



DOOR COUNTY TOURISM ZONE COMMISSION
 Administrator's Report
 SEPTEMBER 2018

Compliance: Late Letters Sent

2018

- The number of **April 2018** "No Reports" letters sent: Forty nine (49) to owner managed properties on 6/13/18.
 - As of 7/10/18 there are four (4) properties to report.
 - As of 8/8/2018 there are two (2) properties to report.
 - As of 9/12/18 there is one (1) property to report.
- The number of **May 2018** "No Reports" letters sent: Seventy three (73) to owner managed properties on 7/11/18.
 - As of 8/7/2018 there are nine (9) properties to report.
 - As of 9/12/18 – there are three (3) properties to report.
- The number of **June 2018** "No Reports" letters sent: Sixty three (63) to owner managed properties on 8/14/18
 - As of 9/12/18 – there are eighteen (18) to report.
- The number of **July 2018** "No Reports" letters sent: As of 9/12/18 there are sixty nine (69) owner managed properties and twelve (12) agent managed properties that need to file. The total combined that need to report for agents and owner managed properties of eighty - one (81).
 - Of note, between cutoff on 9/5/18 and the date of the backup to run the no reports, twenty one (21) properties filed that are not included in numbers. So at the date of cutoff, we had one hundred (102) properties to report.

Unpaid tax/fees/penalties: The total outstanding due 9/13/18 is: \$2,135.58 from eighteen (18) permit holders.

First Notice	Second Notice	Third Notice	ACH REJECT	Attorney	Settlement/ Payment Plan	Collections
\$91.47	\$21.80		\$109.21		\$ 716.79	\$ 26.23
	\$25.29		\$395.08			
	\$4.96		\$504.79			
	\$9.06		\$65.18			
	\$25.23		\$51.38			
	\$25.65					
	\$25.11					
	\$1.46					
	\$28.78					
	\$7.60					
	\$0.51					
\$91.47	\$175.45	\$0.00	\$1,125.64	\$0.00	\$716.79	\$26.23
\$2,135.58	Total Outstanding					

- **Permits:** As of 9/13/18 – Sixteen (16) permits were issued – nine (9) or 56% were a result of compliance efforts.
 - Ten (10) permits were issued during the same period of 2017
 - As of 9/13/18 there are 1169 permits
- Village of Sister Bay – year-round – Compliance
 - Town of Gardner – seasonal
 - Town of Washington – seasonal

- Village of Ephraim – seasonal – Compliance
 - Town of Gibraltar- year-round
 - Town of Egg Harbor – year-round

- City of Sturgeon Bay – year-round – Compliance
- Town of Liberty Grove – seasonal - Compliance
- Village of Ephraim – seasonal – Compliance
- City of Sturgeon Bay – year-round – Compliance
- Town of Nasewaupée – year-round – Compliance

- Town of Egg Harbor – year-round- Compliance
- Town of Liberty Grove – Seasonal – Compliance
- Town of Jacksonport – seasonal – Compliance
- Village of Egg Harbor – year round
- Town of Liberty Grove – year round

Unpermitted Properties: As of 9/11/18 there are sixteen (16) unpermitted properties that are advertising online without a permit. In September of 2017, I was working on fifteen (15) unpermitted properties.

✓ **VRBO/ Homeaway/ Vacationrentals.com** : As of 9/11/18 there are 519 properties listed – the platform lists 515 listings on VRBO.

✓ **The following listings are unpermitted on VRBO/Homeaway:**

- Unpermitted Listing #1: 1335047 – no leads on owner (timeshare Rushes)
- Unpermitted Listing #2: #1436478 – compliance letter sent 9/12/18
- Unpermitted Listing #3: #1391961 – compliance letter sent 9/12/18

MUNI		# of VRBO Properties
2	Baileys Harbor	53
6	Clay Banks	4
8	Town of Egg Harbor	57
9	Village of Egg Harbor	35
11	Ephraim	44
12	Gibraltar	87
13	Village of Forestville	0
14	Town of Forestville	0
15	Jacksonport	26
27	Nasewaupée	15
32	Liberty Grove	61
33	Sevastopol	38
34	Sister Bay	30
35	City of Sturgeon Bay	30
36	Town of Sturgeon Bay	15
39	Gardner	6
42	Union	3
46	Washington Island	15
		519

VRBO website lists 523 for Door County

- **Airbnb:** As of 9/1/18 my audit reflects 444 total for Door County – while Airbnb search shows 443. Actual Door County listings totals 427 – with 17 located for Door County, but are not actually located in Door County. City of Sturgeon Bay increased by 9 new listings – the largest increase of all municipalities sine 8/1/18.

