



DOOR COUNTY TOURISM ZONE COMMISSION
Administrator's Report
1-2021

2020 "NO REPORTS":

- The number of **January-April 2020** "No Reports": One (1) property has failed to report for January-April 2020, but we have received judgments in Circuit Court for Estimated Taxes.
- The number of **May 2020** "No Reports": As of 7/8/2020 there are one hundred forty-two (142) owner-managed properties to report. There were thirty-four (34) agent-managed properties that still require reporting. One hundred seventy-six (176) total for the month of May at first run. The first notice went out on 7/10/2020.
 - As of 9/10/2020 there are fifteen (15) properties that remain to report for May 2020 – with legal counsel.
 - As of 10/8/2020 there are seven (7) properties that remain to report. All are with legal counsel except for one (1).
 - As of 11/12/2020 there are five (5) properties to report for May 2020.
 - As of 12/10/2020 there are two (2) properties that remain to report for May 2020.
 - As of 1/13/2021 there are two (2) properties that remain to report for May 2020.
- The number of **June 2020** "No Reports": As of 8-9-2020 there are one hundred twenty-four (124) properties to report for June 2020. The first notice went out on 8-11-2020. The final notice went out on 9-8-2020.
 - As of 9/10/2020 there are forty-five (45) properties that remain to report for June 2020. All properties received the final notice with a deadline.
 - As of 10/8/2020, there are twenty-one (21) to report. The properties were sent on to legal counsel on 9/24/2020 and have all received compliance letters with a final deadline to file.
 - As of 11/12/2020 there are seven (7) properties to report for June 2020.
 - As of 12/10/2020 there are three (3) properties to report for June 2020.
 - As of 1/13/2021 there are three (3) properties that remain to report for June 2020.
- The number of **July 2020** "No Reports": As of 9-10-2020 there are one hundred twenty-eight (128) properties to report for July 2020. The first notice went out on 9-11-2020.
 - As of 10/8/2020 thirty-five (35) remain to report for July 2020.
 - As of 11/12/2020 there are twelve (12) properties to report for July 2020.
 - As of 12/10/2020 there are four (4) properties to report for July 2020.
 - As of 1/13/2021 there are four (4) properties that remain to report for July 2020.
- The number of **August 2020** "No Reports": As of 10/7/2020 there are ninety-eight (98) properties that remain to report for August 2020, the first notice will go out 10/9/2020.
 - As of 11/12/2020 there are twenty-nine (29) properties to report for August 2020. A final notice went out on 11/11/2020.
 - As of 12/10/2020 there are nine (9) properties to report for August 2020.
 - As of 1/13/2021 there are seven (7) properties to report for August 2020.
- The number of **September 2020** "No Reports": As of 11/8/2020 there are one hundred seventeen (117) owner-managed properties plus ten (10) agent-managed properties for a total of one hundred twenty-seven (127) properties to report for September 2020.
 - As of 12/10/2020 there are twenty-three (23) properties to report for September 2020.
 - As of 1/13/2021 there are thirteen (13) properties to report for September 2020.
- The number of **October 2020** "No Reports": As of 12/9/2020 there are eighty-six (86) owner-managed properties to report for October 2020.
 - As of 1/13/2021 there are nineteen (19) properties to report for October 2020
- The number of **November 2020** "No Reports": As of 1/6/2021 there are eighty-three (83) owner-managed properties to report for November and seven (7) agent-managed reports for a total of ninety (90) to report.
 - As of 1/13/2021, fifty (50) properties remain to report.

PERMITS: As of 1/14/2021 – fifteen (15) permits were issued.

- 5 permits were issued during the same period of 2020
 - As of 1/14/2021 there are 1264 permits
 - Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
1. Town of Gibraltar (56) – year-round- **compliance**
 2. Town of Liberty Grove (56) – year-round – **compliance**
 3. Town of Nasewaupée (56) – seasonal
 4. Village of Egg Harbor (53) – year-round – **compliance**
 5. Town of Baileys Harbor (53) – year-round
 6. Town of Sevastopol (56) – year-round

7. Town of Liberty Grove (56) – seasonal – **compliance**
8. Town of Liberty Grove (56) – year-round
9. Town of Jacksonport (56) – year-round
10. Village of Sister Bay (56) – year-round
11. Town of Sevastopol (56) – year-round

12. Village of Ephraim (56) – year-round
13. Town of Nasewaupee (56) -seasonal
14. Town of Clay Banks (56)-year-round
15. Town of Nasewaupee (56)-year-round

UNPAID TAX/FEES/PENALTIES: The total outstanding due 1/11/2021 is: \$7,535.36 from twenty-seven (27) permit holders.

