



DOOR COUNTY TOURISM ZONE COMMISSION

Administrator's Report

May 2020

2019 "NO REPORTS":

- The number of **August 2019** "No reports": There is one (1) property to report. The matter is with legal counsel.
- The number of **September 2019** "No reports": There is one (1) property to report. The matter is with legal counsel.
- The number of **October 2019** "No reports": There is one (1) property to report. The matter is with legal counsel.
- The number of **November 2019** "No reports": There are two (2) properties to report. Both are with legal counsel.
- The number of **December 2019** "No reports": There are two (2) properties to report. Both are with legal counsel.
- The number of **January 2020** "No Reports": On 3/10/2020 there were eight three (83) owner-managed properties. (39 in 2019).
 - 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.
- 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.
- 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.

UNPAID TAX/FEES/PENALTIES: The total outstanding due 5/15/2020 is: \$4,770.88 from five (5) permit holders.

	First Notice	Second Notice	Third (Final) Notice	Collections	Attorney	
			25.14	\$ 27.14	\$ 693.57	
			44.3	\$ 26.51	\$ 178.70	
			94.95	\$ 43.91	\$ 321.49	
			122.42	\$ 93.82	\$ 59.99	
				\$ 32.26	\$ 93.80	
				\$ 5.22	\$ 500.82	
					\$ 547.36	
					\$ 503.01	
					\$ 416.17	
					\$ 413.54	
					\$ 267.67	
					\$ 259.09	
TOTALS	\$ -	\$ -	\$ 286.81	\$ 228.86	\$ 4,255.21	Total Due
						\$4,770.88

- **PERMITS:** As of 5/12/2020 – Seven (7) permits were issued – One (1) was permitted as a result of compliance efforts.
 - 29 permits were issued during the same period of 2019
 - As of 05/13/2020 there are 1268 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 Egg Harbor (56) – Year-round
 2. Town of Washington (56) – Year-round
 3. Village of Sister Bay (56) – seasonal – compliance
 4. Village of Ephraim (56) – seasonal – re-permitted resort with new owner and property type
 5. Town of Liberty Grove (56) – year-round
 6. Village of Sister Bay (56) - seasonal
 7. City of Sturgeon Bay (56) – year-round

VRBO as of 5/4/2020

The following are unpermitted properties utilizing the VRBO platform:

- 1) VRBO 9434054ha – Owner information unfound-in process. (new listing)

MUNI		# of Airbnb Properties	50 Hotel/Motel	51 Resort	52 Inn	53 Condo	53 Condo @ commercial property	54 B&B	55/56 Cottage Cabin Homes	59 OTHER	30+ day	Total	Commercial	Non Commercial
2	Baileys Harbor	78	21	0	6	0	0	0	51	0	0	78	27	51
4	Brussels	0	0	0	0	0	0	0	0	0	0	0	0	0
6	Clay Banks	1	0	0	0	0	0	0	1	0	0	1	0	1
8	Town of Egg Harbor	56	0	0	0	1	25	0	26	4	0	56	25	31
9	Village of Egg Harbor	31	1	0	0	7	0	0	23	0	0	31	1	30
11	Ephraim	49	4	8	0	0	0	0	37	0	0	49	12	37
12	Gibraltar	95	11	3	7	21	0	7	44	0	2	95	28	67
14	Town of Forestville	1	0	0	0	0	0	0	1	0	0	1	0	1
15	Town of Jacksonport	14	0	0	0	0	0	0	14	0	0	14	0	14
27	Nasewaupee	23	0	3	0	0	1	0	19	0	0	23	4	19
32	Liberty Grove	68	0	0	0	2	0	1	65	0	0	68	1	67
33	Sevastopol	30	0	0	0	0	0	5	25	0	0	30	5	25
34	Sister Bay	41	2	0	0	6	0	0	33	0	0	41	2	39
35	City of Sturgeon Bay	118	20	0	19	8	0	9	58	4	0	118	48	70
36	Town of Sturgeon Bay	14	0	0	0	0	0	0	14	0	0	14	0	14
39	Gardner	17	7	0	0	2	0	0	8	0	0	17	7	10
42	Union	2	0	0	0	0	0	0	2	0	0	2	0	2
46	Washington Island	27	4	0	0	0	0	0	22	1	0	27	4	23
Totals for Door County			70	14	32	47	26	22	443	9		665		
			665		Total Door County Listings								164	501
			Commercial		Non Commercial								665	
			24.66%		75.34%									

