21.50%
Occupancy	38.89%	39.58%	37.27%	39.91%	42.07%	41.74%	44.18%	45.42%	45.42%	16.79%
ADR	\$ 145.56	\$ 148.93	\$ 150.89	\$ 148.87	\$ 154.53	\$ 158.23	\$ 155.67	\$ 155.40	\$ 155.80	7.03%
Revenue	\$ 4,536,078.29	\$ 4,861,878.93	\$ 4,566,165.96	\$ 4,583,896.64	\$ 4,897,605.92	\$ 5,134,051.95	\$ 5,420,621.82	\$ 5,665,905.30	\$ 5,899,011.40	30.05%

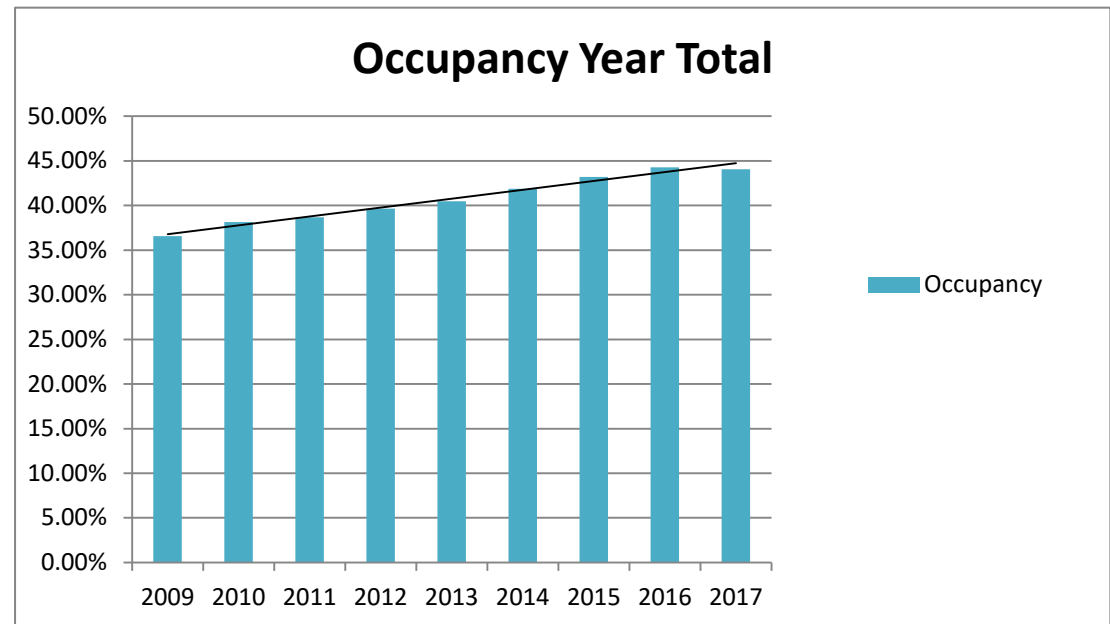
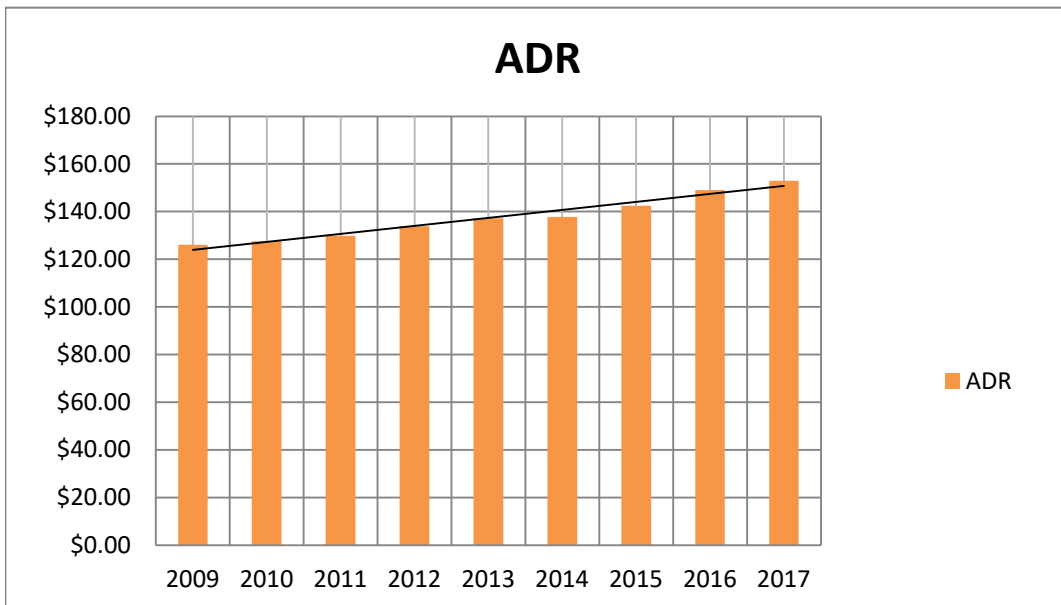
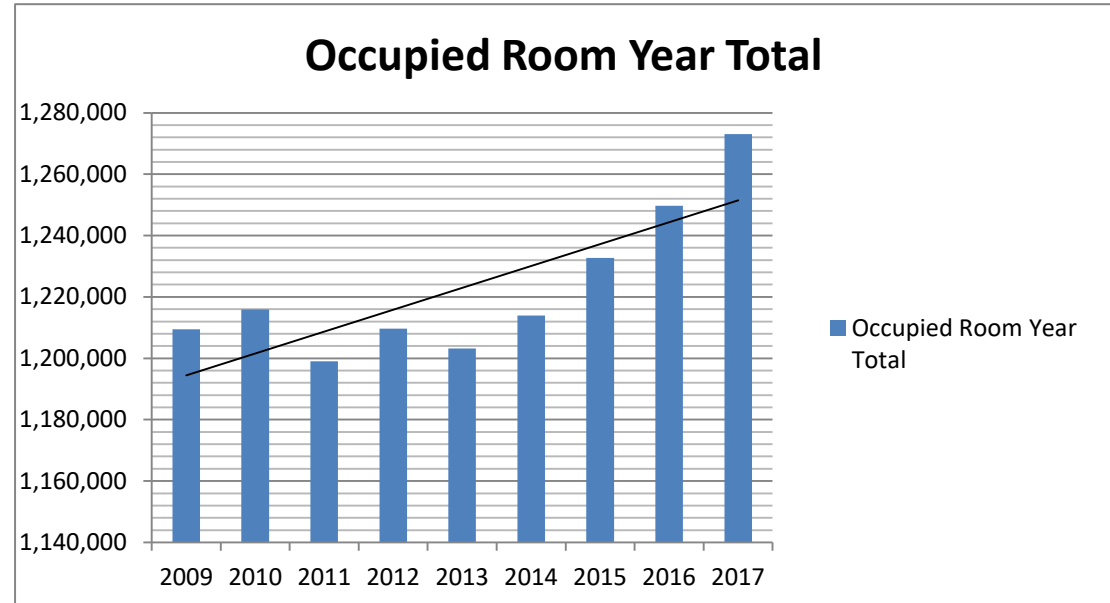
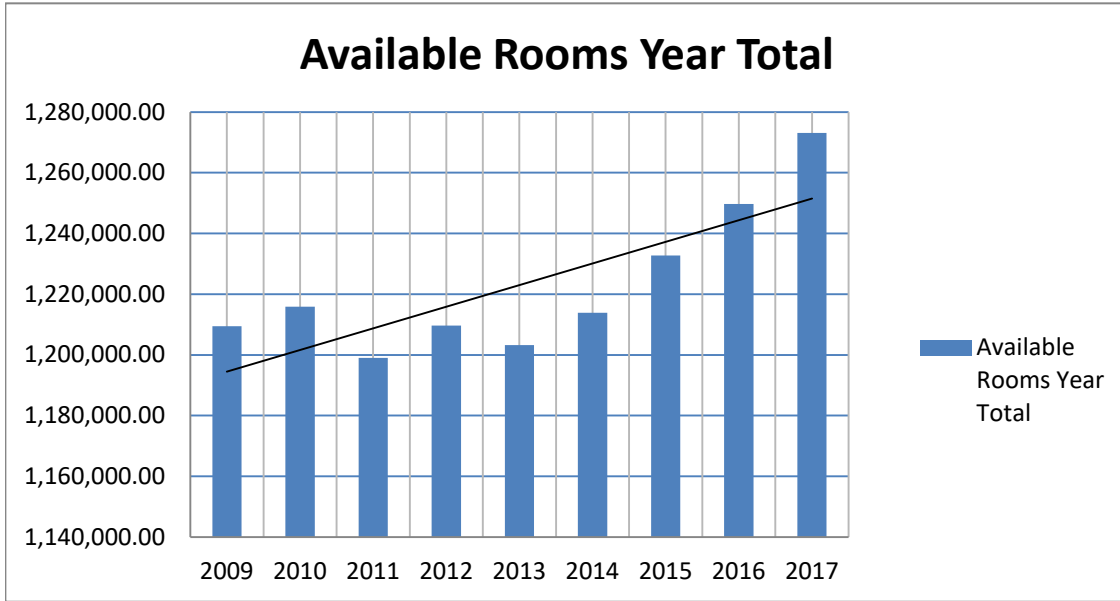
54 B&B	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	49,609	47,411	46,124	46,684	44,078	35,880	37,352	38,572	35,113	-29.22%
Filled	15,283	16,388	16,782	17,765	17,023	14,704	16,729	16,832	14,395	-5.81%
Occupancy	30.81%	34.57%	36.38%	38.05%	38.62%	40.98%	44.79%	43.64%	41.00%	33.07%
ADR	\$ 152.56	\$ 154.53	\$ 159.61	\$ 165.43	\$ 168.58	\$ 175.95	\$ 175.45	\$ 187.11	\$ 198.50	30.11%
Revenue	\$ 2,331,608.83	\$ 2,532,498.83	\$ 2,678,646.10	\$ 2,938,842.98	\$ 2,869,680.00	\$ 2,587,157.93	\$ 2,935,066.43	\$ 3,149,396.30	\$ 2,857,391.06	22.55%

