



DOOR COUNTY TOURISM ZONE COMMISSION

Administrator's Report

June 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.
- 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.
- 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.
- 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 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.

UNPAID TAX/FEES/PENALTIES: The total outstanding due 6/10/2020 is: \$5,557.81 from six (6) permit holders.

	First Notice	Second Notice	Third (Final) Notice	Collections	Attorney	
	\$ 25.17		\$ 25.14	\$ 27.14	\$ 693.57	
			\$ 44.30	\$ 26.51	\$ 178.70	
			\$ 94.95	\$ 43.91	\$ 321.49	
				\$ 93.82	\$ 59.99	
				\$ 32.26	\$ 93.80	
				\$ 5.22	\$ 500.82	
					\$ 547.36	
					\$ 503.01	
					\$ 416.17	
					\$ 413.54	
					\$ 263.57	
					\$ 261.50	
					\$ 259.56	
					\$ 257.49	
					\$ 246.40	
					\$ 122.42	
TOTALS	\$ 25.17	\$ -	\$ 164.39	\$ 228.86	\$ 5,139.39	Total Due \$ 5,557.81

- **PERMITS:** As of 6/10/2020 – Fourteen (14) permits were issued –Three (3) were permitted because of compliance efforts.
 - 22 permits were issued during the same period of 2019
 - As of 06/10/2020 there are 1275 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 Union (56)- Seasonal
 2. Town of Liberty Grove (56)- Seasonal
 3. Village of Sister Bay (56) – Year-round
 4. Town of Gibraltar (56)- Year-round
 5. Village of Sister Bay (56)- Year-round- Compliance
 6. Village of Ephraim (56) – Year-round- Compliance
 7. City of Sturgeon Bay (56) – Seasonal
 8. Town of Sevastopol (56) – Year-round
 9. Village of Ephraim (56)- Year-round
 10. Town of Jacksonport (56)- Seasonal
 11. Town of Egg Harbor (56) – Seasonal- Compliance
 12. Town of Liberty Grove (56) – Year-round
 13. Town of Liberty Grove (56)- Year-round
 14. Town of Washington (56) – Year-round

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

VRBO as of 6/2/2020

The following are unpermitted properties utilizing the VRBO platform:

- 1) VRBO 9434054ha – Compliance letter sent 6/3/2020
- 2) VRBO 9448269ha – Compliance letter sent 6/3/2020

MUNI		# of VRBO Properties 2/3/2020	# of VRBO Properties 3/3/2020	# of VRBO Properties 4/7/2020	# of VRBO Properties 5/4/2020	# of VRBO Properties 6/2/2020
2	Baileys Harbor	64	66	67	69	70
6	Clay Banks	3	3	3	3	3
8	Town of Egg Harbor	63	63	64	64	64
9	Village of Egg Harbor	44	48	47	46	43
11	Ephraim	47	49	48	48	47
12	Gibraltar	88	89	84	83	84
13	Village of Forestville	0	0	0	0	0
14	Town of Forestville	0	0	0	0	0
15	Jacksonport	31	32	28	32	31
27	Nasewaupée	28	31	31	28	29
32	Liberty Grove	68	69	66	63	65
33	Sevastopol	38	38	38	35	34
34	Sister Bay	51	54	55	55	56
35	City of Sturgeon Bay	27	32	31	27	25
36	Town of Sturgeon Bay	20	22	22	22	22
39	Gardner	9	9	7	7	7
42	Union	5	5	5	5	5
46	Washington Island	12	12	12	12	12
Total Actually in Door County		598	622	608	599	597
Not in Door County		20	20	17	16	19
Total		618	642	625	615	616
Vrbo list count		619 2/3/2020	624 3/3/2020	627 4/7/2020	621 5/4/2020	619 6/2/2020
over/short		1	17	2	6	3

Airbnb – As of 6/8/2020 there are 662 properties in Door County advertising for lodging. There are five (5) unpermitted properties.

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 43362974 – compliance letter sent 6-8-2020
- 5) Airbnb 43429805 – compliance letter sent 6-8-2020
- 6) Airbnb 43553677 – compliance letter sent 6-10-2020

MUNI		2/5/2020	3/12/2020	4/1/2020	5/8/2020	6/8/2020
2	Baileys Harbor	72	73	77	78	79
4	Brussels	0	0	0	0	0
6	Clay Banks	1	1	1	1	1
8	Town of Egg Harbor	56	58	58	56	59
9	Village of Egg Harbor	28	31	31	31	29
11	Ephraim	47	49	50	49	49
12	Gibraltar	91	96	96	95	91
14	Town of Forestville	1	1	1	1	1
15	Town of Jacksonport	13	14	14	14	14
27	Nasewaupée	21	22	22	23	21
32	Liberty Grove	74	74	74	68	64
33	Sevastopol	29	29	29	30	31
34	Sister Bay	35	38	38	41	38
35	City of Sturgeon Bay	111	111	115	118	119
36	Town of Sturgeon Bay	14	17	18	14	16
39	Gardner	8	15	15	17	16
42	Union	2	2	2	2	2
46	Washington Island	25	27	27	27	32
Subtotal of Door County Only		628	658	668	665	662

ONLINE LODGING MARKETPLACE ISSUES: I am tracking issues related to multiple Marketplace Platforms with regards to local municipal room tax collection. We are attempting to work through the issues directly with the providers while also putting into place an enforcement strategy. If required, a closed session item will be placed on the next agenda to consider and discuss next steps.

BIANNUAL REPORTING: Attached to this report is the Permitted Properties Report, By Unit Report, Aging Report and the Deactivated Properties Report.