	First Notice	Second Notice	Third (Final) Notice	Collections	Attorney		
	\$ 25.70	\$ 26.80	\$ 36.59	\$ 43.91	\$ 56.99		
	\$ 26.31	\$ 27.65	\$ 39.65		\$ 535.41		
	\$ 51.98	\$ 53.94			\$ 443.19		
	\$ 25.00	\$ 103.10			\$ 440.58		
	\$ 25.42	\$ 92.14			\$ 285.32		
	\$ 25.27	\$ 26.07			\$ 340.05		
	\$ 25.49	\$ 25.65			\$ 274.44		
	\$ 25.07				\$ 272.28		
	\$ 25.81				\$ 292.28		
	\$ 25.10				\$ 621.95		
	\$ 25.27				\$ 452.38		
	\$ 48.93				\$ 468.19		
	\$ 25.08				\$ 579.10		
	\$ 25.33				\$ 410.27	Total Due	
	\$ 25.34				\$ 463.00	\$ 7,535.35	
	\$ 25.41				\$ 408.97		
	\$ 25.64				\$ 129.19		
	\$ 26.26						
	\$ 25.19						
	\$ 25.95						
	\$ 26.71						
TOTALS	\$ 586.26	\$ 355.35	\$ 76.24	\$ 43.91	\$ 6,473.59		

UNPERMITTED PROPERTIES:

➤ **VRBO as of 12/30/2020: Link to [full audit report](#)**

MUNI		# of VRBO Properties 6/2/2020	# of VRBO Properties 7/1/2020	# of VRBO Properties 8/4/2020	# of VRBO Properties 10/23/2020	# of VRBO Properties 11/24/2020	# of VRBO Properties 12/26/2020
2	Baileys Harbor	70	69	68	70	68	68
6	Clay Banks	3	3	3	3	3	2
8	Town of Egg Harbor	64	62	59	74	62	64
9	Village of Egg Harbor	43	41	41	40	40	40
11	Ephraim	47	48	47	52	49	48
12	Gibraltar	84	87	85	84	84	82
13	Village of Forestville	0	0	0	0	0	0
14	Town of Forestville	0	0	0	0	0	0
15	Jacksonport	31	30	30	32	32	31
27	Nasewaupee	29	32	31	30	30	31
32	Liberty Grove	65	67	69	70	64	64
33	Sevastopol	34	39	40	40	40	41
34	Sister Bay	56	56	57	58	55	55
35	City of Sturgeon Bay	25	26	30	41	42	44
36	Town of Sturgeon Bay	22	22	22	19	18	17
39	Gardner	7	8	6	6	6	6
42	Union	5	5	6	6	6	6
46	Washington Island	12	13	13	13	12	12
Total Actually in Door County		597	608	607	638	611	611

