



DOOR COUNTY TOURISM ZONE COMMISSION  
 Administrator's Report  
 July 2020

**2020 "NO REPORTS":**

- The number of **January 2020** "No Reports": On 3/10/2020 there were eighty-three (83) owner-managed properties.
  - A final notice was sent 3-31-2020 to twenty-eight (28) permit holders.
    - As of 4/9/2020 there are twenty (20) properties to report for January 2020.
    - As of 5/13/2020 there are six (6) properties that remain to report for January 2020.
    - As of 6/10/2020 there is one (1) property to report for January 2020 – with legal counsel.
    - As of 7/7/2020, there is one (1) property that remains to report for January 2020.
- The number of **February 2020** "No Reports": As of 4/8/2020 there are eighty-one (81) owner-managed properties and eleven (11) agent-managed properties to report for a grand total of ninety-two (92) properties to report. The first notice was mailed on 4/8/2020.
  - As of 5/13/2020 there are ten (10) properties to report.
  - As of 6/10/2020 there are five (5) properties to report – with legal counsel.
  - As of 7/7/2020 there is one (1) property that remains to report.
- The number of **March 2020** "No Reports": As of 5/14/2020 there are sixty-five properties to report. The first notice went out on 5/14/2020.
  - As of 6/10/2020 there are fifteen (15) properties that remain to report.
  - As of 7/7/2020 there is one (1) property that remains to report.
- The number of **April 2020** "No Reports": As of 6/9/2020 there are seventy-six (76) owner-managed properties to report. There were eight (8) agent managed properties that still require reporting. Eighty-four (84) total for the month of April at first run. The first notice went out on 6/9/2020.
  - As of 6/11/2020 there are now seventy (70) properties to report.
  - As of 7/8/2020 – a final notice went out to six (6) permit holders with a deadline of 7/20/2020.
- 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.

**UNPAID TAX/FEES/PENALTIES:** The total outstanding due 07/09/2020 is: \$7,722.96 from fourteen (14) permit holders.

	First Notice	Second Notice	Third (Final) Notice	Collections	Attorney	
	\$ 16.39	\$ 196.64	\$ 25.14	\$ 27.14	\$ 693.57	
	\$ 7.98	\$ 586.49		\$ 26.51	\$ 178.70	
	\$500.16	\$ 213.83		\$ 43.91	\$ 321.49	
	\$ 73.54	\$ 264.88			\$ 59.99	
		\$ 72.65			\$ 93.80	
		\$ 185.26			\$ 500.82	
		\$ 25.17			\$ 547.36	
		\$ 47.34			\$ 503.01	
					\$ 416.17	
					\$ 413.54	
					\$ 263.57	
					\$ 261.50	
					\$ 259.56	
					\$ 257.49	
					\$ 246.40	
					\$ 93.82	
					\$ 32.26	
					\$ 5.22	
					\$ 44.30	
					\$ 94.95	
					\$ 122.42	
						<b>Total Due</b>
						<b>\$ 7,722.97</b>
TOTALS	\$ 598.07	\$ 1,592.26	\$ 25.14	\$ 97.56	\$ 5,409.94	

- **PERMITS:** As of 7/9/2020 – Nine (9) permits were issued –Four (4) were permitted because of compliance efforts.
    - 21 permits were issued during the same period of 2019
    - As of 7/9/2020 there are 1273 permits
    - Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
1. Village of Sister Bay – year-round (56)
  2. Town of Washington – year-round (52) – **compliance**
  3. Town of Nasewaupsee – seasonal- (56)- **compliance**
  4. Town of Baileys Harbor – year-round (56) – **compliance**
  5. Village of Sister Bay – year-round (56)
  6. Town of Gardner – seasonal (56)
  7. Town of Sevastopol – seasonal (56)- **compliance**
  8. Village of Egg Harbor – year-round (53)- 2 units
  9. Village of Egg Harbor – year-round (53)

**Facebook:** I am working on two (2) properties advertised through FB posts.

**VRBO as of 7/9/2020 – There is one property unpermitted on VRBO.**

1) VRBO 9472591ha – Compliance letter sent 6/25/2020 and 7/8/2020.

Below is the Audit breakdown as of 7/1/2020:

MUNI		# of VRBO Properties 4/7/2020	# of VRBO Properties 5/4/2020	# of VRBO Properties 6/2/2020	# of VRBO Properties 7/1/2020
2	Baileys Harbor	67	69	70	69
6	Clay Banks	3	3	3	3
8	Town of Egg Harbor	64	64	64	62
9	Village of Egg Harbor	47	46	43	41
11	Ephraim	48	48	47	48
12	Gibraltar	84	83	84	87
13	Village of Forestville	0	0	0	0
14	Town of Forestville	0	0	0	0
15	Jacksonport	28	32	31	30
27	Nasewaupsee	31	28	29	32
32	Liberty Grove	66	63	65	67
33	Sevastopol	38	35	34	39
34	Sister Bay	55	55	56	56
35	City of Sturgeon Bay	31	27	25	26
36	Town of Sturgeon Bay	22	22	22	22
39	Gardner	7	7	7	8
42	Union	5	5	5	5
46	Washington Island	12	12	12	13
Total Actually in Door County		<b>608</b>	<b>599</b>	<b>597</b>	<b>608</b>
Not in Door County		17	16	19	13
Total		625	615	616	621
Vrbo list count		627 4/7/2020	621 5/4/2020	619 6/2/2020	635 7/1/2020
over/short		2	6	3	14

