



DOOR COUNTY TOURISM ZONE COMMISSION

Administrator's Report

August 2017

Compliance: Late Letters Sent

- The number of **April 2017** “No Reports” letters sent: Fifteen (15) to owner managed properties on 6/13/17
 - All properties have reported for April 2017.
- The number of **May 2017** “No Reports” letters sent: Seventy eight (78) to owner managed properties as of 7/12/17. (over 95 to report this time last year)
 - Second notice was sent 7/25/17 to 28 properties.
 - As of 8/9/17 – Fifteen (15) remain to report.

Unpaid tax/fees/penalties: The total outstanding due as of 8/9/17 is: \$2,064.30 from six (6) permit holders.

First Notice	Second Notice	Third Notice	Attorney	Settlement/ Payment Plan	Collections
\$ 104.45	\$ 25.02	25.13		\$ 516.44	
\$ 20.01				\$ 68.91	
\$ 317.73				\$ 968.43	
\$ 18.18					
\$ 460.37	\$ 25.02	\$ 25.13	\$ -	\$ 1,553.78	\$ -
\$ 2,064.30	Total Outstanding				

- **Permits:** Twelve (12) permits have been issued since July reporting – Five (2) or 41.7% due to compliance efforts.
 - Nine (9) properties were permitted during the same period in 2016.
 - As of 8/9/17 there are 1060 permits.
 - Town of Sevastopol- seasonal-compliance
 - Town of Baileys Harbor- year round
 - City of Sturgeon Bay – seasonal – compliance
 - Town of Washington – year –round
 - Town of Baileys Harbor – year round – compliance
 - Village of Egg Harbor – year round
 - Town of Union – year round
 - Town of Baileys Harbor – year round – compliance
 - Town of Egg Harbor – year round
 - Town of Jacksonport – year round – compliance
 - Town of Gibraltar – seasonal
 - Town of Liberty Grove – year round

- **Unpermitted Properties:** Nineteen (19) unpermitted properties that are advertising online or have contacted the office regarding permitting as of 8/9/17. Last year at this time I was working on fourteen (14) unpermitted properties.
 - **VRBO/ Homeaway/ Vactionrentals.com :** Currently on VRBO there are 523 rentals and Homeaway has 526 as of 8/7/17.
 - VRBO Listing #1: #1143070 – compliance letter sent 8/7/17
 - VRBO Listing #2: #727727 – Sent email through VRBO dashboard. I have not been able to track down owner information (another Meadow Ridge owner). 7/12/17 found owner information. Compliance letter sent 7/12/17 and an email 7/17/17.
 - VRBO Listing #3: #4607809 – Compliance letter sent 6/27/17, 7/12/17, and 8/1/17.
 - **AirBnB:** Currently on Airbnb there are 194(193 last month) rentals listed for Door County. Below is the current breakdown of the Airbnb Properties by Municipality. Currently there are five (5) unpermitted properties on Airbnb, two of which are timeshare weeks which are either wholesaler listed or by the week owner. As of August 7th, 2017 the breakdown of listings by municipality for Airbnb is as follows:

