



DOOR COUNTY TOURISM ZONE COMMISSION

Administrator's Report

FEB 2017

Compliance: Late Letters Sent

- The number of **May 2016** “No Reports” letters sent: Seventy (70) to owner managed properties on 7/19/16.
 - One (1) property remains to report. The matter has been turned over to legal counsel.
- The number of **June 2016** “No Reports” letters sent: Fifty eight (58) to owner managed properties on 8/6/16.
 - All Properties have reported for June 2016.
- The number of **July 2016** “No Reports” letters sent: Sixty three (63) to owner managed properties on 9/12/16.
 - All properties have reported for July 2016
- The number of **August 2016** “No Reports” letters sent: Fifty two (52) to owner managed properties on 10/11/16.
 - All properties have reported for August 2016
- The number of **September 2016** “No Reports” letters sent: Forty three (43) to owner managed properties on 10/11/16.
 - Two (2) remain to report as of 2/6/17.
- The number of **October 2016** “No Reports” letters sent: Fifty seven (57) to owner managed properties on 12/16/16.
 - Three (3) remain to report as of 2/7/17
- The number of **November 2016** “No Reports” letters sent: Seventeen (17) to owner managed properties on 1/17/17
 - Two (2) remain to report as of 2/76/17

Unpaid tax/fees/penalties: The total outstanding due as of 1/9/17 is: \$27,190.10 from eleven (11) permit holders. \$25,091.31 is the judgment granted in the recent compliance case. \$1,268.43 is a result of unreported tax found through compliance investigation that now is set up to be paid off with a settlement plan.

First Notice	Second Notice	Third Notice	Attorney	Settlement/ Payment Plan	Collections
\$ 26.18	\$ 35.56		\$ 25,091.31	\$ 1,268.43	
\$ 390.55	\$ 10.58			\$ 476.44	
\$ 562.12					
\$ 68.13					
\$ 158.92					
\$ 1,205.90	\$ 46.14	\$ -	\$ 25,091.31	\$ 1,744.87	\$ -
\$ 28,088.22	Total Outstanding				

- **Permits: (6) Six permits have been issued since December reporting – Four (4) due to compliance efforts.**
 - **(10) Ten properties were permitted during the same period in 2016.**
 - **As of 2/6/17 there are 1026 permits.**
 - Town of Baileys Harbor-year round
 - Town of Gardner- June-Oct – compliance
 - Town of Egg Harbor- Year Round- compliance

- Town of Egg Harbor- May-Dec
- Town of Sturgeon Bay – year round – compliance
- Town of Jacksonport – year round- compliance

Unpermitted Properties:

I am currently working on permitting seventeen (17) unpermitted properties that are advertising online or have contacted the office regarding permitting. Last year at this time I was working on ten (10) unpermitted properties.

- **VRBO/ Homeaway/ Vactionrentals.com** : Currently on VRBO there are 536 (522 last month) properties for Door County with a few that are located in or around Algoma.
 - VRBO Listing #100509426 - compliance letter sent 2/7/17
 - VRBO Listing #1001072 - compliance letter sent 1/31/17
 - VRBO Listing #962273 - compliance letter sent 2/6/17 (second notice)
 - VRBO Listing #984210 – compliance letter sent 1/30/2017
 - VRBO Listing #997926 – compliance letter sent 1/30/17
 - VRBO Listing #1003860- compliance letter sent 2/6/17
 - VRBO Listing #1003855- compliance letter sent 2/6/17
 - VRBO Listing #988506 – compliance letter sent 1/4/17 (second compliance letter sent 1/30/17)
- The same properties are cross listed on **Homeaway.com/vactionrentals.com** have over 300+ listings. The website has changed its look and taken away the total count feature. There were 523 listings last month. Interestingly they have added a new feature that shows occupancy based on booking. For example for all of Door County 5/2-5/9 is 44% booked. For 5/25-5/30 these dates for all Door County listings are 44% booked and for 7/1-7/7 Door County listings are 85% booked.
- **AIRBNB:** Currently on Airbnb there are 147 (up from 144 last month) rentals listed for Door County.
 - Five (5) properties are listed under Door County, but are located in Marinette, Cedar River or the UP.
 - One property (1) has signed and attested they aren't renting but still come up under the search for Door County. Should there be reviews of the properties we have signed paperwork in hand attesting that the owners are not renting their properties.
 - Two (2) properties are not permitted –they are time shares (time share wholesalers which so far unable to track down any information)
 - Unpermitted Listing #6: <https://www.airbnb.com/rooms/15062338> (compliance /timeshare)
 - Unpermitted Listing #5: <https://www.airbnb.com/rooms/13282955> (compliance /timeshare)
 - Eleven (11) properties are new listings but are already permitted.
 - Unpermitted Listings:
 - Unpermitted Listing #1: <https://www.airbnb.com/rooms/15399898> - compliance (second notice sent 1/30/17)
 - Unpermitted Listing #2: <https://www.airbnb.com/rooms/13752696>- compliance (final notice sent)
 - Unpermitted Listing #3 - <https://www.airbnb.com/rooms/16987204> compliance letter sent
 - The remaining 136 properties on Airbnb are permitted. This month there has been quite a few permitted properties with new listings on Airbnb.
- **TRIPADVISOR/FLIPKEY:** Currently on Tripadvisor there are two hundred fifteen (215) vacation rentals (39 last month). Tripadvisor is now pulling in premium distribution listings through channel partners such as VRBO and Homeaway (complete list below). Flipkey listings are forty two (42) last month there were thirty eight (38) rentals. Flipkey has one (1) unpermitted listing:
 - Unpermitted listing p2403350 – final notice (these owners have bounced around each time I catch them advertising).

