



DOOR COUNTY TOURISM ZONE COMMISSION
 Administrator's Report
 May 2019

Compliance: Late Letters Sent

2018 –2019 As of May 9, 2019:

- The number of **June 2018 – December 2018** "No Reports": One (1) property remains to report for each of these months.
- The number of **January 2019** "No Reports: Four (4) properties remain to report.
- The number of **February 2019** "No Reports: Five (5) properties remain to report.
- **Unpaid tax/fees/penalties:** The total outstanding due 5/8/19 is: \$2,788.25 from ten (10) permit holders.

First Notice	Second Notice	Third Notice	ACH REJECT	Attorney	Settlement/ Payment Plan	Collections
\$ 25.30	\$ 74.31	\$ 638.04			\$ 33.73	\$ 25.19
\$ 5.03	\$ 34.36	\$ 127.20			\$ 27.23	
\$ 36.96	\$ 26.17	\$ 295.39			\$ 545.25	
\$ 33.00	\$ 25.35	\$ 56.51			\$ 97.10	
\$ 99.00	\$ 1.66	7.47			\$ 43.42	
\$ 26.03	\$ 6.46	\$ 5.97			\$ 36.47	
\$ 7.70					\$ 78.19	
\$ 23.10					\$ 181.44	
\$ 15.40					\$ 90.60	
					\$ 59.22	
\$271.52	\$168.31	\$1,130.58	\$0.00	\$0.00	\$1,192.65	\$25.19
\$ 2,788.25	Total Outstanding					

- **Permits:** As of 5/8/19 – Twenty nine (29) permits were issued – Eleven (11) were permitted as a result of compliance efforts.
 - Twenty five (25) permits were issued during the same period of 2018
 - As of 5/9/19 there are 1211 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 Gibraltar (53) –seasonal - compliance
 2. Town of Gibraltar (53) – seasonal-compliance
 3. Town of Gibraltar (53) – seasonal - compliance
 4. Village of Sister Bay (56)- year-round-compliance
 5. Village of Sister Bay (56) – year-round
 6. Town of Liberty Grove (56) – year –round
 7. Town of Baileys Harbor (56) – seasonal
 8. Town of Jacksonport (56) – year-round
 9. Village of Sister Bay (56) – year-round
 10. Village of Sister Bay (50) – year-round-compliance
 11. Town of Washington (56) – seasonal
 12. Town of Gibraltar (53) – year-round – compliance
 13. Town of Gibraltar (53) – seasonal-compliance
 14. City of Sturgeon Bay(56) – year-round
 15. Village of Sister Bay (53)- year-round

- 16. Village of Sister Bay (53) – year-round
- 17. Town of Jacksonport (56) – seasonal - compliance
- 18. Town of Union (56)- year-round
- 19. Town of Liberty Grove (50)-seasonal
- 20. Town of Baileys Harbor (55) – year-round
- 21. Town of Nasewaupée (56) – year-round
- 22. Town of Jacksonport (56) – seasonal – compliance
- 23. Village of Sister Bay (53) – year-round

- 24. Town of Gardner (56) – year-round
- 25. Town of Gardner (56) – year-round
- 26. Town of Egg Harbor (53) – year-round
- 27. Town of Gibraltar (53) – year-round-compliance
- 28. City of Sturgeon Bay (56)- year-round - compliance
- 29. Town of Liberty Grove (56) – year-round

- **VRBO/ Homeaway/ Vacationrentals.com** : As of 5/3/19 VRBO lists that there are 596 listings – the audit reflects 587 that are located in Door County and 15 listings not located in Door County for an audit total of 602.