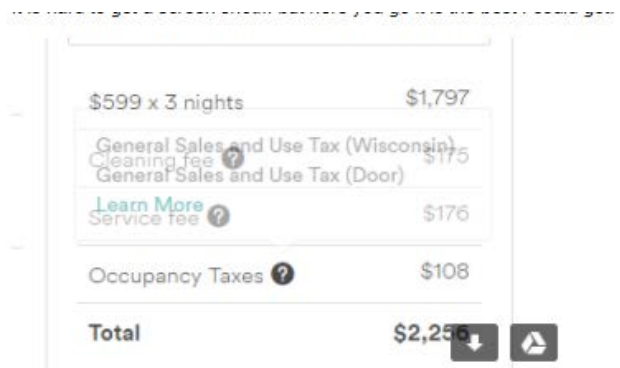
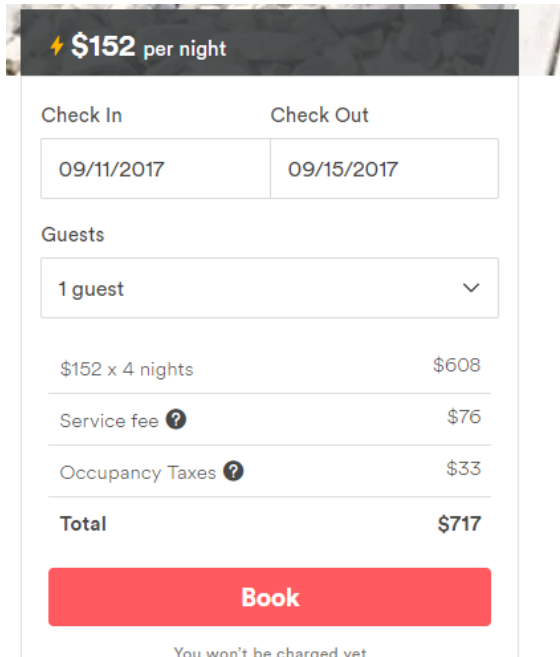
Muni Code	Muni Name	# of Airbnb Properties
2	Baileys Harbor	11
6	Clay Banks	2
8	Town of Egg Harbor	30
9	Village of Egg Harbor	19
11	Ephraim	5
12	Gibraltar	13
13	Village of Forestville	0
14	Town of Forestville	0
15	Jacksonport	6
27	Nasewaupee	6
32	Liberty Grove	25
33	Sevastopol	8
34	Village of Sister Bay	5
35	City of Sturgeon Bay	35
36	Town of Sturgeon Bay	7
39	Gardner	6
42	Union	2
46	Washington	14
Door County Listings		194
Not in Door County		11
Total		205

- **Unpermitted Airbnb Listings:**
 - Unpermitted Listing #1: #15062338 (compliance /timeshare- no leads)
 - Unpermitted Listing #2: #13282955 (have been no leads for over a year and finally found a lead and sent a compliance letter on 6/28/17, 7/12/17 and a final notice on 8/1/17)
 - Unpermitted Listing #3: #18791774 – compliance letter sent – no response. A compliance letter from legal counsel was sent 8/1/17.

- Unpermitted Listing #4: #19476764 – in 2016 owner state only long term rental. Compliance letter sent 6/26/17, 7/12/17, and 8/1/17.
- Unpermitted Listing#5: (197063455) and #9 (19709930)- one property with two listings. Compliance letter sent 8/1/17.
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- **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are one hundred fifteen (115) last month there were two hundred nineteen (219) vacation rentals (200 the previous month). TripAdvisor pulls in Homeaway and VRBO listings as channel partners.
 - Flipkey has thirty nine (39) listings for Door County. Last month there were forty two (42) listings and the month before there were forty six (46) rentals. (all permitted)
- **Facebook** – I have been monitoring various pages on Facebook. Currently I am working on two un-permitted properties via Facebook.
- **Craigslist** : There has been a wave of Meadow Ridge Listings – owners are desperate to get their units rented. Most are reporting that the reservation has been forwarded to Meadow Ridge. I have kept all documentation of this in case any issues arise.

Other news:

- Airbnb update: Permit holders are still struggling with Airbnb and the programming issue that occurred in July. Although they are in communication with our contact, there still is no timeframe for refunds. So far it has been a slow process. To make it all the more frustrating, there has been confusion with how the sales tax line reads on reservation quotes. You can see why it is confusing, there is a line item for occupancy taxes. However, when you hover over the line item, it details the cost as “General Sales and Use Tax (Wisconsin” “General Sales and Use Tax (Door) – which is Sales Tax.



Respectfully Submitted,
 Kim Roberts
 Administrator

Removed Properties 7/14/17 to 8/9/17

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Village of Ephraim	11-56-0255-00	7/17/17	Park Haven	9741 STH 42	Andre & Tami Moore	No longer renting.
Town of Sturgeon Bay	36-55-0810-01	7/24/17	Enchanted Cottage	2920 Lake Forest Rd	Mike Kraniak	No longer renting.
Village of Sister Bay	34-53-0779-00	7/25/17	Mariner's Point Gerard	10688 Mariner's Point Drive	Kevin Gerard	No longer renting.
Town of Gibraltar	12-56-0539-00	7/25/17	Foxlea Guest Farm	8662 S Highland	Deb Reisen	Only doing employee housing & property is for sale
Town of Liberty Grove	32-55-0518-00	8/1/17	Norsk Sjovilla	220 STH 42	Washington Island Ferry Line, Inc.	No longer renting.
Town of Liberty Grove	32-56-1549-00	8/9/17	Door Escape	11909 Mink River Road	Steven & Susan Gersten	No longer renting. Property is for sale.