- Please note as of 6/5/2020 the number of properties put on hold for the 2020 season due to COVID concerns are: 32

NEW REFERENCE MATERIALS: The permit holder reference materials need to be revamped and I have kept in frequent communication with the Chair regarding this point. With Marketplace Providers still not consistently collecting local room tax and persistent programming issues, I have continued to remind permit holders via the reporting reminder emails to not assume anything is being collected by Airbnb unless they review each and every reservation and confirm that both sales and room tax have been collected. This week, another platform is having issues with programming.

Months ago, I added a header to all reference materials that are distributed and posted online indicating, "OUR REFERENCE MATERIALS ARE IN THE PROCESS OF BEING UPDATED DUE TO 2019 WI ACT 10 (1/1/2020 EFFECTIVE DATE). AS MORE INFORMATION BECOMES AVAILABLE FROM MARKETPLACE PROVIDERS, WE WILL UPDATE REFERENCE MATERIALS ACCORDINGLY AND DISTRIBUTE. PLEASE READ ALL MATERIALS WITH THIS IN MIND."

I have made significant progress on a guidance update document, however in reviewing <https://www.revenue.wi.gov/Pages/FAQS/ise-marketplace-providers-sellers.aspx#rst1>, which has been updated and expanded I need clarification from legal counsel. I will have an interim guidance document ready for approval for the next meeting to be distributed to permit holders.

→REMOVED PROPERTIES 5/14/2020 TO 6/12/2020

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Gardner	39-56-2122-00	5/18/2020	Almost Like Home – Bayside	3491 Weldon Ct	Sheryl and Jerome Kobishop	Property for sale no longer renting.
Town of Liberty Grove	32-56-2015-00	5/19/2020	Moonbird	12044 STH 42	Carla Desiree Bromstad	Property is for sale as a result of the COVID19 fallout.
Town of Sevastopol	33-56-1408-	6/3/2020	Linger Longer	4170 Glidden Dr	Michael Dix	Property Sold
Town of Nasewauppee	27-56-1723-00	6/5/2020	Harbor Cottage Retreat	3539 N Duluth Ave	Ray Ambrosius	Don't feel safe renting any longer due to COVID19.
Town of Jacksonport	15-56-1237-01	6/9/2020	Between Two Lakes	5568 & 5567 Clark Lake Drive	Mike Morris	No longer renting
Town of Washington	46-56-0615-00	6/9/2020	Frog Hollow Farm	1029 Jackson Harbor	Kerwood Watts	Admin Deact: Property Sold confirmed in land records. Contacted new owners.
Town of Sevastopol	33-56-1739-00	6/9/2020	Leverson Cottage	5458 West Shore Drive	Amy Leverson	Property Sold.
Town of Liberty Grove	32-56-1883-02	6/12/2020	Blarney Bluff	12408 Northern Door Road	Rebecca Sullivan	No longer renting.

By Property Report – First run to first run YOY

April 2020					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$51,388.76	11,553	737	6.38%	\$69.73
Resort (51)	\$8,243.60	11,040	125	1.13%	\$65.95
Inn (52)	\$5,177.25	3,013	65	2.16%	\$85.42
Total Commercial	\$64,809.61	25,606	927	3.62%	\$69.91
Condo (53)	\$26,469.43	4,586	305	-26.49%	\$86.79
Bed & Breakfast (54)	\$6,161.11	1,074	20	1.86%	\$101.66
Cottage/House/Cabin (55/56)	\$57,106.60	8,432	355	4.21%	\$160.86
Other (59)	\$0.00	-	-	0.00%	\$0.00
Total Non-Commercial	\$89,737.14	14,092	680	4.83%	\$131.97
TOTALS	\$ 154,546.75	39,698	1,607	4.05%	\$96.17

April 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$308,815.43	18051	3765	20.86%	\$82.02
Resort (51)	\$618,985.84	38375	6060	15.79%	\$102.14
Inn (52)	\$62,688.07	3471	541	15.59%	\$115.87
Total Commercial	\$990,489.34	59,897	10,366	17.31%	\$95.55
Condo (53)	\$160,928.05	5825	1543	26.49%	\$104.30
Bed & Breakfast (54)	\$62,767.38	2132	282	13.23%	\$222.58
Cottage/House/Cabin (55/56)	\$168,680.36	9,475	936	9.88%	\$180.21
Other (59)	\$0.00	0	0	0.00%	\$0.00
Total Non-Commercial	\$392,375.79	17,432	2,761	15.84%	\$142.11
TOTALS	\$ 1,382,865.13	77,329	13,127	16.98%	\$105.35

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)	(\$257,426.67)	(6,498)	(3,028)	-14.48%	(\$12.29)
Resort (51)	(\$610,742.24)	(27,335)	(5,935)	-14.66%	(\$36.19)
Inn (52)	(\$57,510.82)	(458)	(476)	-13.43%	(\$30.45)
Total Commercial	(\$925,679.73)	(34,291)	(9,439)	-13.69%	(\$25.64)
Condo (53)	(\$134,458.62)	(1,239)	(1,238)	-52.98%	(\$17.51)
Bed & Breakfast (54)	(\$56,606.27)	(1,058)	(262)	-11.37%	(\$120.92)
Cottage/House/Cabin (55/56)	(\$111,573.76)	(1,043)	(581)	-5.67%	(\$19.35)
Other (59)	\$0.00	0	0	0.00%	\$0.00
Total Non-Commercial	(\$302,638.65)	(3,340)	(2,081)	-11.01%	(\$10.15)
TOTALS	(\$1,228,318.38)	(37,631)	(11,520)	-12.93%	(\$9.17)

Still to report for April 2020

Hotel/Motel (50)	4
Resort (51)	9
Inn (52)	3
Condo (53)	13
B&B (54)	0
Cottage/Cabin/Home (56)	54
Other (59)	1
Total to Report:	84