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 , 3/26/19 & 4/22/19

MUNI		# of VRBO Properties
2	Baileys Harbor	68
6	Clay Banks	4
8	Town of Egg Harbor	57
9	Village of Egg Harbor	48
11	Ephraim	49
12	Gibraltar	87
13	Village of Forestville	0
14	Town of Forestville	1
15	Jacksonport	29
27	Nasewaupée	21
32	Liberty Grove	65
33	Sevastopol	40
34	Sister Bay	38
35	City of Sturgeon Bay	31
36	Town of Sturgeon Bay	21
39	Gardner	9
42	Union	3
46	Washington Island	16
		587
Not in Door County		15
602		VRBO website lists 596 for Door County

MUNI	# of VRBO Properties	50 Hotel/Motel	51 Resort	52 Inn	53 Camp	53 Condo @ commercial property	54 B&B	55/56 Cottage Cabin Homes	59 OTHER	No permit req 30+	Total	Commercial	Non Commercial
2	Baileys Harbor	68	0	0	1	0	0	0	47	0	68	1	67
4	Brussels	0	0	0	0	0	0	0	0	0	0	0	0
6	Clay Banks	4	0	0	0	0	0	4	0	0	4	0	4
8	Town of Egg Harbor	57	0	0	0	0	26	0	31	0	57	26	31
9	Village of Egg Harbor	48	0	1	0	5	0	39	3	0	48	1	47
11	Ephraim	49	0	0	0	0	0	49	0	0	49	0	49
12	Gibraltar	87	1	1	0	55	3	1	59	0	87	6	81
14	Town of Forestville	1	0	0	0	0	0	1	0	0	1	0	1
15	Jacksonport	29	0	0	0	4	1	0	24	0	29	1	28
27	Nasewaupée	21	0	3	0	0	0	18	0	0	21	3	18
32	Liberty Grove	65	0	1	0	4	0	60	0	0	65	1	64
33	Sevastopol	40	0	0	0	0	0	40	0	0	40	0	40
34	Sister Bay	38	0	1	0	7	0	30	0	0	38	1	37
35	City of Sturgeon Bay	31	0	0	0	6	0	2	18	5	31	2	29
36	Town of Sturgeon Bay	21	0	0	0	0	0	21	0	0	21	0	21
39	Gardner	9	0	0	0	0	0	9	0	0	9	0	9
42	Union	3	0	0	0	0	0	3	0	0	3	0	3
46	Washington Island	16	0	0	0	0	0	16	0	0	16	0	16
Totals for Door County											587	42	545
		Commercial		Non Commercial									
587		TOTAL IN DC		7.16%		92.84%						587	

- ✓ **Airbnb:** As of 4/29/19, Airbnb lists 556 properties for Door County. The audit reflects 556 in Door County with 21 not in Door County= 535.

MUNI		# of Airbnb Properties
2	Baileys Harbor	43
4	Brussels	0
6	Clay Banks	1
8	Town of Egg Harbor	48
9	Village of Egg Harbor	29
11	Ephraim	37
12	Gibraltar	67
14	Town of Forestville	2
15	Town of Jacksonport	14
27	Nasewaupee	18
32	Liberty Grove	62
33	Sevastopol	26
34	Sister Bay	21
35	City of Sturgeon Bay *	125
36	Town of Sturgeon Bay	12
39	Gardner	6
42	Union	1
46	Washington Island	23
	NOT IN DOOR COUNTY	21
	535	TOTAL IN DC
	556	Total Door County Listings

Airbnb lists 556 on 4/29/19 for the Door County Search

*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.

