

- As of 11/15/19 there are 1,261 permits (1260 October-1254 September- 1232 August-1238 July)
- Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.

- Town of Gardner (56) – Year- round – compliance
- City of Sturgeon Bay (59) – seasonal-compliance
- Town of Liberty Grove (50) – seasonal – compliance
- Town of Egg Harbor (53)- year-round
- Town of Egg Harbor (56) – year-round
- Town of Liberty Grove (56) – seasonal
- Town of Sevastopol (56) – seasonal
- City of Sturgeon Bay (50) – year-round
- Town of Clay Banks (56) – seasonal
- Town of Jacksonport (56) – year-round

✓[VRBO/ HomeAway/ Vacationrentals.com](#): As of 11/8/19 VRBO displays that there are 626 listings for Door County– the audit reflects 608 properties which are in Door County and 18 listings that are not located in Door County for an audit total of 626.

MUNI		# of VRBO Properties 8/5/19	# of VRBO Properties 9/5/19	# of VRBO Properties 9/27/19	# of VRBO Properties 11/8/19
2	Baileys Harbor	71	71	69	64
6	Clay Banks	4	3	3	3
8	Town of Egg Harbor	65	64	64	64
9	Village of Egg Harbor	47	47	47	47
11	Ephraim	51	52	52	51
12	Gibraltar	87	87	87	85
13	Village of Forestville	0	0	0	0
14	Town of Forestville	0	0	0	0
15	Jacksonport	32	32	32	33
27	Nasewaupee	23	23	25	25
32	Liberty Grove	66	67	67	67
33	Sevastopol	40	40	40	39
34	Sister Bay	49	49	50	51
35	City of Sturgeon Bay	30	29	29	28
36	Town of Sturgeon Bay	21	20	19	21
39	Gardner	9	10	10	10
42	Union	5	4	5	5
46	Washington Island	16	16	16	15
Total Actually in Door County		614	614	615	608
Not in Door County		13	17	11	18
Total		629 (8/5/19)	631	626	626
Vrbo list count		522 (8/5/19)	616 (9/5/19)	527 (9/27/19)	626 (11/8/19)
over/short		-107	-15	-99	0

MUNI	# of VRBO Properties	50 Hotel/Motel	51 Resort	52 Inn	53 Condo	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	64	0	0	1	0	0	63	0	0	64	1	63
4	Brussels	0	0	0	0	0	0	0	0	0	0	0	0
6	Clay Banks	3	0	0	0	0	0	3	0	0	3	0	3
8	Town of Egg Harbor	64	0	0	0	0	30	0	34	0	64	30	34
9	Village of Egg Harbor	47	0	0	0	5	0	41	1	0	47	0	47
11	Ephraim	51	0	0	0	0	0	51	0	0	51	0	51
12	Gibraltar	85	0	1	0	19	3	59	0	2	85	5	80
14	Town of Forestville	0	0	0	0	0	0	0	0	0	0	0	0
15	Town of Jacksonport	33	0	0	0	5	1	0	27	0	33	1	32
27	Nasewaupee	25	0	2	0	0	0	23	0	0	25	2	23
32	Liberty Grove	67	0	2	0	4	0	61	0	0	67	2	65
33	Sevastopol	39	0	0	0	0	0	39	0	0	39	0	39
34	Sister Bay	51	0	1	0	14	0	36	0	0	51	1	50
35	City of Sturgeon Bay	28	0	0	0	6	0	20	0	0	28	2	26
36	Town of Sturgeon Bay	21	0	0	0	0	0	21	0	0	21	0	21
39	Gardner	10	0	0	0	0	0	10	0	0	10	0	10
42	Union	5	0	0	0	0	0	5	0	0	5	0	5
46	Washington Island	15	0	0	0	0	0	15	0	0	15	0	15
Totals for Door County		608	0	6	1	53	34	508	1	2	608	44	564
TOTAL IN DC		608	Commercial		Non Commercial						608		
			7.24%		92.76%								

The following listings are unpermitted on VRBO/Homeaway:

- Unpermitted Listing #1: #1335047 – no leads on owner (timeshare Rushes)
- Unpermitted Listing #2: #1331435 – compliance letter sent 11/8/19.

