



DOOR COUNTY TOURISM ZONE COMMISSION  
 Administrator's Report  
 April 2019

**Compliance: Late Letters Sent**

**2018 –2019 As of April 11, 2019:**

- The number of **June 2018** "No Reports": One (1) property remains to report.
- The number of **July 2018** "No Reports": One (1) property remains to report.
- The number of **August 2018** "No Reports": One (1) property remains to report.
- The number of **September 2018** "No Reports": One (1) property remains to report.
- The number of **October 2018** "No Reports": One (1) property remains to report.
- The number of **November 2018** "No Reports": One (1) property remains to report.
- The number of **December 2018** "No Reports: One (1) property remains to report.
- The number of **January 2019** "No Reports: Twelve (12) properties remain to report.
- **Unpaid tax/fees/penalties:** The total outstanding due 4/9/19 is: \$3,193.95 from eight (8) permit holders.

|  | First Notice | Second Notice     | Third Notice | ACH REJECT | Attorney | Settlement/<br>Payment<br>Plan | Collections |
|--|--------------|-------------------|--------------|------------|----------|--------------------------------|-------------|
|  | \$ 33.63     | \$ 43.27          | \$ 96.49     |            |          | \$ 33.73                       | \$ 25.19    |
|  | \$ 543.73    | \$ 36.37          | \$ 7.47      |            |          | \$ 27.23                       |             |
|  | \$ 74.31     | \$ 633.75         | \$ 5.97      |            |          | \$ 541.54                      |             |
|  | \$ 34.36     | \$ 126.34         | \$ 1.66      |            |          | \$ 129.56                      |             |
|  | \$ 26.17     | \$ 293.37         |              |            |          | \$ 181.44                      |             |
|  | \$ 25.35     | \$ 56.24          |              |            |          | \$ 90.60                       |             |
|  | \$ 60.50     |                   |              |            |          | \$ 59.22                       |             |
|  | \$ 6.46      |                   |              |            |          |                                |             |
|  |              |                   |              |            |          |                                |             |
|  |              |                   |              |            |          |                                |             |
|  | \$804.51     | \$1,189.34        | \$111.59     | \$0.00     | \$0.00   | \$1,063.32                     | \$25.19     |
|  | \$ 3,193.95  | Total Outstanding |              |            |          |                                |             |

- **Permits:** As of 4/11/19 – Twenty (20) permits were issued – four (4) were permitted as a result of compliance efforts.
    - Twenty seven (27) permits were issued during the same period of 2018
    - As of 4/11/19 there are 1194 permits
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1. Town of Gibraltar (56) – year-round – compliance
  2. Town of Baileys Harbor (52) – seasonal
  3. Village of Sister Bay (56) – Year-round
  4. City of Sturgeon Bay (56) year-round
  5. Town of Gibraltar (53) – year-round
  6. Town of Liberty Grove (56) – year –round
  7. Town of Egg Harbor (56) – seasonal
  8. Town of Liberty Grove (56) – year-round
  9. Town of Jacksonport (56) – seasonal
  10. City of Sturgeon Bay (56) – year-round
  11. Town of Gibraltar (56) – seasonal
  12. Town of Gibraltar (50) – seasonal – compliance

- 13. Town of Baileys Harbor (56) – year-round
- 14. Town of Gibraltar (56) – seasonal – compliance
- 15. Town of Gibraltar (56) – year-round – compliance
- 16. Town of Nasewaupée (56)- seasonal

- 17. Town of Baileys Harbor (52)- seasonal
- 18. City of Sturgeon Bay (56) – seasonal
- 19. City of Sturgeon Bay (56) – year-round
- 20. Village of Egg Harbor (53)-seasonal

- **VRBO/ Homeaway/ Vacationrentals.com** : As of 4/1/19 VRBO lists that there are 581 listings – the audit reflects 576 that are located in Door County and 14 listings not located in Door County.

**The following listings are unpermitted on VRBO/Homeaway:**

- Unpermitted Listing #1: 1335047 – no leads on owner (timeshare Rushes)
- Unpermitted Listing #2: #1559275 – Letter sent 3/7/19 and 3/26/19
- Unpermitted Listing #3: #1607444 - Letter sent 4/10/19

| MUNI |                        | # of VRBO Properties                          |
|------|------------------------|---|
| 2    | Baileys Harbor         | 68  |
| 6    | Clay Banks             | 4   |
| 8    | Town of Egg Harbor     | 55  |
| 9    | Village of Egg Harbor  | 47  |
| 11   | Ephraim                | 50  |
| 12   | Gibraltar              | 90  |
| 13   | Village of Forestville | 0   |
| 14   | Town of Forestville    | 1   |
| 15   | Jacksonport            | 27  |
| 27   | Nasewaupée             | 22  |
| 32   | Liberty Grove          | 63  |
| 33   | Sevastopol             | 40  |
| 34   | Sister Bay             | 37  |
| 35   | City of Sturgeon Bay   | 27  |
| 36   | Town of Sturgeon Bay   | 19  |
| 39   | Gardner                | 8   |
| 42   | Union                  | 3   |
| 46   | Washington Island      | 15  |
|      |                        | 576   |
|      | Not in Door County     | 14  |
| 590  |                        | VRBO website lists <b>581</b> for Door County |