- Jim Nellen forwarded information from the WI Badger Institute that he felt could be beneficial to the Tourism Zone –

https://www.badgerinstitute.org/BI-Files/Images/ShuttingDownWI_2020whitepaper_FINAL1.pdf

To All -

I am forwarding to you a report on the cost of the Governor's Safer at Home Order prepared on behalf of the Badger Institute. Andrew Hansen, an associate professor of Finance at the University of Illinois and visiting fellow at the Badger Institute, authored the study which has been peer reviewed. (I should disclose to you that I am a board member of the Badger Institute.) The goal of this exercise was to calculate the economic cost of the shutdown, so this data is available to policy makers in assessing next steps in responding to the novel coronavirus. I am unaware of any similar study that has been undertaken in Wisconsin.

You'll see that the estimated GDP loss for Door County occasioned by the economic shutdown is \$719 thousand per day which translates into \$263 million per year. The author starts with the known 2019 annual GDP (which is available for the State and each of the several counties) and scaling it up by the Organization for Economic Co-operation and Development (OECD)'s forecasted growth rate for 2020 of 2%. He then assumes that all production that can be done at home will be realized with no diminution to GDP. He next estimates the value of the work that cannot be done from home that is likely to be lost based on his interpretation of the adverse impact of the Governor's Safer at Home guidelines on specific industries.

Because the resulting reduction in GDP is straight lined, his analysis does not take into account the cyclical nature of the tourism industry during the height of the tourist season. Nonetheless, the numbers underscore the impending loss over an extended period, especially since tourism days lost cannot be recovered. I would not be surprised if Jack Money Penny has also come up with estimates of lost tourist spending based on several scenarios.

Jim Nellen

- **Annual Meeting**
 - The Annual Meeting will be conducted via Zoom. The auditors have been notified and they will attend via Zoom.
- **DCPH extension of Safer at Home** - link provided for reference:
 - https://livedoorcounty.org/wp-content/uploads/2020/05/SAH-HO-Order-5.14.20-1.pdf?fbclid=IwAR0MP_YjiO0GuDPK7HipqG5rK6EHFuKCgEELaaMoYDH9Tq_YWi9g-bPbzn0
 - Our Public Health Office will release new guidelines for reopening that will extend beyond May 20th that will be released no later than May 20th at 5:00 pm.
- **Hospitality and Lodging State Guidelines – Airbnb Guidelines – VRBO guidelines (links) provided for reference:**
 - <https://wedc.org/wp-content/uploads/2020/05/COVID-19-Hospitality-and-Lodging.pdf>
 - <https://www.airbnb.com/resources/hosting-homes/a/cleaning-guidelines-to-help-prevent-the-spread-of-covid-19-163>
 - <https://www.vrbo.com/discoveryhub/tips-and-resources/improve-performance/clean-disinfect-guidelines>
- **Destination Door County communication of “Open Door County” pledge and logo via the task force partnership with Door County Public Health and Door County Medical Center.**
 - <https://www.doorcounty.com/open/>
 - Please find the [dcmc-public-health-commitment-to-safety-flyer](#) at the back of the report.
 - Below is the Commitment to cleanliness logo.
 - Destination Door County sent out the press release on 5-14-2020. Door County Tourism Zone Permit Holders were included in this communication coming out of DDC.



- **Agent Season Preparation:**
 - There are quite a few properties that are asking their agents to take them offline for the season and quite a few that have decided not to rent due to the ongoing health crisis (deactivation). There are some that are moving to long term rentals for the upcoming season/foreseeable future.
 - From the three agents I received their update information:
 - So far there are thirty (30) properties on hold for the 2020 season. I am still waiting on some information on more properties who are deciding what to do. Some have decided not to make a decision until mid-June and have already submitted zero filings for May.
 - There are seven (7) pending agent managed properties either for deactivation, movement to another agent or the owner may take over.
 - I expect to see owners continuing to take their properties off the rental market for the season.