✓ **Airbnb:** As of 11/4/19, Airbnb no longer displays a total count for Door County. The audit reflects 600 properties located in Door County. 51 properties are not located in Door County.

MUNI		# of Airbnb Properties 8/1/19	# of Airbnb Properties 9/9/19	# of Airbnb Properties 10/2/19	# of Airbnb properties 11/4/19
2	Baileys Harbor	51	57	57	49
4	Brussels	0	0	0	0
6	Clay Banks	1	1	1	1
8	Town of Egg Harbor	54	56	55	52
9	Village of Egg Harbor	31	30	31	30
11	Ephraim	46	47	47	47
12	Gibraltar	88	91	92	93
14	Town of Forestville	1	1	1	1
15	Town of Jacksonport	15	13	13	12
27	Nosewauppee	19	20	20	21
32	Liberty Grove	68	69	72	71
33	Sevastopol	29	29	30	31
34	Sister Bay	32	33	33	35
35	City of Sturgeon Bay *	129	115	115	110
36	Town of Sturgeon Bay	12	12	13	12
39	Gardner	15	15	15	8
42	Union	2	2	2	2
46	Washington Island	25	25	18	25
	NOT IN DOOR COUNTY	44	46	48	51
TOTAL IN DC		618	616	615	600
Total All Door County Listings		662	663		x
* Airbnb lists 670 on 8/1/19 for the Door County Search - audit is off 8 properties					
* Airbnb lists 648 on 9/9/19 for the Door County Search					
* Airbnb lists 663 on 10/2/19					
* As of 11/4/19 Airbnb no longer lists a total for the area (only says 300+)					

	# 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		
Baileys Harbor	49	2	0	6	0	0	0	41	0	0	49	8	41		
Brussels	0	0	0	0	0	0	0	0	0	0	0	0	0		
Clay Banks	1	0	0	0	0	0	0	1	0	0	1	0	1		
Town of Egg Harbor	52	0	0	0	2	24	0	22	4	0	52	24	28		
Village of Egg Harbor	30	1	0	0	8	0	0	21	0	0	30	1	29		
Ephraim	47	4	7	0	0	0	0	36	0	0	47	11	36		
Gibraltar	93	10	2	7	21	0	7	44	0	2	93	26	67		
Town of Forestville	1	0	0	0	0	0	0	1	0	0	1	0	1		
Town of Jacksonport	12	0	0	0	0	0	0	12	0	0	12	0	12		
Nosewauppee	21	0	3	0	0	0	0	18	0	0	21	3	18		
Liberty Grove	71	0	0	0	2	0	1	68	0	0	71	1	70		
Sevastopol	31	0	0	0	0	0	5	26	0	0	31	5	26		
Sister Bay	35	2	0	0	7	0	0	26	0	0	35	2	33		
City of Sturgeon Bay	110	20	0	19	6	0	9	55	1	0	110	48	62		
Town of Sturgeon Bay	12	0	0	0	0	0	0	12	0	0	12	0	12		
Gardner	8	0	0	0	2	0	0	4	0	0	8	0	8		
Union	2	0	0	0	0	0	0	2	0	0	2	0	2		
Washington Island	25	7	0	0	0	0	0	17	1	0	25	7	18		
Door County		46	12	32	48	24	22	408	6		600				
600		Total Door County Listings										136	464		
		Commercial		Non Commercial										600	
		22.67%		77.33%											

✓ **The following listings are unpermitted on Airbnb:**

- Unpermitted Listing #1: #23008138: NO LEADS TIMESHARE WHOLESALER
- Unpermitted Listing #2: #37886362: NO LEADS TIMESHARE WHOLESALER
- Unpermitted Listing #3: #: #34364786 – Owner located of m/v docked at the Yacht Harbor – USCG looking into. Filed FOIA requests with the USCG for owner information. The vessel is a USCG documented boat.
 - 10/21/19 Working with owner through the compliance process.
- Unpermitted Listing #4: # 20965365 - compliance letter sent 11/7/19

- Unpermitted Listing #5: #39088182 – compliance letter sent 11/7/19
- ✓ **Facebook** – Nothing to report.
- ✓ **Craigslist** – One (1) property has received a compliance letter.
- ✓ **Zillow** – Nothing to report.
- ✓ **Local Publications**- Nothing to report.
- ✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 394 rentals (390 rentals last month). VRBO properties are being picked up on Tripadvisor – it has become more of a web spider, pulling in listings from VRBO, rather than unique listings.
- ✓ **Flipkey** has 79 listings (79 listings last month) for Door County. All are permitted.
- ✓ **Vacasa** – a new and up and coming site that just bought out Wyndham Vacation Rentals – no listings for Door County, yet.
- ✓ **Vacayhome** – Nothing to report.