- ✓ **Airbnb**: As of 4/9/19, Airbnb lists 538 properties for Door County. The audit reflects 515 in Door County with 17 not in Door County= 532. There is a variance of 6 listings.

| MUNI |                        | # of Airbnb Properties     |
|------|------------------------|----------------------------|
| 2    | Baileys Harbor         | 44                         |
| 4    | Brussels               | 0                          |
| 6    | Clay Banks             | 1                          |
| 8    | Town of Egg Harbor     | 45                         |
| 9    | Village of Egg Harbor  | 28                         |
| 11   | Ephraim                | 37                         |
| 12   | Gibraltar              | 64                         |
| 14   | Town of Forestville    | 2                          |
| 15   | Town of Jacksonport    | 12                         |
| 27   | Nasewaupée             | 14                         |
| 32   | Liberty Grove          | 60                         |
| 33   | Sevastopol             | 27                         |
| 34   | Sister Bay             | 21                         |
| 35   | City of Sturgeon Bay * | 119                        |
| 36   | Town of Sturgeon Bay   | 12                         |
| 39   | Gardner                | 6                          |
| 42   | Union                  | 1                          |
| 46   | Washington Island      | 22                         |
|      | NOT IN DOOR COUNTY     | 17                         |
|      |                        |                            |
|      | 515                    | TOTAL IN DC                |
|      | 532                    | Total Door County Listings |

Airbnb lists 538 on 4/9/19 for the Door County Search - variance of 6 listings

\*Footnote: White Lace Inn in the City of Sturgeon Bay is permitted for 19 but has 32 Airbnb Listings - please take this into consideration as you review the municipal breakdown of listings.

✓ The following listings are unpermitted on Airbnb:

- Unpermitted Listing #1 : #23008138: NO LEADS TIMESHARE WHOLESALER
- Unpermitted Listing #2: #23709001: NO LEADS TIMESHARE WHOLESALER
- Unpermitted Listing #3: #3347162: Searching for owner
- Unpermitted Listing #4: #33043343 – Compliance letter sent 3/26/19
- Unpermitted Listing #5: #33165932 – Compliance letter sent 3/26/19
- Unpermitted Listing #6: #3309008 – Compliance letter sent 3/25/19

✓ Facebook –

- New Sister Bay Lodging Property (Commercial) commenced operations without permitting.
- New Liberty Grove Property advertizing online without permitting.
- New Jacksonport property offering rentals to artists visiting for season.

✓ Craigslist – Nothing to report.

✓ Local Publications- One (1) job postings for cleaning for properties that are unpermitted.

✓ TRIPADVISOR/FLIPKEY: Currently on TripAdvisor there are 66 rentals (68 rentals last month). Flipkey has 67 listings (69 listings last month) for Door County. All are permitted.

| A                           | B                      | C             | D             | E             | F               |
|-----------------------------|------------------------|---------------|---------------|---------------|-----------------|
| February 2019               |                        |               |               |               |                 |
| Type                        | Revenue                | Units Availab | Units Fille   | % Occupant    | ADR             |
| Hotel/Motel (50)            | \$366,120.07           | 13928         | 4524          | 32.48%        | \$80.93         |
| Resort (51)                 | \$696,219.92           | 35739         | 6861          | 19.20%        | \$101.47        |
| Inn (52)                    | \$62,271.62            | 3073          | 479           | 15.59%        | \$130.00        |
| <b>Total Commercial</b>     | <b>\$1,124,611.61</b>  | <b>52,740</b> | <b>11,864</b> | <b>22.50%</b> | <b>\$94.79</b>  |
| Condo (53)                  | \$168,209.21           | 5595          | 1692          | 30.24%        | \$99.41         |
| Bed & Breakfast (54)        | \$55,843.69            | 1992          | 271           | 13.60%        | \$206.07        |
| Cottage/House/Cabin (55/56) | \$163,377.83           | 8,452         | 897           | 10.61%        | \$182.14        |
| Other (59)                  | \$0.00                 | 0             | 0             | 0.00%         | \$0.00          |
| <b>Total Non-Commercial</b> | <b>\$387,430.73</b>    | <b>16,039</b> | <b>2,860</b>  | <b>17.83%</b> | <b>\$135.47</b> |
| <b>TOTALS</b>               | <b>\$ 1,512,042.34</b> | <b>68,779</b> | <b>14,724</b> | <b>21.41%</b> | <b>\$102.69</b> |
| February 2018               |                        |               |               |               |                 |
| Type                        | Revenue                | Units Availab | Units Fille   | % Occupant    | ADR             |
| Hotel/Motel                 | \$337,750.76           | 13439         | 4084          | 30.39%        | \$82.70         |
| Resort                      | \$685,234.49           | 33022         | 7924          | 24.00%        | \$86.48         |
| Inn                         | \$61,022.87            | 3279          | 527           | 16.07%        | \$115.79        |
| <b>Total Commercial</b>     | <b>\$1,084,008.12</b>  | <b>49,740</b> | <b>12,535</b> | <b>25.20%</b> | <b>\$86.48</b>  |
| Condo                       | \$162,430.65           | 5348          | 1646          | 30.78%        | \$98.68         |
| Bed & Breakfast             | \$63,836.25            | 1912          | 349           | 18.25%        | \$182.91        |
| Cottage/House/Cabin (55)    | \$26,628.46            | 1,136         | 176           | 15.49%        | \$151.30        |
| Cottage/House/Cabin (56)    | \$97,149.76            | 5,935         | 659           | 11.10%        | \$147.42        |
| Other                       | \$720.00               | 56            | 9             | 16.07%        | \$80.00         |
| <b>Total Non-Commercial</b> | <b>\$350,765.12</b>    | <b>14,387</b> | <b>2,839</b>  | <b>19.73%</b> | <b>\$123.55</b> |
| <b>TOTALS</b>               | <b>\$ 1,434,773.24</b> | <b>64,127</b> | <b>15,374</b> | <b>23.97%</b> | <b>\$93.32</b>  |