MUNI	# of Airbnb Properties	50 Hotel/Motel	51 Resort	52 Inn	53 Condo	54 Commercial property B&B	55/56 Cottage Cabin Homes	57 OTHER	30+ day	Total	Commercial	Non Commercial
2	Baileys Harbor	43	1	0	5	0	0	37	0	43	6	37
4	Brussels	0	0	0	0	0	0	0	0	0	0	0
6	Clay Banks	1	0	0	0	0	0	1	0	1	0	1
8	Town of Egg Harbor	48	0	0	2	22	0	20	4	48	22	26
9	Village of Egg Harbor	29	0	0	0	0	0	20	1	29	0	29
11	Ephraim	37	4	1	0	0	0	32	0	37	5	32
12	Gibraltar	67	6	2	0	20	0	5	30	67	13	54
14	Town of Forestville	2	0	0	0	0	0	2	0	2	0	2
15	Town of Jacksonport	14	0	0	0	0	0	14	0	14	0	14
27	Nasewaupee	18	0	3	0	0	0	15	0	18	3	15
32	Liberty Grove	62	0	0	1	0	1	60	0	62	1	61
33	Sevastopol	26	0	0	0	0	0	8	21	26	8	21
34	Sister Bay	21	0	0	0	0	0	21	0	21	0	21
35	City of Sturgeon Bay	125	24	0	32	4	7	51	5	125	63	62
36	Town of Sturgeon Bay	12	0	0	0	0	0	12	0	12	0	12
39	Gardner	6	0	0	0	2	0	4	0	6	0	6
42	Union	1	0	0	0	0	0	1	0	1	0	1
46	Washington Island	23	6	0	0	0	0	17	0	23	6	17
	Totals for Door County		41	6	37	41	22	18	358	10		535
	NOT IN DOOR COUNTY	21									13	
	535										154	411
	556											556
	556											
	Commercial										23.18%	
	Non Commercial										76.82%	

✓ **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: #33471462: Compliance letter sent 4/30/19 – (permitted 5/8/19)
- Unpermitted Listing #4: #33043343 – Compliance letter sent 3/26/19 & 4/22/19
- Unpermitted Listing #5: #33165932 – Compliance letter sent 3/26/19 & 4/22/19 (permitted 5-8-19)
- Unpermitted Listing #7: #34174821 – Compliance letter sent 4/30/19
- Unpermitted Listing #8: #33129311 – Compliance letter sent 4/30/19
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✓ **Facebook** – One (1) property Compliance letter sent 3/26/19 & 4/22/19

✓ **Craigslist** – One (1) property – Compliance letter sent 4/11/19 & 4/30/19.

- ✓ **Zillow** – One (1) property – Compliance letter sent 4/30/19.
- ✓ **Local Publications**- One (1) job postings for cleaning for properties- Compliance letter sent 3/26/19 & 4/22/19.
- ✓ **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.

→Short Term Rental Compliance –Harmari:

I was contacted by the company initially to see if they could submit a proposal to the TZC for host compliance. I told them we handled the compliance in house. They were pretty absolute that there was no way we could come close on our own to achieve compliance in the rental market in Door County. I guided them on our website to the audit postings for both Airbnb and VRBO so they could review our compliance efforts. About three weeks later, I received this response:

Short Term Rental compliance



Inbox x

harmaristr x



Allen Atamer <allen@harmari.com>

Tue, Apr 30, 1:24 PM (10 days ago)



to me ▾

Hello Kim,

Thanks for chatting a couple of weeks ago. We did some analysis on the attached dashboard report and couldn't find anything new on the main websites you have listed. So great job you've done there!

However Booking.com does have organic inventory and should've been listed. We found 75 listings there.

Let me know if you'd be interested in an identification service for those.

Best wishes,

Allen

Allen Atamer
 CEO and Principal Engineer
 Harmari by LTAS
www.harmaristr.com (Short Term Rentals)



Door County Tourism Zone <info@doorcountyto... Tue, Apr 30, 1:29 PM (10 days ago)



to Josh, Allen ▾

Allen,

Those on Booking.com are larger commercial properties that are permitted and paying their room tax- thank you for your efforts in reviewing our audit lists. The audit lists you reviewed from our website were site specific for Airbnb and VRBO/Homeaway. I monitor booking.com, but there has not been a lot of traction for cottage/cabin/homes on their site because their commission is so high. I will keep your information on file in the event that we need assistance down the road.

Sincerely,

Kim Roberts

→Agent corrected permits:

Each year, I send each agent their permitted properties list. I ask for them to make sure the operating months are up to date and that they are still managing all listed properties. It is important to note the annual shifts of properties coming online and offline as it relates to availability. These changes in availability could potentially mean a change in rented nights as well since they are offline.