MUNI		# of Airbnb Properties
2	Baileys Harbor	40
4	Brussels	0
6	Clay Banks	1
8	Town of Egg Harbor	47
9	Village of Egg Harbor	27
11	Ephraim	36
12	Gibraltar	38
14	Town of Forestville	1
15	Town of Jacksonport	8
27	Nasewaupée	13
32	Liberty Grove	60
33	Sevastopol	24
34	Sister Bay	19
35	City of Sturgeon Bay	74
36	Town of Sturgeon Bay	10
39	Gardner	7
42	Union	2
46	Washington Island	20
	NOT IN DOOR COUNTY	17
		427
		444
		TOTAL IN DC
		Total Door County Listings

airbnb reports 443

- The following listings are unpermitted on Airbnb as of 8/9/18:
 - Unpermitted Listing #1 : #23008138: NO LEADS TIMESHARE WHOLESALER
 - Unpermitted Listing #2: #23709001: NO LEADS TIMESHARE WHOLESALER
 - Unpermitted Listing #3: #27284807 – Meadow Ridge – NO LEADS
 - Unpermitted Listing #4: #26960062 – Compliance letter sent 7/23 and 8/1/18 – working with property owner.
 - Unpermitted Listing #6: #13549099 – Compliance letter sent 8/2/18, 8/15/18 and 8/31/18) - working with property owner.
 - Unpermitted Listing #7: #27637414 – Compliance letter sent 9/4/18
 - Unpermitted Listing #8: #28127081 – Compliance letter sent 8/31 and 9/12/18
 - Unpermitted Listing #9: #27956173- Compliance letter sent 8/31 and 9/4/18
 - Unpermitted Listing #10 - #27786823 – working with Chair
- ✓ **Facebook** – There is two (2) properties that are in the compliance process from Facebook.
- ✓ **Craigslist** –There is currently one (1) listing unpermitted on Craigslist. I have been unable to locate the owner information.
- ✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 55 rentals. Flipkey has 57 listings for Door County. All are permitted.

Other news:

WI DOR – Public comments: I have submitted the memo that was emailed out to the board. It has been submitted twice to the WI DOR (for different comment opportunities). We will have one more opportunity to submit in November.

By Property Report:

July 2018					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel	\$4,056,314.19	34611	27942	80.73%	\$145.17
Resort	\$8,469,785.42	51578	40791	79.09%	\$207.64
Inn	\$758,194.15	5893	4612	78.26%	\$164.40
Total Commercial	\$13,284,293.76	92,082	73,345	79.65%	\$181.12
Condo	\$1,093,188.17	6723	5304	78.89%	\$206.11
Bed & Breakfast	\$532,210.70	3582	2510	70.07%	\$212.04
Cottage/House/Cabin (55)	\$1,040,098.99	8,119	5,824	71.73%	\$178.59
Cottage/House/Cabin (56)	\$3,794,951.68	19,668	13,763	69.98%	\$275.74
Other	\$91,569.72	1,211	829	68.46%	\$110.46
Total Non-Commercial	\$6,552,019.26	39,303	28,230	71.83%	\$232.09
TOTALS	\$ 19,836,313.02	131,385	101,575	77.31%	\$195.29