Trends by Property Type

55/56 Cottage, House or Cabin	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	152,101	153,797	153,619	164,011	170,959	167,926	176,068	187,314	197,109	29.59%
Filled	50,151	53,761	51,894	56,843	59,090	61,946	68,059	70,825	74,682	48.91%
Occupancy	32.97%	34.96%	33.78%	34.66%	34.56%	36.89%	38.65%	37.85%	37.89%	14.92%
ADR	\$ 163.20	\$ 164.50	\$ 180.02	\$ 181.91	\$ 195.06	\$ 197.40	\$ 203.75	\$ 217.80	\$ 221.58	35.77%
Revenue	\$ 8,184,766.15	\$ 8,843,852.55	\$ 9,342,123.62	\$ 10,340,225.82	\$ 11,526,317.92	\$ 12,228,308.65	\$ 13,867,307.99	\$ 15,425,689.68	\$ 16,548,084.48	102.18%

59 Other	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	9,144	8,241	9,511	8,960	8,411	10,321	8,736	9,019	8,014	-12.36%
Filled	2,586	2,262	3,348	2,412	2,140	2,786	2,895	3,120	3,021	16.82%
Occupancy	28.28%	27.45%	35.20%	26.92%	25.44%	26.99%	33.14%	34.59%	37.28%	31.82%
ADR	\$ 70.95	\$ 86.68	\$ 71.44	\$ 79.88	\$ 92.45	\$ 82.13	\$ 90.98	\$ 89.58	\$ 99.77	40.62%
Revenue	\$ 183,486.36	\$ 196,076.83	\$ 239,164.64	\$ 192,673.83	\$ 197,841.28	\$ 228,814.04	\$ 263,378.67	\$ 279,486.26	\$ 301,403.54	64.26%

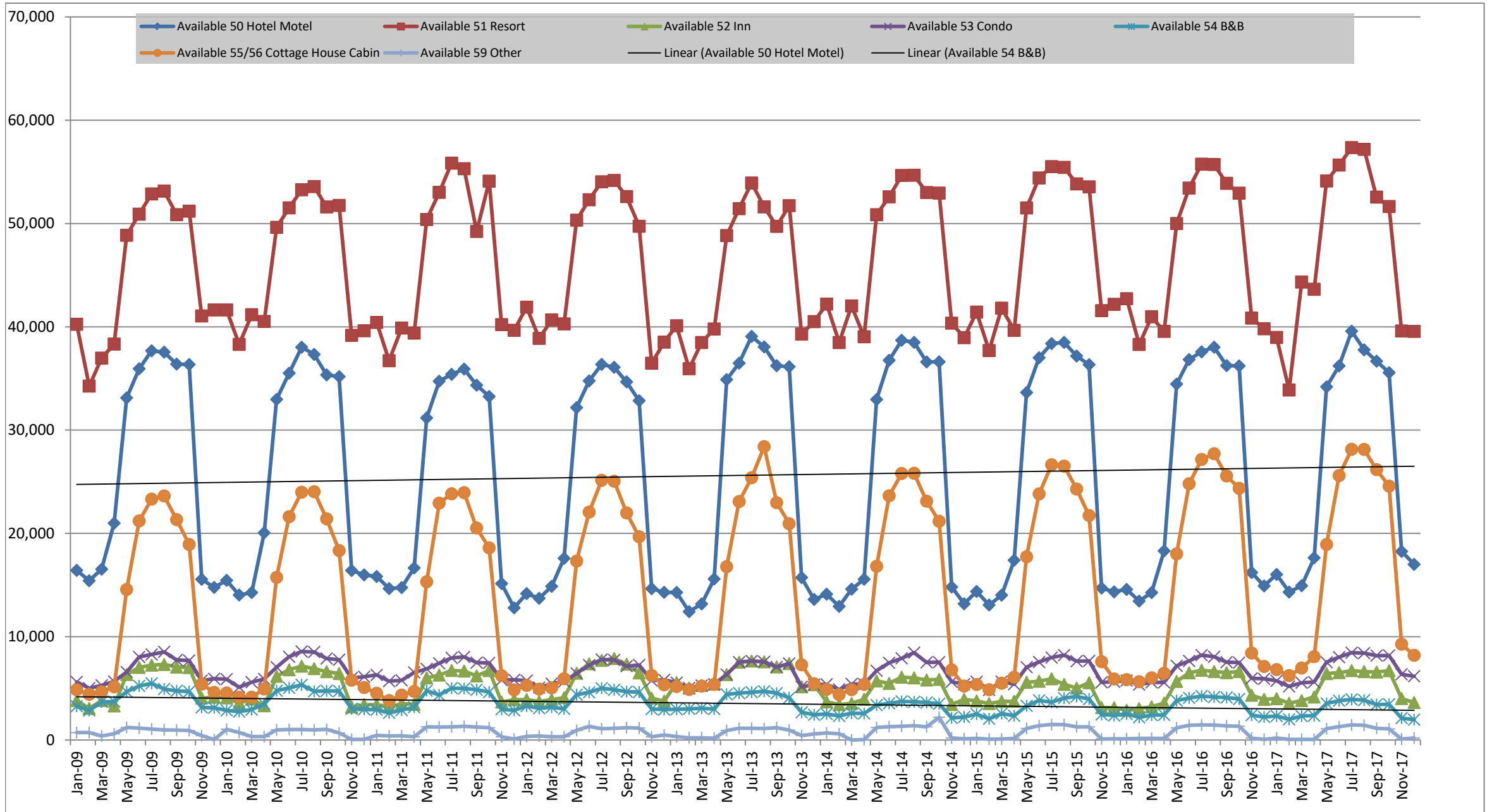
	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available Rooms Year Total	1,209,439	1,215,899	1,199,032	1,209,649	1,203,215	1,213,890	1,232,712	1,249,681	1,273,109	5.26%
Occupied Room Year Total	442,111	463,572	463,861	479,562	486,997	508,342	532,798	553,470	560,968	26.88%
ADR	\$126.04	\$127.52	\$129.84	\$133.91	\$137.22	\$137.70	\$142.41	\$149.00	\$153.00	21.39%
Occupancy	36.56%	38.13%	38.69%	39.64%	40.47%	41.88%	43.22%	44.29%	44.06%	20.51%
Total Revenues	\$ 55,723,155.72	\$ 59,113,917.60	\$ 60,228,436.31	\$ 64,216,442.02	\$ 66,828,127.55	\$ 69,996,623.00	\$ 75,876,813.00	\$ 82,467,211.56	\$ 85,632,987.00	53.68%
Notes: All years were rerun to balance to Kerber Rose Year End. In some years for a variety of reasons, they will not balance. Since this is for data purposes and not auditing the information provides historical trends	* 2009 Available nights 61 nights over KR year end resulting in ADR off \$2	*2010 available off 340, filled off 19, resulting in ADR off .52 Revenue off \$7952	*2011 Available nights off 428 all other metrics balance	*2012 Available nights off 90 all other metrics balance	*2013 Available nights off 152, filled off 20 and revenues off \$2961	*2014 All metrics balance	* 2015 All metrics balance	* 2016 All metrics balance	*all metrics balance	All balancing work is included in the individual year worksheets