→REMOVED PROPERTIES 4/9/2020 TO 5/13/2020

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Liberty Grove	32-56-1292-06	4/14/2020	The Point	1048 Crescent Lane	Heather Erickson	No longer renting.
Town of Sturgeon Bay	36-56-1173-01	4/14/2020	Beach Blue	2914 Lake Forest Park Road	Eugene Brown	Property sold.
Town of Egg Harbor	08-56-2241-00	4/17/2020	Timber Haven	5579 Shady Acres	Katherine Hafenbredl	Changed mind – have not and will not rent property.
Town of Gibraltar	12-53-1013-01	4/20/2020	Northhaven Spritz	3693 S Northhaven #29006	Keith Spritz	No longer renting.
Town of Gardner	39-56-1986-00	4/20/2020	Sunset Serenity	3105 Circle Ridge Ct	Dan Lind	No longer renting- the vrbo room tax fiasco- Its not worth the headache of figuring it all out after the recent changes.
Town of Sevastopol	33-55-0646-00	4/23/2020	Whitefish Bay Creek Cottage	4941 S Cave Point Drive	Susan Cubar & Thomas Jordan	We are getting older and now with Coronavirus we are not interested in the extra work/effort to do this.
Village of Ephraim	11-51-0430-00	5/6/2020	Ephraim Village Cottages	3082 Larson Lane	Robert Carlisle	Property sold – new permit #2288
Town of Baileys Harbor	02-56-1495-02	5/6/2020	Pine Tree by the Lake	7267 STH 57	Walter Fuchs	Property Sold.
Town of Gardner	39-56-1669-01	5/6/2020	The Lake House Kulaga	3326 Stevenson Pier Road	Ewa & Andrzej Kulaga	No longer renting.
Village of Ephraim	11-56-1516-22	5/13/2020	Bungert Haven	2893 Bella Vista	Cindy Bungert	No longer renting.
Town of Baileys Harbor	02-56-0546-02	5/13/2020	Twains Rest	7690 Chapel Lane	Robert Clemens	No longer renting.
Town of Gibraltar	12-53-1098-19	5/14/2020	Creekside Cove #5 Ahl	4080 STH 42 #5	Ginger Ahl	No longer renting.

By Property Report – First run to first run YOY

March 2020					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$204,228.55	14,632	2,671	18.25%	\$76.46
Resort (51)	\$327,360.28	32,534	3,150	9.68%	\$103.92
Inn (52)	\$25,836.95	3,202	318	9.93%	\$81.25
Total Commercial	\$557,425.78	50,368	6,139	12.19%	\$90.80
Condo (53)	\$101,347.24	5,819	1,073	18.44%	\$94.45
Bed & Breakfast (54)	\$24,964.58	1,952	136	6.97%	\$183.56
Cottage/House/Cabin (55/56)	\$132,063.41	9,575	864	9.02%	\$152.85
Other (59)	\$1,120.00	7	7	100.00%	\$160.00
Total Non-Commercial	\$259,495.23	17,353	2,080	11.99%	\$124.76
TOTALS	\$ 816,921.01	67,721	8,219	12.14%	\$99.39

March 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$263,046.51	12,569	3,375	26.85%	\$77.94
Resort (51)	\$684,538.07	38,221	6,623	17.33%	\$103.36
Inn (52)	\$46,354.33	3,165	387	12.23%	\$119.78
Total Commercial	\$993,938.91	53,955	10,385	19.25%	\$95.71
Condo (53)	\$213,555.21	5,947	2,010	33.80%	\$106.25
Bed & Breakfast (54)	\$63,339.70	1,952	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

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)	(\$58,817.96)	2,063	-704	-8.60%	(\$1.48)
Resort (51)	(\$357,177.79)	-5,687	-3,473	-7.65%	\$0.56
Inn (52)	(\$20,517.38)	37	-69	-2.30%	(\$38.53)
Total Commercial	(\$436,513.13)	-3,587	-4,246	-7.06%	(\$4.91)
Condo (53)	(\$112,207.97)	-128	-937	-15.36%	(\$11.80)
Bed & Breakfast (54)	(\$38,375.12)	0	-170	-8.71%	(\$23.43)
Cottage/House/Cabin (55/56)	(\$21,427.63)	58	-183	-1.98%	\$6.25
Other (59)	\$1,120.00	7	7	100.00%	\$160.00
Total Non-Commercial	(\$170,890.72)	-63	-1283	-7.32%	(\$3.22)
TOTALS	(\$607,403.85)	(3,650)	(5,529)	-7.13%	-\$4.21

Still to report for March 2020	
Hotel/Motel (50)	3
Resort (51)	2
Inn (52)	1
Condo (53)	11
B&B (54)	0
Cottage/Cabin/Home (56)	47
Other (59)	1
Total to Report:	65