**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)            | \$28,369.31         | 489          | 440         | 2.09%         | (\$1.77)       |
| Resort (51)                 | \$10,985.43         | 2,717        | -1,063      | -4.80%        | \$14.99        |
| Inn (52)                    | \$1,248.75          | -206         | -48         | -0.48%        | \$14.21        |
| <b>Total Commercial</b>     | <b>\$40,603.49</b>  | <b>3000</b>  | <b>-671</b> | <b>-2.71%</b> | <b>\$8.31</b>  |
| Condo (53)                  | \$5,778.56          | 247          | 46          | -0.54%        | \$0.73         |
| Bed & Breakfast (54)        | (\$7,992.56)        | 80           | -78         | -4.65%        | \$23.16        |
| Cottage/House/Cabin (55/56) | \$136,749.37        | 7316         | 721         | -4.88%        | \$30.84        |
| Other (59)                  | (\$720.00)          | -5935        | -659        | -11.10%       | (\$147.42)     |
| <b>Total Non-Commercial</b> | <b>\$36,665.61</b>  | <b>1652</b>  | <b>21</b>   | <b>-1.90%</b> | <b>\$11.91</b> |
| <b>TOTALS</b>               | <b>\$ 77,269.10</b> | <b>4,652</b> | <b>-650</b> | <b>-2.57%</b> | <b>\$9.37</b>  |

**REMOVED PROPERTIES 3/15/19 TO 4/11/19**

| Municipality           | Permit #      | Removed | Lodging Name                         | Lodging Address          | Owner               | Reason for Removal   |
|------------------------|---------------|---------|--------------------------------------|--------------------------|---------------------|--|
| City of Sturgeon Bay   | 35-56-1899-00 | 3/22/19 | The Bay Lofts LLC                    | 49 N Madison             | The Bay Lofts LLS   | No longer renting.   |
| Town of Gibraltar      | 12-53-0500-00 | 4/1/19  | Creekside Cove #3                    | 4080 Main St #3          | Keith Parker        | Sold 9-28-19   |
| Town of Gibraltar      | 12-53-0593-10 | 4/1/19  | Brook Point #1                       | 4070 STH 42              | Don Tschannen       | Sold 11-10-16  |
| Town of Baileys Harbor | 02-56-1779-00 | 4/8/19  | McIntyre                             | 2380 Mill St             | McIntyre - Penwell  | No longer renting.   |
| Town of Gibraltar      | 12-53-0905-00 | 4/8/19  | Northhaven #31004 -Four Way          | 3701 S Northhaven #31004 | Four Way Properties | Property Sold 3-22-19  |
| Town of Egg Harbor     | 08-56-0088-00 | 4/8/19  | A Luxury Log Home Door County Market | 7268 STH 42              | Carol Trimmerger    | No longer renting.   |
| Village of Sister Bay  | 34-53-0032-05 | 4/9/19  | Skogland Condo Parmeter              | 10702 Wood Crest #22     | Larry Parmeter      | No longer renting.   |
| Village of Egg Harbor  | 09-53-1309-00 | 4/11/19 | White Cliff Condo #4                 | 7845 White Cliff Road    | Barbara Matula      | Owner passed away - admin deact. Kids opened new permit #09-53-2097-00 |