- Other news:
 - The press release was well covered by Door County Daily News, Washington Island Observer, WDOR and the Peninsula Pulse.
 - There was a letter to the editor in response to the press release- it is included in this report.

Respectfully Submitted,

Kim Roberts
Administrator

Channel Partner Distribution

Escapia® users distribute through EscapiaNET®

Easily distribute your properties through HomeAway.com, VRBO.com, and other leading websites to access millions of vacationers searching for and booking vacation rentals online. Our channel partners offer pay-per-performance or commission-based structures, or charge for advertising on a per-property basis.



Removed Properties 1/13/17 to 2/9/17

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Baileys Harbor	02-56-1683-00	1/13/17	Kangaroo Lake Home	7613 W Kangaroo Lake Rd	Sandy & Him Wiederholt	Property sold 12/19/16. New owners in the process of permitting.
Village of Egg Harbor	09-54-0421-00	1/13/17	DC Lighthouse Inn	7914 Church St	Claire & Frank Murphy	Property Sold 10/16/2016.
Town of Gibraltar	12-53-1382-01	1/13/17	Creekside Condo at Brook Point	9388 Brookpoint Unit 5	Brookpoint 5 LLC	Admin deact no response from owners property records reflect sale new owner permitted 12-53-1681-00
Town of Liberty Grove	32-55-0642-00	1/18/17	Scandia Cottage – Dove	11073 STH 42	Robert Dove	Property Sold 10/7/16
Village of Egg Harbor	09-59-1369-00	1/23/2017	Harbor Vista	7759 Harbor Vista Rd	Leo & Susan LaCroix	Now primary residence.
Village of Sister Bay	34-53-0183-02	1/23/2017	Skogland Unit 29	10698 S Crescent	Ray & Susan Eissens	Property Sold 10/4/16
City of Sturgeon Bay	35-54-0834-00	1/26/17	Black Walnut Guest House	454 N 7 th Ave	Geri A. Ballard	Property for Sale.
Town of Liberty Grove	32-55-0157-02	1/26/2017	Blom's Nordic Rest	2354 Log Cabin Lane	Phil & Sue Blom	Property sold 11/18/16
Village of Egg Harbor	09-559-1327-00	1/30/2017	Meadow Ridge Timeshare Wall	7573 STH 42	Donald Wall	No longer renting week.
Village of Sister Bay	34-53-0541-02	1/31/17	Skogland Condo Unit 4	2188 Skogland Ct	John Tipton	Property Sold
Town of Liberty Grove	32-56-1552-02	1/31/17	Zuzu's Petals	1455 E Door Bluff Rd	Marilyn Laslo	No longer renting
Town of Liberty Grove	32-55-0453-02	2/3/17	Aspen Hill	2396 Log Cabin Lane	Jere & Kristina Lantz	Property Sold
City of Sturgeon Bay	35-56-1629-06	2/8/17	Boat House	7230 Juniper	Bill Anderson	Long term renter

Letter to the Editor: Name the Room Tax Cheats

By Door County Pulse, Peninsula Pulse – February 3rd, 2017

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Thank you for telling us about the scofflaws in Door County who fail to comply with rules that require a permit to rent lodging to tourists and who, moreover, fail to collect or turn over a 5.5 percent room tax that supports our tourism industry ("Commission Cracks Down on Room Tax Cheats," volume 23, issue 4)

To be fair, only a handful of the county's hospitality providers fail to collect the tax; an even smaller number fail to remit those tax receipts to tourist entities. The few cheats need to be exposed.

The scofflaws are being tracked down by the consumer-oriented Door County Tourism Zone Commission. It's a long name for a small regulatory body, but its work is vital to collecting funds that underwrite advertising and other promotional activities aimed at bringing visitors here.

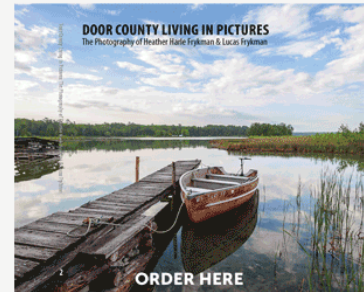
The Tourism Zone is having success, too, as illustrated by a Door County Circuit Court judgment in 2016 of \$25,000 against an unnamed business in the Town of Gibraltar that underreported its room tax revenues.

Your story, important as it is, reads like a press release, likely one issued by the Tourism Commission itself. The organization probably does not want to name names, but it should, and so should the Peninsula Pulse, as one would expect from watchdog journalism.

To improve the Tourism Zone's effectiveness and bolster its authority, these cheats should be fully identified and questioned for stiffing both tourism officials and the law-abiding members of the hospitality community.

G. Michael Killenberg

Jacksonport, Wis.



over a million page views
in the last year.
increasing at 120% per year.