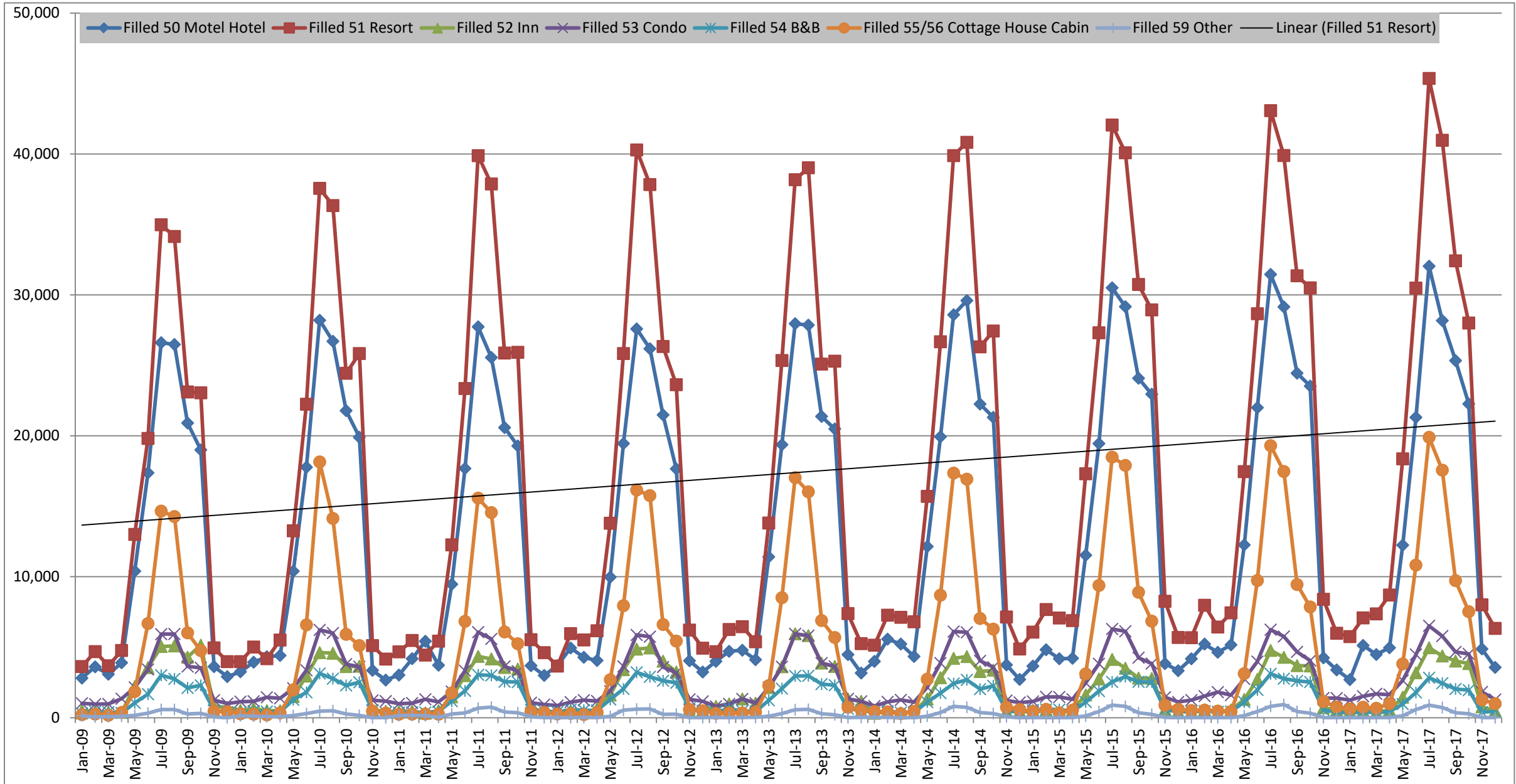
Trends by Property Type

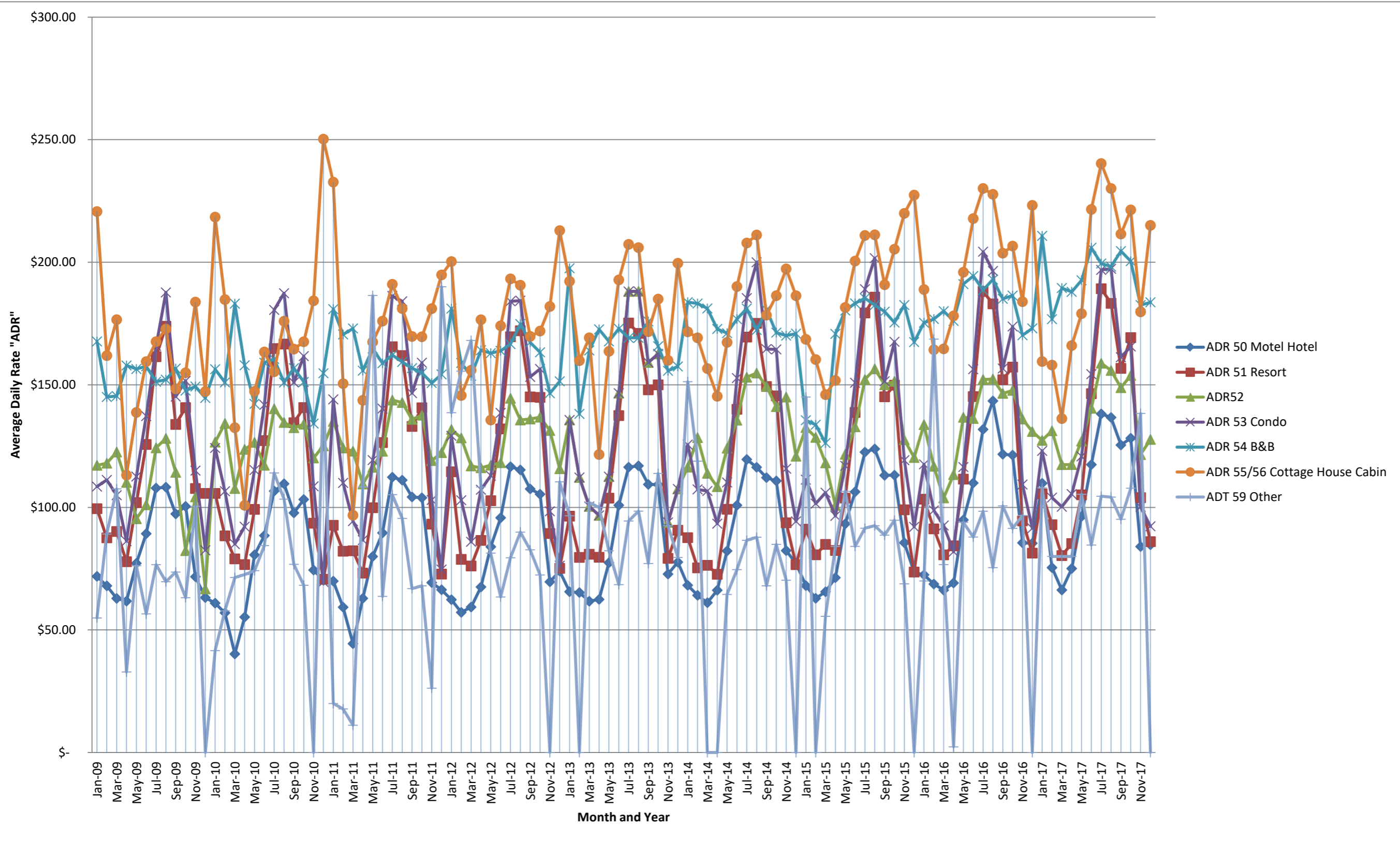
by unit report date	# of permits	# of units	Tax Year	Room Tax Collections * lates included	Available Rooms	Filled Rooms	Occup %	ADR	Visitor Spending (in millions)	County Tax Collection	rank in state
11/18/2008	729	3945	2008	\$ 2,633,905.00	979,928	362,545	37.00%	\$ 129.00			x
8/7/2009	856	4684	2009	\$ 3,051,712.00	1,209,378	442,111	36.56%	\$ 124.00	257.1	\$ 2,903,389.00	x
12/31/2010	888	4702	2010	\$ 3,233,733.00	1,215,559	463,591	38.14%	\$ 127.00	266.9	\$ 2,867,741.00	8
12/31/2011	879	4656	2011	\$ 3,270,684.00	1,198,604	463,861	38.70%	\$ 130.00	271.2	\$ 2,991,834.00	7
12/12/2012	903	4676	2012	\$ 3,500,714.00	1,209,649	479,562	39.65%	\$ 134.00	289	\$ 3,081,689.00	8
12/31/2013	937	4708	2013	\$ 3,644,013.00	1,203,063	486,977	40.48%	\$ 137.00	298.8	\$ 3,157,479.00	8
12/1/2014	956	4673	2014	\$ 3,815,722.00	1,213,890	508,272	41.87%	\$ 136.00	313.4	\$ 3,350,013.00	8
12/1/2015	980	4712	2015	\$ 4,130,827.00	1,232,712	532,798	43.22%	\$ 142.00	332.8	\$ 3,658,093.00	8
12/1/2016	1031	4773	2016	\$ 4,459,019.00	1,249,681	553,470	44.29%	\$ 149.00	347.8	\$ 3,914,091.00	7
11/27/2017	1078	4860	2017	\$ 4,660,677.00	1,273,109	560,968	44.06%	\$ 153.00	x	x	x
* from by unit report			*From year end reporting						State statistics released in the Spring of 2018		

