



Compliance: Late Letters Sent

- The number of **May 2016** “No Reports” letters sent: Seventy (70) to owner managed properties on 7/19/16.
 - Eight (8) remain as of 8/11/16 – a final notice with deadline was mailed 8/10/16.
 - As of 9/8/16 five (5) remain to report. Compliance letters were requested for each of the properties from Attorney Vande Castle.
 - As of 10/13/16 three (3) remain to report.
- The number of **June 2016** “No Reports” letters sent: Fifty eight (58) to owner managed properties on 8/6/16.
 - Thirty five (35) remained as of 8/26/16 – a second notice was mailed.
 - As of 9/8/16 seventeen (17) remain to report.
 - As of 10/13/16 four (4) remain to report.
- The number of **July 2016** “No Reports” letters sent: Sixty three (63) to owner managed properties on 9/12/16.
 - As of 9/20/16 thirty two (32) remain to report.
 - As of 10/13/16 eleven (11) remain to report.
- The number of **August 2016** “No Reports” letters sent: Fifty two (52) to owner managed properties on 10/11/16.
 - A reminder email was sent to permit holder for the August filing on September 19th. In 2015, the number of August “no reports” sent was fifty (50). I will try sending the reminder email a few days later in the month to see if it makes more of an impact. (copy of the reminder email and results of email campaign at the back of the report)

Unpaid tax/fees/penalties: The total outstanding due as of 10/13/16 is: \$171.83 from three (3) permit holders. Previous month total due: \$329.08

First Notice	Second Notice	Third Notice	Attorney	Settlement/ Payment Plan	Collections
\$ 6.90					
\$ 37.00				\$ 70.29	
\$ 64.54					
\$ 101.54	\$ -	\$ -	\$ -	\$ 70.29	\$ -
\$ 171.83	Total Outstanding				

- **Permits: (5) Five permits have been issued since August reporting – two (2) due to compliance efforts (40%).**
 - **(8) Eight properties were permitted during the same period in 2015.**
 - **As of 10/13/16 there are 1023 permits.**
 - Town of Egg Harbor- seasonal
 - Village of Sister Bay – seasonal
 - City of Sturgeon Bay – seasonal – compliance
 - Village of Ephraim – year round
 - Town of Egg Harbor – year round - compliance

Unpermitted Properties:

I am currently working on permitting nine (9) unpermitted properties that are advertising online or have contacted the office regarding permitting. In 2015, there were seven (7) unpermitted properties for the same time period.

- Currently on VRBO there are 539 properties for Door County with a few in Algoma. In exception to three (3) unpermitted properties, the remaining 535 properties are permitted. Four (4) properties are being pursued. (The same properties are cross listed on homeaway.com (360) and vacationrentals.com (539- some have duplicate listings instead of cross over listings).
- Currently on Airbnb there are 131 rentals listed for Door County. Five (5) listed under Door County are located in Marinette, Cedar River or the UP. Four (4) properties are not permitted – Two (2) are time share at Meadow Ridge/ Rushes resort (both are through time share wholesalers with no reviews) and two (2) have compliance letters out to the property owners. Two properties (2) have signed and attested they aren't renting but still come up under the search for Door County. Should there be reviews of the properties we have signed paperwork in hand attesting that the owners are not renting their properties. The remaining 122 properties on Airbnb are permitted.
- Currently on Tripadvisor is forty (40) rental and/ Flipkey is down to thirty nine (39) rentals, last month there was forty three (43) vacation rentals. In exception to one (1) property, the remaining thirty nine (39) properties are permitted. The two are crossover sites.

Survey Response:

- The Ad Hoc Committee suggested multiple shorter emails to address the concerns of permit holders. I have completed six (6) emails and have forwarded them to Hillstrom PR to finalize them for approval by the Ad Hoc Committee.

Digital Brochure:

- The completed digital brochure went to Tweak on September 23. I gave them a lot of new material to work with – I am excited to see what they do with it. A lot of research and thought went into the new copy that I provided to Tweak. I am hoping for a draft for Executive Committee in November.

Respectfully Submitted,



Kim Roberts
Administrator

Removed Properties 9/7/16 to 10/13/2016

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Sevastopol	33-56-1490-00	9/20/16	Gorman Bark Rd	4815 Bark Rd	John Gorman	No longer renting- had bad experience with renters
Town of Sturgeon Bay	36-56-1487-00	9/20/16	Emmerich – On the Shore of Lake Michigan	3422 N Lake Michigan Dr	Ann Emmerich	Tax consequences in regards to personal taxes not worth doing.
Town of Washington	46-56-1444-00	9/23/16	McDonald's Cottages #3 and #4	2014 Indian Point Rd	Brian McDonald	No longer renting.
Town of Washington	46-56-0976-00	9/27/16	Hansen Harbor House	284 Lobdell Point Rd	Barbara Hansen	Property sold.
Town of Forestville	14-56-1536-00	9/30/16	Country House – Heikkila	1638 STH 42	John Heikkila	Cancelled Airbnb
Town of Liberty Grove	32-56-1242-00	10/5/16	Ridge Top Retreat	11723 Lakeview Rd	Dan Hogan	Property Sold.
Town of Gardner	39-56-1328-00	10/5/16	Cliff Cottage	9144 Seagull Reef Rd	Josephine Ryan	Property Sold.
Town of Gibraltar	12-53-0082-00	10/12/16	Northhaven #12003 – Beal	3763 N Northhaven Dr	Chantelle Beal	Property Sold. New owners permitted.
Village of Ephraim	11-56-1655-00	10/12/16	Puffer Log Canin	10417 Townline Rd	Daran Puffer	Property Sold. New owners permitted.

August 2016 Room Tax Reminder

Switch report ▾

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454 Recipients

List: august 2016 reminder email

Delivered: Mon, Sep 19, 2016 10:31 am

Subject: August 2016 Room Tax Reminder

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0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
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Open rate	47.2%	Click rate	8.8%
List average	43.4%	List average	7.6%
Industry average (Non-Profit)	21.9%	Industry average (Non-Profit)	2.3%

210 Opened	39 Clicked	9 Bounced	0 Unsubscribed
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Just a friendly reminder!

August 2016 Room tax is almost due! The filing and payment deadline is September 30th, 2016!

Please note that you must file a report even if you have \$0 income.

Did you know that you can file your room tax online? Want to know more? Contact the office to obtain your unique User Name and Password. We'll even do an over the phone "how to" session!

PLEASE NOTE: This is *just a reminder...*you don't need to take any action if...you've already filed your August 2016 room tax report.

[File your Room Tax Online](#)

[DCVB August 2016 Marketing Report](#)

[July 2016 Room Tax Reporting - Statistics](#)

[July 2016 Room Tax Reporting - Comparative Collections](#)