MUNI		# of VRBO Properties	Hotel/Motel	Resort	Inn	Condo	53 Condo @ commercial property	B&B	Cottage Cabin Homes	Cottage Cabin Homes	OTHER	No permit req 30+	Total	Commercial	Non Commercial
2	Baileys Harbor	68	0	0	1	0	0	0	0	67	0	0	68	1	67
4	Brussels	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	Clay Banks	2	0	0	0	0	0	0	0	2	0	0	2	0	2
8	Town of Egg Harbor	64	0	1	0	0	27	0	0	36	0	0	64	28	36
9	Village of Egg Harbor	40	0	0	0	4	0	0	0	36	0	0	40	0	40
11	Ephraim	48	0	1	0	0	0	0	0	47	0	0	48	1	47
12	Gibraltar	82	0	1	0	17	0	1	0	61	0	2	82	2	80
14	Town of Forestville	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	Town of Jacksonport	31	0	0	0	5	0	0	0	26	0	0	31	0	31
27	Nasewaupsee	31	0	3	0	0	0	0	0	28	0	0	31	3	28
32	Liberty Grove	64	2	1	0	2	0	0	0	59	0	0	64	3	61
33	Sevastopol	41	1	0	0	0	0	0	0	40	0	0	41	1	40
34	Sister Bay	55	0	1	0	13	0	0	0	41	0	0	55	1	54
35	City of Sturgeon Bay	44	4	0	0	5	0	2	0	32	0	1	44	6	37
36	Town of Sturgeon Bay	17	0	0	0	0	0	0	0	17	0	0	17	0	17
39	Gardner	6	0	0	0	0	0	0	0	6	0	0	6	0	6
42	Union	6	0	0	0	0	0	0	0	6	0	0	6	0	6
46	Washington Island	12	0	0	0	0	0	0	0	12	0	0	12	0	12
Totals for Door County			7	8	1	46	27	3	0	516	0	3	611		
			Commercial			Non Commercial									
611 TOTAL IN DC			7.53%			92.31%						610			

The following unpermitted properties are utilizing the VRBO platform:

1. VRBO # 2055784 – owner unfound
2. VRBO # 2094656 – owner unfound

➤ **Airbnb as of 12/2020: [Link to full audit report.](#)**

MUNI		6/8/2020	7/21/2020	Oct-20	Nov-20	Dec-20
2	Baileys Harbor	79	79	73	74	74
4	Brussels	0	0	0	0	0
6	Clay Banks	1	1	1	1	2
8	Town of Egg Harbor	59	55	54	53	53
9	Village of Egg Harbor	29	33	38	38	38
11	Ephraim	49	54	60	60	62
12	Gibraltar	91	93	86	88	87
14	Town of Forestville	1	1	1	1	1
15	Town of Jacksonport	14	13	15	14	15
27	Nasewaupsee	21	23	23	25	26
32	Liberty Grove	64	66	68	68	70
33	Sevastopol	31	30	29	31	31
34	Sister Bay	38	42	45	44	43
35	City of Sturgeon Bay	119	115	119	119	118
36	Town of Sturgeon Bay	16	16	12	12	12
39	Gardner	16	16	15	14	7
42	Union	2	2	2	3	3
46	Washington Island	32	36	33	31	31
Subtotal of DoorCounty Only		662	675	674	676	673

MUNI	# of Airbnb	50	51	52 Inn	53	53 Condo	54 B&B	55/56 Cottage	59	30+ day	Total	Commercial	Non Commercial	
2	Baileys Harbor	74	21	0	6	0	0	0	47	0	0	74	27	47
4	Brussels	0	0	0	0	0	0	0	0	0	0	0	0	
6	Clay Banks	2	0	0	0	0	0	0	2	0	0	2	2	
8	Town of Egg Harbor	53	0	0	0	1	25	0	27	0	0	53	25	28
9	Village of Egg Harbor	38	1	0	0	9	7	0	21	0	0	38	8	30
11	Ephraim	62	4	9	0	0	2	0	47	0	0	62	15	47
12	Gibraltar	87	11	3	7	5	16	1	43	0	1	87	38	49
14	Town of Forestville	1	0	0	0	0	0	0	1	0	0	1	0	1
15	Town of Jacksonport	15	0	0	0	0	0	0	15	0	0	15	0	15
27	Nasewaupsee	26	0	6	0	0	1	0	19	0	0	26	7	19
32	Liberty Grove	70	0	1	0	1	0	1	67	0	0	70	2	68
33	Sevastopol	31	0	0	0	0	0	5	26	0	0	31	5	26
34	Sister Bay	43	2	0	0	6	0	0	35	0	0	43	2	41
35	City of Sturgeon Bay	118	19	0	19	7	0	10	60	3	0	118	48	70
36	Town of Sturgeon Bay	12	0	0	0	0	0	0	12	0	0	12	0	12
39	Gardner	7	0	0	0	1	0	0	6	0	0	7	0	7
42	Union	3	0	0	0	0	0	0	3	0	0	3	0	3
46	Washington Island	31	4	0	4	0	0	0	23	0	0	31	8	23
Totals for Door County			62	19	36	30	51	17	454	3		673		
		673	Total Door County Listings											
			Commercial		Non Commercial									
			27.49%		72.51%									