**Airbnb – As of 7/9/2020. There are ten (10) unpermitted properties. I was not able to complete the Airbnb audit prior to month end, I will complete the audit next week and post it to the website.**

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 43553677 – compliance letter sent 6-10-2020 and 7-8-2020
- 5) Airbnb 44089140 – compliance letter sent 7-8-2020
- 6) Airbnb 43881653 – compliance email sent 7-7-2020
- 7) Airbnb 43914574 - compliance email sent 7-7-2020
- 8) Airbnb 43914792- compliance email sent 7-7-2020
- 9) Airbnb 43914679- compliance email sent 7-7-2020
- 10) Airbnb43897664- compliance email sent 7-7-2020

► **PETITION ON CHANGE.ORG - DON'T DISCRIMINATE AGAINST SHORT-TERM RENTALS IN DOOR COUNTY.**

[https://www.change.org/p/door-county-don-t-discriminate-against-short-term-rentals-in-door-county?recruiter=650847053&utm\\_source=share\\_petition&utm\\_medium=facebook&utm\\_campaign=share\\_petition&utm\\_term=petition\\_dashboard&recruited\\_by\\_id=2548eb20-c0dd-11e6-85d8-65240b8b68e7&utm\\_content=fht-23220138-en-us%3A2](https://www.change.org/p/door-county-don-t-discriminate-against-short-term-rentals-in-door-county?recruiter=650847053&utm_source=share_petition&utm_medium=facebook&utm_campaign=share_petition&utm_term=petition_dashboard&recruited_by_id=2548eb20-c0dd-11e6-85d8-65240b8b68e7&utm_content=fht-23220138-en-us%3A2)

- Home sharing hosts of Door County has started this petition.

► **UPDATED PERMIT HOLDER REFERENCE MATERIALS FOR APPROVAL:**

- Getting Started Checklist
- Guide to Commencing Short Term Rentals
- DTACP – WI DOR Notice
- Interim Guide for Marketplace Sellers using Marketplace Provider Platforms
  - With approval I would like to send this reference document to a small group of permit holders. I would like it to go to a few that are really good at what they do and a few that call me every month for help.
  - It is one thing for me to mite the steps of how I help people get ready to file, but it is entirely different to provide a document that will help permit holders navigate on their own or are getting a busy single at the other end of the DCTZC line (the phone has been that busy).
  - I want to point out that this is a long document and I make no assumptions that every permit holder will use it or even read it. Nonetheless, I feel it is important to offer guidance, they clearly aren't going to get it from the Marketplace Provider.
    - One permit holder asked Airbnb for a report and called multiple times with hours wasted on hold, when I was able to get her into the Gross Earnings report in under five minutes.
- Note: Further updating to the Guide to Reporting Room Tax is required. I will continue to work on updating the document and bring it back to the Board for approval.

Deactivated Permits through 7-9-2020:

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
City of Sturgeon Bay	35-56-2044-17	6/15/2020	Ballard House-split permit	402 N 6 <sup>th</sup> Ave	Geri Ballard/Restassure portion of permit	Property Sold
City of Sturgeon Bay	35-56-0978-00	6/17/2020	Ballard House split permit	402 N 6 <sup>th</sup> Ave	Geri Ballard	Property Sold
Town of Liberty Grove	32-56-1333-	6/17/2020	Gills Pebble	12727 W Wisconsin Bay Road	James and Kristine Johnson	No longer renting.
Town of Baileys Harbor	02-56-1556-00	6/19/2020	Perfect Get Away	7677 W Kangaroo Lake Road	Kathleen Nelson	No longer renting.
Town of Egg Harbor	08-56-0841-00	6/19/2020	Cottage on the Bay	5553 Bayshore Drive	Bernardi Enterprises	No longer renting.
Town of Washington	46-54-0584-00	6/19/2020	Watermark Inn	359 Wickman	Larry and Tammy Kildruff	Property sold. New owner is permitted #2264
Town of Washington	46-56-2140-00	6/24/2020	Island View House Waise	285 Wickman	PeriAnn & Edward Wasie	Combined with permit #1909
Town of Liberty Grove	32-56-1682-00	7/2/2020	Architecturally Designed Charmer	11526 Old Stage Road	Shelly Sprinkman	Property Sold.
Town Liberty Grove	32-56-2132-06	7/2/2020	Bumpy Hill	11129 Beach Road	Donna and Kirk Scattergood	No longer renting.
Town of Nasewaupsee	27-56-1796-00	7/9/2020	Sunshine's Bayshore Cottage	4104 Sand Bay Point Road	Nina Handeland	Property Sold
Town of Nasewaupsee	27-56-2093-00	7/9/2020	Sunshine's Wooded Retreat	4105 Sand Bay Point Road	Nina Handeland	Property Sold
City of Sturgeon Bay	35-53-1816-00	7/9/2020	Overlooking 3 <sup>rd</sup> Ave	160 N 3 <sup>rd</sup> Ave	Joe Bay and Rob Paul	Property Sold. New owners permitted as #2284
Village of Egg Harbor	09-51-0344-00	7/9/2020	Meadow Ridge Resort	7573 STH 42	Meadow Ridge Resort Owners Assoc	Property Sold.
Village of Egg Harbor	09-59-1508-00	7/9/2020	Meadow Ridge Resort-Vander Wvst	7573 STH 42	Guy & Ann Vander Wvst	Property Sold.
Town of Washington	46-56-0559-00	7/9/2020	Sievers School Fiber Arts-Range	402 Range Line Road	Ann H Young	No longer renting.