Available Units 2009-2017

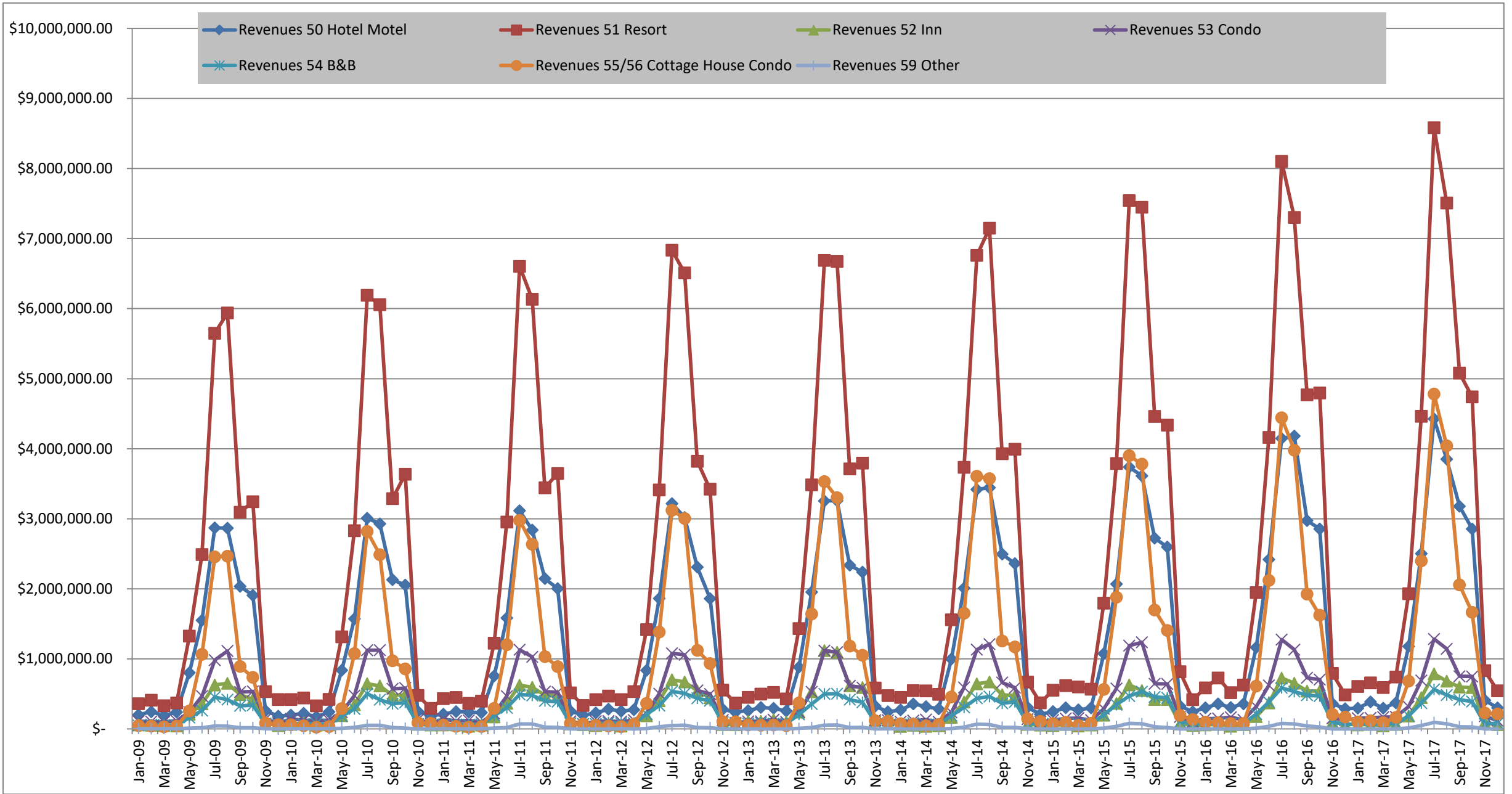


Filled 2009-2017

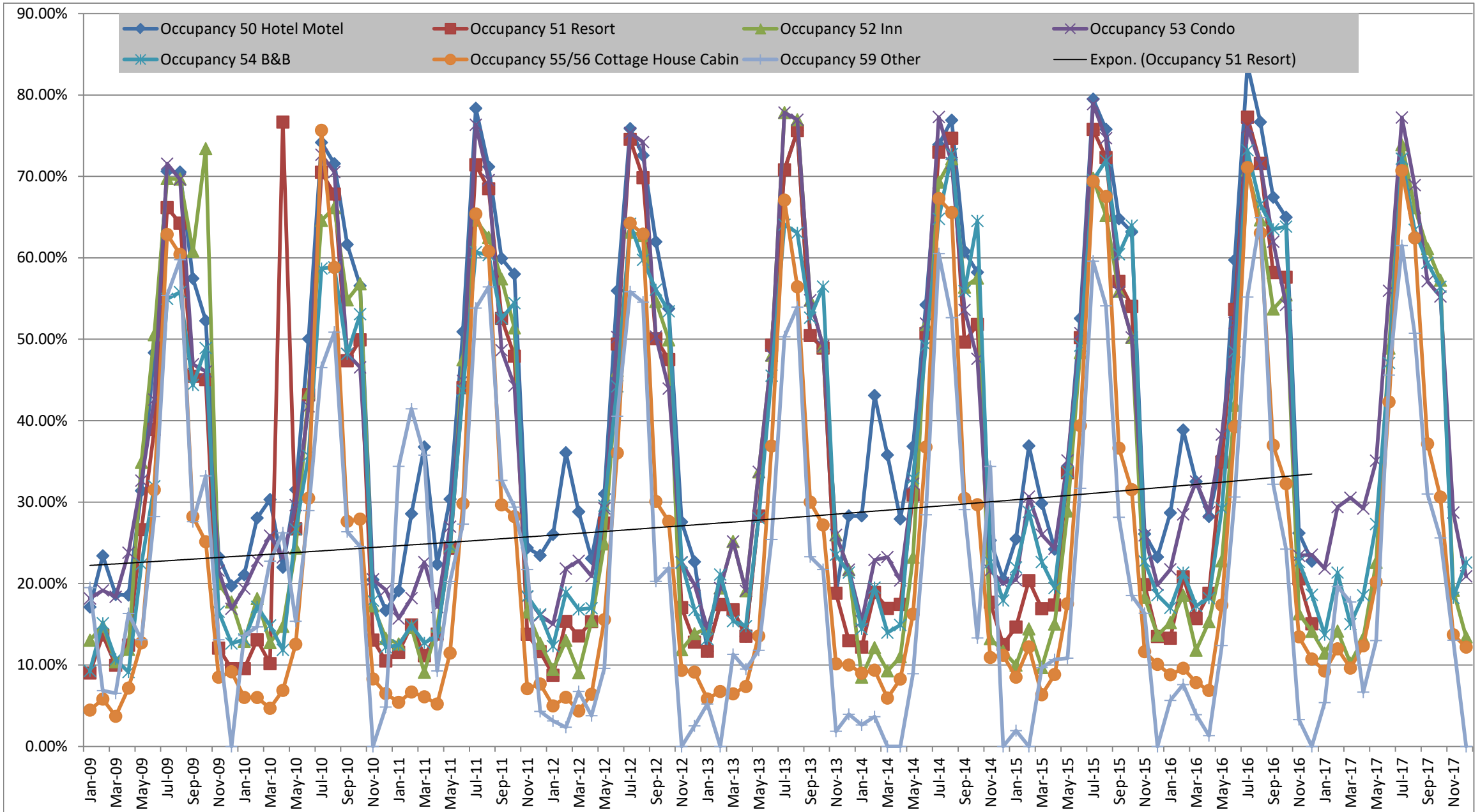




Revenues 2009-2017



Occupancy 2009-2017





DOOR COUNTY TOURISM ZONE COMMISSION

PO BOX 55, Sister Bay, WI 54234

920-854-6200 - fax: 920-854-9019

E-mail: info@doorcountytourismzone.com

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FOR IMMEDIATE RELEASE

Press Contact:

Josh Van Lieshout, Chair

920-746-69054

The Door County Tourism Zone Commission is pleased to finalize 2017 year end reporting. 2017 concluded with Door County room tax collection being up 4.2% from 2016.

In 2017 there were 1,273,109 rooms available for overnight stays compared to 1,249,681 in 2016. Door County visitors filled 560,968 rooms in 2017 compared to 553,470 in 2016. Occupancy in Door County for 2017 was 44.06% with an average daily rate of \$153. 2017 year end reporting can be reviewed on the [Tourism Zone's website](#).

With the completion of year end numbers, the Tourism Zone looks back to examine the progress the County has made with its partnership with the Door County Visitor Bureau "DCVB" and the hard work of lodging providers who collect and remit room tax from visitors to Door County.

Since 2009, which is the benchmark year that all 19 Door County municipalities were a part of the Tourism Zone, Door County has seen the following growth as a direct result of the partnership between lodging providers, the Tourism Zone and the DCVB:

- **Available rooms** have grown 5.26%
- **Occupied rooms** have grown 26.88% - 118,857 more room occupied since 2009. Based on double occupancy, occupied rooms have brought 237,714 more people to Door County than in 2009.
- **Average Daily Rate** has grown 21.39% - a difference \$26.96 per room night
- **Occupancy Rate** has grown from 36.56% in 2009 to 44.06 in 2017 which is a 20.51% change from 2009

Room tax revenue provides the mechanism that ensures the ongoing funding for the marketing of Door County. The Door County Tourism Zone Commission is proud of its founding history; it began with the very people who make their livelihood in the tourism and hospitality industry in Door County.