► **Municipal Reference – Short Term Rentals Regulations** – In response to a request from one municipality a reference sheet has been created to provide to all municipalities. The goal of this reference document was to provide easy to locate answers in one place regarding short term rental requirements and/or restrictions. I've asked for feedback from the municipality that requested the information so that I can update it after their meeting to make sure that everything that needs to be in the document is available to those who want to utilize it. The reference document is at the back of this report.

► **Preparations for 2019 WIS ACT 10** – The Assembly adjourned for the holidays on November 12, 2019. The consequence of the adjournment is that we are left with the legislation as it stands.

For some time, I have been researching how Oregon handles the same issues we now will certainly face. I have resumed work on creating new report forms. I will also need to re-do all reference documents/instructions. This is going to be a challenge; providing succinct and correct information when we have no idea what to expect. The concern is that permit holders are going to be frustrated and difficult especially after the challenges of this summer with VRBO. Permit holders will again be faced with reservations that have begun for 2020 and then a changeover to track for collections. All permit holders will have to make significant adjustments to their listings. We will also need to decide if we should encourage Airbnb Custom taxes and if we could incentivize our Airbnb hosts to do so.

I propose that we establish an Ad-Hoc Committee to work with legal counsel as needed to assist me with finalizing the necessary documents to prepare for the changes in 2020. We will also have quite a bit of work with KerberRose and BLIS. There could be some delay with the bi-annual reports which I normally distribute in December as my priority will be making sure

2020 Meeting Schedule – The proposed 2020 meeting schedule is at the back of the report for your review. If acceptable, I will proceed with working with the municipalities to arrange the meeting times and dates. We should considering holding an Executive Committee meeting or Full Commission meeting on Washington Island.

BY PROPERTY REPORT:

September 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$2,773,259.10	31,108	20,281	65.20%	\$136.74
Resort (51)	\$5,105,504.10	49,292	29,579	60.01%	\$172.61
Inn (52)	\$673,659.77	6,522	4,206	64.49%	\$160.17
Total Commercial	\$8,552,422.97	86,922	54,066	62.20%	\$158.18
Condo (53)	\$805,357.16	7,821	4,469	57.14%	\$180.21
Bed & Breakfast (54)	\$379,656.65	3,168	1,830	57.77%	\$207.46
Cottage/House/Cabin (55/56)	\$2,575,280.29	27,266	10,809	39.64%	\$238.25
Other (59)	\$48,220.67	1,441	369	25.61%	\$130.68
Total Non-Commercial	\$3,808,514.77	39,696	17,477	44.03%	\$217.92
TOTALS	\$ 12,360,937.74	126,618	71,543	56.50%	\$172.78

September 2018					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel	\$3,158,952.06	36,121	23,783	65.84%	\$132.82
Resort	\$5,136,276.75	49,682	29,818	60.02%	\$172.25
Inn	\$622,482.31	6,206	3,912	63.04%	\$159.12
Total Commercial	\$8,917,711.12	92,009	57,513	62.51%	\$155.06
Condo	\$752,072.74	7,808	4,266	54.64%	\$176.29
Bed & Breakfast	\$400,108.28	3,300	1,973	59.79%	\$202.79
Cottage/House/Cabin (56)	\$2,335,210.42	26,665	10,845	40.67%	\$215.33
Other	\$36,439.08	1,115	359	32.20%	\$101.50
Total Non-Commercial	\$3,523,830.52	38,888	17,443	44.85%	\$202.02
TOTALS	\$ 12,441,541.64	130,897	74,956	57.26%	\$165.98