## By Property Report – First run to first run YOY

May 2020					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$372,749.11	21,247	4,205	19.79%	\$88.64
Resort (51)	\$316,517.85	26,948	2,703	10.03%	\$117.10
Inn (52)	\$65,196.00	4,431	470	10.61%	\$138.71
<b>Total Commercial</b>	<b>\$754,462.96</b>	<b>52,626</b>	<b>7,378</b>	<b>14.02%</b>	<b>\$102.26</b>
Condo (53)	\$99,784.79	4,860	834	17.16%	\$119.65
Bed & Breakfast (54)	\$62,253.02	1,910	216	11.31%	\$288.21
Cottage/House/Cabin (55/56)	\$516,489.69	14,382	2,152	14.96%	\$240.00
Other (59)	\$18,894.42	644	136	21.12%	\$138.93
<b>Total Non-Commercial</b>	<b>\$697,421.92</b>	<b>21,796</b>	<b>3,338</b>	<b>15.31%</b>	<b>\$208.93</b>
<b>TOTALS</b>	<b>\$ 1,451,884.88</b>	<b>74,422</b>	<b>10,716</b>	<b>14.40%</b>	<b>\$135.49</b>

May 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$1,167,959.98	32,829	11,232	34.21%	\$103.99
Resort (51)	\$1,931,229.88	48,437	15,061	31.09%	\$128.23
Inn (52)	\$236,139.11	6,581	1,810	27.94%	\$130.46
<b>Total Commercial</b>	<b>\$3,335,328.97</b>	<b>87,847</b>	<b>28,103</b>	<b>31.99%</b>	<b>\$118.68</b>
Condo (53)	\$319,646.90	6,790	2,477	36.48%	\$129.05
Bed & Breakfast (54)	\$176,663.44	3,260	761	23.34%	\$232.15
Cottage/House/Cabin (55/56)	\$906,317.89	20,635	4,248	20.59%	\$213.35
Other (59)	\$19,081.66	1,064	162	15.23%	\$117.79
<b>Total Non-Commercial</b>	<b>\$1,421,709.89</b>	<b>31,749</b>	<b>7,648</b>	<b>24.09%</b>	<b>\$185.89</b>
<b>TOTALS</b>	<b>\$ 4,757,038.86</b>	<b>119,596</b>	<b>35,751</b>	<b>29.89%</b>	<b>\$133.06</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)	(\$795,210.87)	(11,582)	(7,027)	-14.42%	(\$15.35)
Resort (51)	(\$1,614,712.03)	(21,489)	(12,358)	-21.06%	(\$11.13)
Inn (52)	(\$170,943.11)	(2,150)	(1,340)	-17.33%	\$8.25
<b>Total Commercial</b>	<b>(\$2,580,866.01)</b>	<b>(35,221)</b>	<b>(20,725)</b>	<b>-17.97%</b>	<b>(\$16.42)</b>
Condo (53)	(\$219,862.11)	(1,930)	(1,643)	-19.32%	(\$9.40)
Bed & Breakfast (54)	(\$114,410.42)	(1,350)	(545)	-12.03%	\$56.06
Cottage/House/Cabin (55/56)	(\$389,828.20)	(6,253)	(2,096)	-5.63%	\$26.65
Other (59)	(\$187.24)	(420)	(26)	5.89%	\$21.14
<b>Total Non-Commercial</b>	<b>(\$724,287.97)</b>	<b>(9,953)</b>	<b>(4,310)</b>	<b>-8.77%</b>	<b>\$23.04</b>
<b>TOTALS</b>	<b>(\$3,305,153.98)</b>	<b>(45,174)</b>	<b>(25,035)</b>	<b>-15.49%</b>	<b>\$2.43</b>

Still to report for May 2020

Hotel/Motel (50)	5
Resort (51)	5
Inn (52)	4
Condo (53)	19
B&B (54)	1
Cottage/Cabin/Home (56)	139
Other (59)	3
<b>Total to Report:</b>	<b>176</b>