JR Vacation Rentals -

- Four (4) properties moved from year-round to seasonal.
- One (1) property went from seasonal to year-round.
- One (1) property is on hold for the year for remodeling.
- One (1) property is long term for 2019 – exempt from room/sales tax.

Lundquist Realty & Vacation Rentals –

- Ten (10) properties went from year-round to seasonal.

→Re-Cap of Footnote for year-end 2018 numbers

The Pulse reached out for information after the DCVB National Tourism Week Breakfast regarding the programming that was mentioned during the presentation that impacted occupied room nights for 2018. Below are some of the follow up notes that I emailed to Myles Dannhausen post conversation and a snap shot of the February 2018 meeting minutes:

Myles,

Here is a bit more to think about regarding the footnote on 2018 year end numbers:

The difference of occupied room nights from 2017 for 2018 is 5,233 which is .94% of the 555,735 rented room nights for 2018. The decrease is a very small percentage of the rented room nights.

Additionally, outside of the programming adjustment, properties are coming online and offline which has the ability to impact and influence available and occupied nights. One year round property with one unit would result in 365 less night available and an unknown number of nights rented lost. A lot of variables to think about.

I've copied Josh in case he has anything that he wants to add to the conversation. Thanks for your time this morning Myles, it was nice to catch up with you and talk about room tax reporting.

When looking at data compared from 2017 to 2018. There was large change in the number of nights available in 2018. Towards the end of 2017 we noticed a few properties were sending all room availability into rooms available even though these properties had large quantities of rooms not in their rental pool. A change was also made to Lodgical PMS in 2018 that automatically deducted owner stays and maintenance blocks out of the available room totals. This was to simplify users forgetting to deduct those totals from their available nights. The net results of both of these gives 2018 with a more accurate representation of what total available nights truly is. Another contributing factor to incorrect information in 2017 being reported, were some properties were wrongfully including owner nights into their rented nights data.

Justin Borkovetz
Director of Operations
34 West Oak St., Sturgeon Bay, WI 54235
Office: 920-748-0606

February 2019 Meeting Minutes Excerpt: Discussion on Current Comparable Occupancy numbers

Van Lieshout pointed out that there is a notation on the bottom of the reporting on page five (5). He went on to say in the process of doing some end of year analysis we noticed that there seemed to be an unexpected variance and in doing some investigation Roberts and Justin Borkovetz from BLIS discovered that some properties had been improperly reporting their inventory. He stressed that this was nothing malicious, but rather an error in how they were utilizing their reservation system. He went on to say that he is not convinced that it skews anything, but we like to maintain the data set and it is a footnote to add to the 2018 reporting.

Van Lieshout asked if Roberts had anything to add.

Roberts said that some of the larger commercial properties file their room tax reporting online or complete a mail in form without submitting their Lodgical room tax report. There has been an issue in years past with owner nights and maintenance blocks dumping into the totals for available and rented nights. In office, if we got the reports from the property we would make those corrections however if we didn't receive those reports the submitted reporting for years past would have had higher than actual available and rented nights depending on the property and how they utilized the system. When we asked for an upgrade for efficiencies from BLIS, the reporting issue was corrected but also resulted in a correction of data for 2018. In reality, Roberts stressed, we now have more accurate reporting coming from Lodgical properties and that is a good thing, but for 2018 we have to apply a footnote.

Van Lieshout stressed that we are confident that the only numbers impacted are available and rented nights which also impacts occupancy rates. He also stressed that with just over two thousand (\$2,000) in uncollected tax, interest and penalties that is pretty good.

Nelson noted that we won't always have smiles on our faces at year end. He added that to have a 5.2% increase after 2017's increase of over 4.2% in 2017 and 8.0% in 2016 is incredible. It is an amazing stretch of performance.

Jarosh noted that it is hard to imagine not having this group here and it is phenomenal to see what room tax has done for us all.