The following are unpermitted properties utilizing the Airbnb platform:

- 1) Airbnb 23008138 – unable to locate owner - wholesaler
- 2) Airbnb 37886362– unable to locate owner - wholesaler
- 3) Airbnb 23709001– unable to locate owner – wholesaler
- 4) Airbnb 45959451 – Compliance letter sent 11/25/2020

➤ **Baileys Harbor Room Tax Proposal:**

The memo to the member municipalities and permit holders was emailed on 12-18-2020. Below are the email responses I received directly. I directed all those who commented to contact their municipal town/village boards. At the back of the report are further comments via Door County Daily News on FB.

Re: Town of Baileys Harbor Proposal regarding local room tax 8% increase x



John Nolte

to me

Fri, Dec 18, 2020, 4:44 PM

Thankyou for your email. As a Motel owner Ellison Bay I would like to offer a comment.

I lived in and worked in Atlanta, GA and many other developed cities with lots to offer which charges a 7% room tax. However, the offerings in Atlanta are 1000 greater than what is offered in Door County.

Competition across the country for the tourist dollar has grown leaps and bounds with myriads of choices while we sit here (samo samo) known as the land of the \$5 ice cream cone or \$9 glass of beer. Do we really want that reputation? Or are we giving up focus on family, couples and 50+ and focusing on high end elites?

Many of my customers are shocked when they receive their bill with a total of 11%. I hear lots of negative comments and I have to wonder what good the money does. I hear about promotion of Door Cty, employees/information centers and websites. Most know about Door County or do their online research and many businesses promote their own thereby promoting the county. Today, people are taxed to death and the promoters of increasing tax never seem to have a problem spending other people's money. I hear "don't worry, it's a pass thru" and it's for the greater good of your business and you benefit. To that I say enough is enough. The little promotion kingdoms need to live with what they receive compliments of the 5 1/2% skim they take.

Merry Christmas,
John Nolte - Principal
Maple Grove Motel, Ellison Bay

Re: Town of Baileys Harbor Proposal regarding local room tax

Kelli Groenfeldt <KelliG@live.com>
To: nancy.anschutz@townofsturgeonbay.us, Door County Tourism Zone Commission <info@doorcountytourismzone.com>
Cc: Tom Groenfeldt <tomgroenfeldt@gmail.com>

Fri, Dec 18, 2020 at 9:17 PM

Could the Town of Sturgeon Bay and Mr Elliot address these issues please? I do not understand the \$250 permit fee proposal at all, sorry but is this to be a yearly fee or a one time only fee? I also do not support an increase to the room tax but do support getting help for Kim Roberts for the DCTZ.

We own a rental property in the Town of SB that has been used as such for 70 years. As tourism benefits all of the county I am opposed to one sector continuing to foot the bill to support all businesses in the county. The increase in the workload to Ms Roberts is the result of the inability of the State to properly regulate AirBnB and VRBO so perhaps they should take it up with the state if and when they decide to go back to work. In reading the minutes of the meetings I understand Mr Kitchen's opinion is that it was a problem with their inability to get this done at the state level. Why should municipalities (which is now being trickled down to the lodging industry) be left paying for their mistakes and inaction?

I also take exception to the continuous complaints that STR owners take up so much of the time. The hotel/motel people can do a form that covers all of their rooms so of course they take less time to report for more rooms.

From the November minutes

Van Lieshout replied that the notion of adding a permit fee was brought up several years ago during a budget cycle because it is not hard to see how the short-term rental business has impacted the workload. When you look at the numbers, 74% of permits are homes (STR's) and they have 24% of the rooms. Our professional innkeepers do not require as much assistance as the short-term rental folks. Some STR's really struggle in comparison to the professional innkeepers, it consumes a lot of time and handholding. He added, not to mention the expense of enforcement. If I had to guess, he said, about 80% of our enforcement cases are related to short-term rentals. We do recover much of these costs, but it is time-consuming and often comes much further down the road. There are some challenges to that.

Some of you in larger municipalities forget that the rest of us pay for our own garbage, water, sewer and road maintenance including plowing etc. With the increase in shoreline protection added to this, it is not the time to ask for more.