In the competitive marketplace where travelers have many options, Destination Marketing Funds allows Door County to be marketed and represented. Prior to 2007, Door County's marketing entity, the DCVB, had marketed Door County with a marketing budget of less than \$200,000 in comparison to 2017's distribution to the DCVB of over \$3 million from room tax revenues. More historical analysis can be found on the [Tourism Zone's Website](#).

The Commission would like to remind property owners who are renting or thinking of renting their property for short term rentals, that they are required to obtain a Tourism Zone lodging permit and collect and remit the associated room tax. We need property owners to step up and help support tourism in Door County and their local municipalities by fulfilling their legal obligation in filing and paying room tax on lodging revenues.

To learn more about how permit your property you can go to www.doorcountytoursimzone.com, or by calling (920) 854-6200.



DOOR COUNTY TOURISM ZONE COMMISSION

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March 1, 2018

Representative Joel Kitchens
Room 10 West
State Capitol
PO Box 8952
Madison, WI 53708

Dear Representative Kitchens,

You have asked the Door County Tourism Zone Commission to submit corrective language in regard to the legislation included in WI ACT 59. It is our experience that the WI ACT 59 amendments to Sec. 66.0615, Stats., are unworkable from an operational perspective. In crafting this response we have taken into consideration how to make the WI ACT 59 amendments to Sec. 66.0615, Stats., function effectively on a State-wide basis, not just in Door County.

Among our greatest concerns will be our ability to reconcile Lodging Marketplace payments correctly and properly allocate the statutory amount back to the municipalities from which the tax was collected. Sec. 66.0615, Stats., requires that a portion of the collected tax be allocated to the tourism entity and a portion be allocated to the municipality from which the tax was collected. The payments from Lodging Marketplaces typically arrive in aggregate with little to no information as to which municipality the tax came from. This lack of information makes it impossible for the Tourism Zone to apply portions of the payment to different properties as it is required to do by law.

In Door County, each property has a unique identifying permit number that allows for a payment to be applied to a specific property and then the 30% is distributed back to the municipality via each permit's municipal identifying code.