July 2017 By Property Report					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel	\$4,267,935.95	37355	30709	82.21%	\$138.98
Resort	\$8,508,241.78	56610	44789	79.12%	\$189.96
Inn	\$746,697.85	6502	4830	74.28%	\$154.60
Total Commercial	\$13,522,875.58	100467	80328	79.95%	\$168.35
Condo	\$1,267,614.64	8292	6407	77.27%	\$197.85
Bed & Breakfast	\$565,167.79	3925	2833	72.18%	\$199.49
Cottage/House/Cabin (55)	\$1,207,296.03	9397	6495	69.12%	\$185.88
Cottage/House/Cabin (56)	\$3,324,952.31	16696	12208	73.12%	\$272.36
Other	\$93,674.54	1457	896	61.50%	\$104.55
Total Non-Commercial	\$6,458,705.31	39767	28839	72.52%	\$223.96
TOTALS	\$19,981,580.89	140,234	109,167	77.85%	\$183.04

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	(\$211,621.76)	-2,744	-2,767	-1.48%	\$6.19
Resort	(\$38,456.36)	-5,032	-3,998	-0.03%	\$17.68
Inn	\$11,496.30	-609	-218	3.98%	\$9.80
Total Commercial	(\$238,581.82)	-8385	-6983	-0.30%	\$12.77
Condo	(\$174,426.47)	-1569	-1103	1.62%	\$8.26
Bed & Breakfast	(\$32,957.09)	-343	-323	-2.11%	\$12.55
Cottage/House/Cabin (55)	(\$167,197.04)	-1278	-671	0.86%	(\$7.29)
Cottage/House/Cabin (56)	\$469,999.37	2972	1555	-4.66%	\$3.38
Other	(\$2,104.82)	-246	-67	6.96%	\$5.91
Total Non-Commercial	\$93,313.95	-464	-609	-0.69%	\$8.13
TOTALS	\$ (145,267.87)	-8,849	-7,592	-0.54%	\$12.25

*Notes: Code 55 is the older homes – decreased numbers because some of the older permits have closed or sold their properties.

* July 2018 four weekends (Saturdays) and July 2017 had five weekends (Saturdays).

* Another thought to take into consideration - comparing the occupancy of one unit night for a Hotel/Motel, Resort or Inn unit to a Cottage/Cabin/House. A guest can fit many more people into that one unit night for a Cottage/Cabin/House than Hotel/Motel, Resort or Inn unit. Specifically, a motel room may hold 2-4 people when a Cottage Cabin House could hold 6-10 people. This could make the county feel busier overall with decreased traditional lodging and an increase in Cottage/Cabin/Homes.



Kim Roberts, Administrator

REMOVED PROPERTIES 8/10/18 TO 9/12/18

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Gibraltar	12-53-1144-00	8/13/18	Bluffs at Cottage Row Court	4186 Cottage Row	Jason Martone	Bought out partner requested new permit – new permit #1989
Town of Liberty Grove	32-56-1331-00	8/22/18	Treetops Delight-True	11084 Beach Road	Eileen and George True	No longer renting.
Town of Gibraltar	12-56-1426-00	8/24/18	Butterfly Fields	8994 VTH F	Laurie Buske	Long term renter with an annual lease.
Village of Sister Bay	34-50-0069-00	8/27/18	Bluffside Inn	10641 Bluffside Inn	Kurt Grube	Property sold being used for employee housing
Town of Baileys Harbor	02-56-0883-00	8/28/18	Idyllic Retreat on Kangaroo Lake	7410 W Kangaroo Lake Rd	Lara Andersen	Property sold.
Town of Liberty Grove	32-50-0128-00	9/10/18	Edge of Town Motel	11092 STH 42	Joan M Nelson	Property sold.
Town of Washington	46-52-0672-00	9/10/18	Cedar Point Inn	165 Green Bay Rd	Richard Schmidt	No longer renting – for sale.
Town of Liberty Grove	32-53-1306-00	9/10/18	Northbluff Retreat	12006 Grasse Lane	James Hedman	No longer renting.
Town of Nasewaupee	27-56-1787-00	9/10/18	Sunny Bike Path	4035 Park Drive	Jennifer Ann Schierl	Property burnt down.
Town of Gardner	39-56-0902-00	9/11/18	Al's Boat Launch	3257 N. Stevenson Pier Rd	Glen & Kay Madoche	No longer renting.