Sincerely,

Tom and Kelli Groenfeldt
3686 E Shore Road
Sturgeon Bay WI
746-9220

Re: Town of Baileys Harbor Proposal regarding local room tax Inbox x 8% increase x



Larsen Log Cabin/Door County/Egg Harbor via yahoo.com
to me

Fri, Dec 18, 2020, 3:09 PM ☆ ↶ ⋮

No more taxes. It's never enough. Does Elliot have rentals?

Auditing VRBO just to make sure my village is getting its fair share is a lot of work. Who pays me? But it's okay to pay who?

Take the money you get, if it isn't enough then cut back.

As a past 2 term lions president and member for years, we didn't try and tax anyone to put on our various events. We did it for the right reasons and didn't get paid. We took our event profits and donated.

No more taxes. Our customers and our business surely don't want it.

Thank you for letting us know what is going on by this outsider with a biased newspaper

Paul Larsen



Larsen Log Cabin/Door County/Egg Harbor via yahoo.com
to Ryan, Josh, Tom, me

Fri, Dec 18, 2020, 4:27 PM ☆ ↶ ⋮

I have an open mind. We got along without room taxes for decades. The current amount the municipalities is nicely using is great, but if for some reason you have more expenses even after vrbo types are now collecting for the state, then someone needs to give up a portion of their share.

This tax and spend stuff destroys economies and business. Our guest pay enough and our Villages such as Baileys that now have the east/west coast and Illinois culture involved is going to destroy our County.

I'm from a multi generation of Baileys Harbor and Jacksonport and really I do not want that culture here to do what's going on in these other democrat failed States whereas people are moving by the thousands a week to Florida, Texas and Tennessee.

I understand the tax is coming from the tourist, they are my guest, leave them alone.

No more taxes

Thanks

Re: Town of Baileys Harbor Proposal regarding local room tax Inbox x 8% increase x



John Jordan
to me

Fri, Dec 18, 2020, 10:50 AM ☆ ↶ ⋮

Stop it. Just stop the greed.

There are a lot of us who pay this fee out of our own pocket instead of charging more to our customers. Times have already been incredibly hard and now this? Many of us own property and pay taxes but don't live there and can't vote you out of office. But I can assure you, we will band together and financially support anyone who runs against anyone who vote for this. I will personally organize this and trust me, you don't want me to do this because I never lose.

John Jordan
Condo owner of at two different Egg Harbor resorts





Brad Russell
to me ▾

Fri, Dec 18, 2020, 11:34 AM ☆ ↶ ⋮

Josh,

I am not a fan of raising our taxes by giving more funds to Destination Door County and to discourage potential guests in visiting Door County due to the increase room tax. I have contacted a member of the Ephraim Village board so that I am included and kept informed.

If Baileys Harbor wants to raise more funds, then they can institute an additional tax like Sister Bay did. Maybe Mr. Eliot needs to step down as Vice Chair of DCTZC per conflict of interest during this time?

Thank you for sharing,

Brad Russell

Deactivated Permits 12/3/2020 through 1/14/2021:

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Egg Harbor	08-53-1678-00	12/18/2020	Landmark Morgan	4929 Landmark Circle	Jon and Amy Morgan	Placed unit in the rental pool at Landmark. No longer self-managing property.
Village of Egg Harbor	09-56-0096-00	12/18/2020	Whitecliff Harbor House	7865 Whitecliff Road	Jackie Sawyer	Property sold.
Town of Liberty Grove	32-56-2004-00	12/18/2020	Meadowland of Baileys Harbor	2429 Old Lime Kiln Road	Jim Weikel	No longer renting.
Town of Liberty Grove	32-56-1409-00	12/18/2020	A Pearl	11657 Beach Road	Jeffrey Ockwood	No longer renting.
Town of Gibraltar	12-56-2002-06	12/18/2020	Macron Workshop and Cottage	4179 Cottage Row	M3K Fish Creek LLC	No longer renting
Town of Liberty Grove	32-56-0521-00	12/28/2020	The Newport Suite	620 CTH NP	Don Thompson	No longer renting.
Village of Egg Harbor	09-53-0253-00	12/29/2020	Baudo	7801 Ridgewood Bluff #20	Robert Baudo	No longer renting due to covid.
Town of Jacksonport	15-56-2346-00	12/30/2020	Inn Between Ferns	6345 sth 57	Alicia Wang and Ryan Heise	Property sold.
Town of Egg Harbor	08-56-1449-01	1/4/2021	Wooded Shores	6675 Bayshore Drive	Virginia Mathey Trust	No longer renting during Covid.
Town of Sevastopol	33-56-0808-00	1/5/2021	Little Red House	4866 Cave Point Rpad	Kenneth Meyer et al	No longer renting.
Town of Egg Harbor	08-56-1873-00	1/13/2021	Woodwalk Retreat	6746 Cth G	Jillaine Burton Seefeldt	No longer renting.
Town of Baileys Harbor	02-56-1058-00	1/14/2021	Bella Villa Log Home	9335 Sunset	Saturnino Jauregui	Property Sold.