Lodging Marketplaces notoriously have issues with locating properties correctly. They typically use zip code information entered by the host. Zip codes often cover more than one municipality. Consequently, zip code data cannot be used to distribute room tax revenues back to municipalities.

Moreover, Door County has effectively and successfully regulated short term rentals for over ten years. From our experience, compliance and enforcement of short term rentals should remain at the municipal level. The Tourism Zone Commission fully supports the requirements that all short term rentals should abide by all state and local regulations such as registering for a sales and use tax permit with the Department of Revenue, the completion of the Department of Trade Agriculture and Consumer Protection health inspection and obtaining a tourist rooming license.

With these requirements now in place as state law, those engaging in short term rentals will now be held to the same requirements as traditional lodging. The playing field is now level. Room tax collection should be handled at the municipal level or with a designated Tourism Zone Commission.

Our principal objectives for the corrective language are to ensure the following:

- 1.) For Room Tax to continue as a means to fund Destination Marketing and the tourism industry throughout the State of Wisconsin.
- 2.) For Room Tax to continue to support municipalities.
- 3.) To ensure that the room tax generated in a municipality can be returned to that municipality (both for marketing and support).

Proposed Corrective Language:

1. **Section 66.0615(5)(a)2a** **If a short-term rental that is rented through a lodging marketplace is located in a municipality that imposes a room tax, collect the room tax from the occupant and forward it to the municipality report and forward that tax to the municipality, or where a commission exists under par. (1m)(c), forward that tax to the commission with a report as to municipality in which that tax was generated. (see footnote ¹)**
 - Section 66.0615(5)(a)2a - If a short-term rental that is rented through a lodging marketplace is located in a municipality that imposes a room tax, collect the room tax from the occupant and forward it to the municipality report and forward that tax to the municipality, or where a commission exists under par. (1m)(c), forward that tax to the commission with a report as to municipality in which that tax was generated. Adding this language allows for the reconciliation of tax payment to the correct municipality thus enabling compliance with WI STATS 66.0615(4)(a) – 2015 WI ACT 55
2. **Section 66.0615(5)(a)2b - When reporting and forwarding the collected tax under par. 2a, the lodging marketplace shall identify the short-term rental property, the gross lodging sales, including other taxable sales, nights rented, nights available, total sales subject to the tax and the amount of tax being remitted for that short-term rental. (see footnote ²)**
 - Adding this additional subsection to Sec. 66.0615(5)(a), Stats., would ensure that the necessary information to properly enforce the lodging tax laws, audit payments for accuracy, and distribute tax between the political subdivision and a designated marketing entity as required by WI STATS 66.0615(8)(d) is provided to the municipality or the commission.

¹ The problem of zip codes is bigger than the Tourism Zone and also affects individual municipalities. There might be two municipalities within the same zip code that are operating their room tax ordinances independently and not as part of a district.

The proposed revision uses the language in the current statute and adds additional language to address the concerns related to the lodging market place.

² This proposed revision is an entirely new subsection under Section 66.0615(5)(a)(2)

3. **Section 66.0615(5)(c) - If a lodging marketplace has not registered with the Department of Revenue as required under par. (a), the owner shall remain responsible for the collection, reporting and remittance of the tax collected.** (see footnote³)
 - Adding this additional subsection to Sec. 66.0615(5), Stats. would confirm that the owner of a residential dwelling unit is and remains the responsible party for the collection, reporting and remittance of the local lodging tax.
4. **Section 66.0615 (1)(m) – “any person” shall have the meaning provided in Sec. 990.01(26), Stats. and shall include lodging marketplace entities.** (see footnote⁴)
 - Section 990.01, Stat., entitled “Construction of laws; words and phrases” contains subsection (26) a partial definition of “person”.

The legislation that was passed with regards to short term rentals by ACT 59 would be unchanged by the proposed language; we are asking for nothing to be omitted. What would be added is clarification and definitions to assist with collections, distribution and enforcement of WI STAT 66.0615. We hope that you will support and bring forward this proposed language to proceed with corrective legislation.

If we can be of any assistance in the process, we would like to be contribute any way we can. Thank you for your time and effort and behalf of the Door County Tourism Zone, our member municipalities and permit holders.

Sincerely,



Josh Van Lieshout
Chair, Door County Tourism Zone Commission
Administrator, City of Sturgeon Bay

³ This proposed review is also potentially an entirely new subsection under Section 66.0615(5). However, it could be also be added to Section 66.0615(5)(b) which currently states:

“A municipality may not impose and collect a room tax from the owner of a short-term rental if the municipality collects the room tax on the residential dwelling under par. (a) 2.”

A new Sec. 66.0615(5)(b) would then read:

“A municipality may not impose and collect a room tax from the owner of a short-term rental if the municipality collects the room tax on the residential dwelling under par. (a) 2. If a lodging marketplace has not registered with the department of revenue as required under par. (a), the owner of the short term rental shall remain responsible for the collection, reporting and remittance of the tax collected.”

⁴ In the Subsections of Sec. 66.0615(2), Stats., there are repeated references to “...any person subject to sub. (1m) who fails to comply...”. The question is does that reference to “...person...” apply to the Lodging Marketplace entities? There is no definition of “...person...” specifically stated in Sec. 66.0615(1), Stats., the definitions section of Sec. 66.0615, Stats. The term “...person...” does in fact apply to and also mean Lodging Marketplace entities. However, it takes a bit of legislative gymnastics to get to that conclusion.

Providing a definition to “any person” in section (1m) will clarify the definition.