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)	(\$385,692.96)	-5,013	-3,502	-0.64%	\$3.92
Resort (51)	(\$30,772.65)	-390	-239	-0.01%	\$0.36
Inn (52)	\$51,177.46	316	294	1.45%	\$1.05
Total Commercial	(\$365,288.15)	-5,087	-3447	-0.31%	\$3.12
Condo (53)	\$53,284.42	13	203	2.50%	\$3.92
Bed & Breakfast (54)	(\$20,451.63)	-132	-143	-2.02%	\$4.67
Cottage/House/Cabin (55/56)	\$240,069.87	601	-36	-1.03%	\$22.92
Other (59)	\$11,781.59	326	10	-6.59%	\$29.18
Total Non-Commercial	\$284,684.25	808	34	-0.83%	\$15.90
TOTALS	(\$80,603.90)	(4,279)	(3,413)	-0.76%	\$6.80

Still to report for September as of 11/14/19 = 78

Hotel/Motel (50) x 3					
Resort (51) x 4					
Inn (52) x 0					
Condo (53) x 10					
B&B (54) x 0					
Cottage/Cabin/Home (56) x 61					
Other (59) x 0					

→REMOVED PROPERTIES 10/10/19 TO 11/14/19

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Sevastopol	33-56-2046-01	10-16-19	Log Haven	4390 Bay Shore	Scot Wederquist	No longer short-term rentals. (long term only)
Town of Sturgeon Bay	36-56-1480-00	10/16/19	Replogle	3693 E Shore	Mark Replogle	Admin Deact.
Town of Egg Harbor	08-53-1735-00	10/24/19	Landmark Albers	4929 Landmark Dr #2335	Penny Albers	Property sold.
Town of Washington	46-56-2108-00	10/30/19	Gay's Green Bay Cottage	431 Green Bay Road	John Gay	Decided not to rent.
Town of Jacksonport	15-56-0340-12	11/1/19	Sandy Beach Lake House	6670 STH 57	Carrington Family Trust	Re-permitted 15-56-2209-04 – agent change.
Town of Liberty Grove	32-56-0439-08	11/5/19	Wagon Trail #15	1075 Wagon Trail Circle	Gloria Williams	Property sold – no longer being used for STR.
City of Sturgeon Bay	35-59-2222-00	11/5/19	Serenity by the Bay	170 Nautical Drive #1	Sheryl Taylor	Apt. lease doesn't allow for STR – deactivated.
Town of Washington	46-56-1575-00	11/12/19	Quiet Cabin in the Woods	428 Timber Trail	Chad Beneda	No longer renting.
Town of Liberty Grove	32-56-0438-00	11/12/19	Wagon Trail #14 – Serenity House	1081 Wagon Trail Circle	Jim Larson	Property sold.
Town of Egg Harbor	08-53-1699-00	11/14/19	Landmark Resort – Leaf House	4929 Landmark Circle #2317	Sean & Cami Wirght	Property Sold – re-permitted as #2231



DOOR COUNTY TOURISM ZONE COMMISSION
PO BOX 55, Sister Bay, WI 54234
920-854-6200 – Fax: 920-854-9019
E-mail: info@doorcountytourismzone.com
Website: www.doorcountytourismzone.com

2020 Proposed Meeting Schedule

January 16- (Executive Committee) – City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

February 20 – (Full Commission) -Village of Sister Bay – Sister Bay Fire Station - 2258 Mill Road

March 19- (Executive Committee) - City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

April 16 – (Full Commission) - Town of Nasewaupée - 3388 County Road PD-920-495-0920

May 21– (Executive Committee) - City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

June 18– Annual Meeting – (Full Commission) – Baileys Harbor Town Hall, 2392 CTH F

July 16– (Executive Committee) City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

August 20- (Full Commission) – Sevastopol Town Hall – Sevastopol Town Hall, 4528 State Hwy 57, 920-746-1245

September 17 - (Executive Committee) - City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

October 15 – (Full Commission): Town of Egg Harbor, 5242 County I, Sturgeon Bay -920-743-6141

November 19 - (Executive Committee) - City of Sturgeon Bay, Community Room - 421 Michigan St, - 920.746.2900

December 17– (Full Commission) – Jacksonport Town Hall – 3365 County Rd V – 920-823-2954

Meetings of the full Commission generally alternate months with Executive Committee meetings. Unless otherwise noted, all meetings begin at 9 a.m. Zone meetings are open to the public and input is welcome. If the Agenda includes a Closed Session, all non-Commission members will be asked to leave for that portion of the meeting only.