By Property Report – First run to first run YOY

November 2020					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$273,733.45	14,394	2,990	20.77%	\$91.55
Resort (51)	\$719,995.80	34,513	5,899	17.09%	\$122.05
Inn (52)	\$94,567.55	4,188	608	14.52%	\$155.54
Total Commercial	\$1,088,296.80	53,095	9,497	17.89%	\$114.59
Condo (53)	\$189,637.50	6,335	1,165	18.39%	\$162.78
Bed & Breakfast (54)	\$78,247.13	1,731	356	20.57%	\$219.80
House (56)	\$751,888.26	13,125	2,839	21.63%	\$264.84
Other (59)	\$0.00	-	-	0.00%	\$0.00
Total Non-Commercial	\$1,019,772.89	21,191	4,360	20.57%	\$233.89
TOTALS	\$ 2,108,069.69	74,286	13,857	18.65%	\$152.13

November 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$291,857.57	14,186	3,052	21.51%	\$95.63
Resort (51)	\$731,389.21	36,757	6,502	17.69%	\$112.49
Inn (52)	\$99,945.36	3,817	682	17.87%	\$146.55
Total Commercial	\$1,123,192.14	54,760	10,236	18.69%	\$109.73
Condo (53)	\$166,439.29	6,377	1,627	25.51%	\$102.30
Bed & Breakfast (54)	\$66,281.14	1,962	375	19.11%	\$176.75
House (56)	\$326,874.53	11,632	1,657	14.25%	\$197.27
Other (59)	\$2,797.64	-	-	0.00%	\$0.00
Total Non-Commercial	\$562,392.60	19,971	3,659	18.32%	\$153.70
TOTALS	\$ 1,685,584.74	74,731	13,895	18.59%	\$121.31

Analysis * these are at month end reports not year end re-run comparison

Type	Diff YOY \$	DIFF UNITS	DIFF FILLED	DIFF OCCUP	DIFF ADR
Hotel/Motel (50)	(\$18,124.12)	208.00	(62.00)	(\$0.01)	(\$4.08)
Resort (51)	(\$11,393.41)	(2,244.00)	(603.00)	(\$0.01)	\$9.56
Inn (52)	(\$5,377.81)	371.00	(74.00)	(\$0.03)	\$8.99
Total Commercial	(\$34,895.34)	(1,665.00)	(739.00)	(\$0.01)	\$4.86
Condo (53)	\$23,198.21	(2,244.00)	(462.00)	(\$0.07)	\$60.48
Bed & Breakfast (54)	\$11,965.99	371.00	(19.00)	\$0.01	\$43.05
House (56)	\$425,013.73	(1,665.00)	1,182.00	\$0.07	\$67.57
Other (59)	(\$2,797.64)	0.00	0.00	\$0.00	\$0.00
Total Non-Commercial	\$457,380.29	(42.00)	701.00	\$0.02	\$80.19
TOTALS	\$ 422,484.95	(445.00)	(38.00)	\$0.00	\$30.82

Still to report for November 2020

Hotel/Motel (50)	5
Resort (51)	5
Inn (52)	1
Condo (53)	13
B&B (54)	1
Cottage/Cabin/Home (56)	65
Other (59)	0
Total to Report:	90