List of Active Lodging Marketplace Licenses

Business Name	Business Mailing Address	Issue Date
THE CONGER COLLECTION	1706 BELLEWOOD DR, WAUNAKEE WI 53597	11/8/2017
JPPSL LLC	14701 CROSSCREEK DR, AUSTIN TX 78737	11/9/2017
TRILLIUM	E10596 E SALEM RIDGE RD, LA FARGE WI 54639	11/13/2017
EAGLE RIVER LANDING LLC	4216 DREXEL AVE, MADISON WI 53716	11/22/2017
A.M.A.Z.E. ENTERPRISES LLC	PO BOX 580207, PLEASANT PRAIRIE WI 53158	11/24/2017
DOOR COUNTY WATERFRONT RENTAL LLC DBA SUITE ON THE WATER	948 MEMORIAL DR, STURGEON BAY WI 54235	11/24/2017
S & J SUNSHINE RENTALS LLC	5430 STENNER HILL RD, BOSCOBEL WI 53805	11/24/2017
IMSE & BROWN	W148N9959 RIMROCK RD, GERMANTOWN WI 53022	1/8/2018
HILGART REALTY INC	PO BOX 286, PARK FALLS WI 54552	2/9/2018
THE REAL ESTATE GROUP INC	5355 SCHROTH LN, APPLETON WI 54913	2/9/2018
HANSON REALTY INC	PO BOX 275, PEMBINE WI 54156	2/9/2018
WICO INC DBA EVERGREEN PARK	12525 KNOLLWOOD LN #28, SURING WI 54174	5/29/2018
PROPERTY MANAGEMENT OF HAYWARD INC	PO BOX 1269, HAYWARD WI 54843	6/20/2018
NICOLET VACATIONS LLC	2470 CATHERINE DR, RACINE WI 53402	7/20/2018
HILLER VACATION HOMES LLC	200 STATE HWY 70, SAINT GERMAIN WI 54558	9/21/2018
A-CUBED DBA SAND COUNTY SERVICE COMPANY	PO BOX 409, LAKE DELTON WI 53940	9/25/2018
JD BNB LLC	1914 W KILBOURN AVE, MILWAUKEE WI 53233	12/3/2018
SCHULDES PROPERTIES LLC	305 CENTURY OAK DR, WAUKESHA WI 53188	1/28/2019
JAMBER INVESTMENTS LLC	3506 CROCUS DR, DE PERE WI 54115	4/4/2019
KEEFE & ASSOCIATES INC DBA NORTHERN WATERS VACATION RENTAL/KEEFE VACATION RENTALS	751 GENEVA PKWY N, LAKE GENEVA WI 53147	4/12/2019
NORTH COUNTRY VACATION RENTALS	PO BOX 130, DRUMMOND WI 54832	4/12/2019
RECREATIONAL RENTAL PROPERTIES INC	PO BOX 1361, HAYWARD WI 54843	4/12/2019

This list is updated monthly

4/12/2019

→By Property Report:

March 2019					
Type	Revenue	Units Availab	Units Fille	% Occupant	ADR
Hotel/Motel (50)	\$263,046.51	12569	3375	26.85%	\$77.94
Resort (51)	\$684,538.07	38221	6623	17.33%	\$103.36
Inn (52)	\$46,354.33	3165	387	12.23%	\$119.78
Total Commercial	\$993,938.91	53,955	10,385	19.25%	\$95.71
Condo (53)	\$213,555.21	5947	2010	33.80%	\$106.25
Bed & Breakfast (54)	\$63,339.70	1952	306	15.68%	\$206.99
Cottage/House/Cabin (55/56)	\$153,491.04	9,517	1,047	11.00%	\$146.60
Other (59)	\$0.00	0	0	0.00%	\$0.00
Total Non-Commercial	\$430,385.95	17,416	3,363	19.31%	\$127.98
TOTALS	\$ 1,424,324.86	71,371	13,748	19.26%	\$103.60

March 2018					
Type	Revenue	Units	Units	% Occupant	ADR
Hotel/Motel	\$309,189.66	14676	4071	27.74%	\$75.95
Resort	\$627,053.54	39315	7203	18.32%	\$87.05
Inn	\$53,475.82	3435	457	13.30%	\$117.01
Total Commercial	\$989,719.02	57,426	11,731	20.43%	\$84.37
Condo	\$175,214.88	6123	1928	31.49%	\$90.88
Bed & Breakfast	\$62,965.12	2370	333	14.05%	\$189.08
Cottage/House/Cabin (55)	\$133,605.55	8,021	916	11.42%	\$145.86
Cottage/House/Cabin (56)	\$ -	0	0	0.00%	\$0.00
Other	\$160.00	62	2	3.23%	\$80.00
Total Non-Commercial	\$371,945.55	16,576	3,179	19.18%	\$117.00
TOTALS	\$ 1,361,664.57	74,002	14,910	20.15%	\$91.33

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)	(\$46,143.15)	-2,107	-696	-0.89%	\$1.99
Resort (51)	\$57,484.53	-1,094	-580	-0.99%	\$16.31
Inn (52)	(\$7,121.49)	-270	-70	-1.07%	\$2.77
Total Commercial	\$4,219.89	-3471	-1346	-1.18%	\$11.34
Condo (53)	\$38,340.33	-176	82	2.31%	\$15.37
Bed & Breakfast (54)	\$374.58	-418	-27	1.63%	\$17.91
Cottage/House/Cabin (55/56)	\$19,885.49	1496	131	-0.42%	\$14.07
Other (59)	(\$160.00)	-62	-2	-3.23%	(\$80.00)
Total Non-Commercial	\$58,440.40	840	184	0.13%	\$10.98
TOTALS	\$ 62,660.29	-2,631	-1,162	-0.89%	\$12.28

→REMOVED PROPERTIES 4/12/19 TO 5/9/19

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Gibraltar	12-50-0153-10	4/18/19	Cedar Court Inn	9429 Cedar Court	Bob Martin	Property sold. New owner permit # 12-50-2089-00
Town of Gibraltar	12-56-1530-12	4/18/19	Leytons Landing	9154 CTH A	Paul Leyton	No longer renting
Town of Gibraltar	12-53-1645-10	4/18/19	Creekside Cove Parr	4080 Main St #9	Lissa Parr	Property Sold.
Village of Sister Bay	34-56-1433-00	4/18/19	Evening Star	10731 Sunny Ct	Evening Star LLC	Property Sold new owner permit # 34-56-2102-00
Town of Gibraltar	12-53-1657-10	4/12/19	Cedar Court #17	4201 Maple St	Rich Rupiper	Property sold – new owner permit #12-53-2098-19
Town of Gibraltar	12-53-0629-10	4/12/19	Cedar Court #14	4201 Maple St	Tom Anderson	Property sold – new owner permit #12-53-2100-19
Town of Gibraltar	12-53-0625-10	4/12/19	Cedar Court #16	4201 Maple St	Chris Schumacher	Property sold – new owner permit #12-53-2099-19
Town of Gibraltar	12-53-1166-10	4/12/19	Cedar Court #19	4201 Maple St	Mike Foye	Property sold – new owner permit #12-53-2110-19
Village of Egg Harbor	09-56-0361-00	4/23/19	Bluffside	5074 Bluff Pass	Bob Dickson	Combined with permit #1453 for easier reporting.
Town of Liberty Grove	32-50-0050-00	4/26/19	Parkside Inn	11946 STH 42	Andy Isaacson	Property sold new permit #2116
Town of Sevastopol	33-56-1476-01	5-6-19	Bonne Journee	3931 Glidden	Ralph Latta	Now primary residence. No longer renting.
Town of Gibraltar	12-56-1887-00	5-6-19	Highland House	8756 S Highland	Chris Warecki	Property sold. Made inactive.
Town of Gibraltar	12-53-0479-02	5-8-19	Northhaven #27003 True Love	3691 S Northhaven Dr	Jon Dwyer	No longer renting.
Town of Liberty Grove	32-56-1722-00	5-9-19	Timberline Rd-Daubner	12462 Timberline Road	Randall Daubner	Never rented and will not in the future.