



Compliance: Late Letters Sent

2019 "No Reports" - As of 8/7/19:

- The number of **May 2019** "No reports": On 7/15/19 there were eighty (80) properties to report.
 - As of 8/9/19 there are still twenty-three (23) properties to report.
 - As of 9/11/19 there are still nine (9) properties to report. (2018 down to 3)
- The number of **June 2019** "No reports": On 8/7/19 there were 92 owner - managed properties and eight (8) agent- managed properties to report for a total of one hundred (100) properties to report for June 2019.
 - As of 9/11/19 there are still seventeen (17) properties to report. (2018 down to 18)
- The number of **July 2019** "No reports": On 9/11/19 there were seventy-nine (79) owner - managed properties and six (6) agent managed properties to report for a total of eighty-five (85) properties to report for July 2019. (81 properties 2018 owner/agent combined)
- **Unpaid tax/fees/penalties:** The total outstanding due 9/12/19 is: \$4,468.01 from sixteen (16) permit numbers. (\$2,135.58 in 2018)

First Notice	Second Notice	Third Notice	ACH REJECT	Attorney	Settlement/ Payment Plan	Collections
\$ 89.08	\$ 77.78		\$ 163.63		\$ 65.17	
\$ 472.62	\$ 8.06		\$ 342.38		\$ 90.60	
\$ 438.18	\$ 4.74		\$ 161.98		\$ 59.22	
\$ 79.32	\$ 73.86		\$ 181.87		\$ 542.96	
\$ 263.77	\$ 2.40		\$ 309.93		\$ 128.18	
\$ 277.61	\$ 25.37				\$ 297.70	
	\$ 6.70				\$ 56.82	
	\$ 25.39					
	\$ 7.76					
	\$ 3.54					
	\$ 182.98					
	\$ 3.14					
	\$ 25.27					
\$1,620.58	\$446.99	\$0.00	\$1,159.79	\$0.00	\$1,240.65	\$0.00
\$4,468.01	Total Outstanding					

- **Permits:** As of 9/12/19 – Twenty-one (21) permits were issued – Nine (9) were permitted as a result of compliance efforts.
 - Sixteen (16) permits were issued during the same period of 2018
 - As of 9/12/19 there are 1254 permits (1232 last month (August) – prior month =1238)
 - Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
1. Town of Baileys Harbor (56) – year-round compliance
 2. Town of Nasewaupee (56) – seasonal – compliance
 3. Village of Sister Bay (56)– seasonal-compliance
 4. Town of Baileys Harbor (56)- seasonal
 5. Town of Gibraltar (56)- year-round
 6. Village of Sister Bay (56)- seasonal
 7. Town of Nasewaupee (56) – year-round – compliance
 8. City of Sturgeon Bay (56) – year-round – compliance
 9. Town of Liberty Grove (56) – seasonal – compliance
 10. Village of Egg Harbor (59) – Timeshare – compliance
 11. Town of Baileys Harbor (59) – year-round-compliance
 12. Town of Gardner (56) – year-round – compliance
 13. Village of Sister Bay (56) – year-round
 14. Town of Washington (56) – seasonal
 15. Town of Liberty Grove (53) – year-round
 16. Town of Baileys Harbor (56) – seasonal
 17. Village of Sister Bay (56) – year-round

MUNI		# of Airbnb Properties 8/1/19	# of Airbnb Properties 9/9/19
2	Baileys Harbor	51	57
4	Brussels	0	0
6	Clay Banks	1	1
8	Town of Egg Harbor	54	56
9	Village of Egg Harbor	31	30
11	Ephraim	46	47
12	Gibraltar	88	91
14	Town of Forestville	1	1
15	Town of Jacksonport	15	13
27	Nasewaupee	19	20
32	Liberty Grove	68	69
33	Sevastopol	29	29
34	Sister Bay	32	33
35	City of Sturgeon Bay *	129	115
36	Town of Sturgeon Bay	12	12
39	Gardner	15	15
42	Union	2	2
46	Washington Island	25	25
	NOT IN DOOR COUNTY	44	46
TOTAL IN DC		618	616
Total All Door		662	662
Airbnb lists 670 on 8/1/19 for the Door County Search - audit is off 8 properties			
Airbnb lists 668 on 9/9/19 for the Door County Search			

Q

Where to stay



ENTIRE GUEST SUITE - 1 BED
Sunny Studio in Perfect Location
 \$64/night
 ★4.89 (121) - Superhost



ENTIRE A
Postc
 \$49/night
 ★4.92 (24)



ENTIRE APARTMENT - 1 BED
Arbor Suite ~ Downtown Sturgeon Bay
 \$59/night
 ★4.96 (183) - Superhost



ENTIRE H
Door C
 \$115/night
 ★4.85 (33)

[Show all \(668\) >](#)

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	57	2	0	0	0	0	0	49	0	0	57	8	49
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	2	26	0	24	4	0	56	26	30
9 Village of Egg Harbor	30	1	0	0	8	0	0	20	1	0	30	1	29
11 Ephraim	47	4	7	0	0	0	0	36	0	0	47	11	36
12 Gibraltar	91	10	3	7	22	0	7	40	0	2	91	27	64
14 Town of Forestville	1	0	0	0	0	0	0	1	0	0	1	0	1
15 Town of Jacksonport	13	0	0	0	0	0	0	13	0	0	13	0	13
27 Naisewaupée	20	0	3	0	0	0	0	17	0	0	20	3	17
32 Liberty Grove	69	0	0	0	1	0	1	67	0	0	69	1	68
33 Sevastopol	29	0	0	0	0	0	5	24	0	0	29	5	24
34 Sister Bay	33	2	0	0	7	0	0	24	0	0	33	2	31
35 City of Sturgeon Bay	115	20	0	19	6	0	5	60	5	0	115	44	71
36 Town of Sturgeon Bay	12	0	0	0	0	0	0	12	0	0	12	0	12
39 Gardner	15	8	0	0	2	0	0	5	0	0	15	8	7
42 Union	2	0	0	0	0	0	0	2	0	0	2	0	2
46 Washington Island	25	6	0	0	0	0	0	18	1	0	25	6	19
Totals for Door County		53	13	32	48	26	18	413	11		616	142	474
616		Total Door County Listings											
Commercial		Non Commercial											
23.05%		76.95%											

✓ **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: #37886362: NO LEADS TIMESHARE WHOLESALER
- Unpermitted Listing #4: #37967142 – emailed owner 9/10/19
- Unpermitted Listing #5: #36277174- compliance letter sent 7/16/19, emailed owner on 7/30/19, 8/13/19 and final 9/10/19 (to parent of individual renting on Airbnb who is the owner explaining statutory fines for lack of permitting).
- Unpermitted Listing #6: #34364786 – still looking for owner 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.
- Unpermitted #7: # 38026760 – emailed owner 9/9/19
- Unpermitted #8: #378802824 – compliance letter sent 9/10/19.
- Unpermitted #9: #36309092- Found owner, working with Thunderhill and sent compliance letter 7/30/19, 8/13/19 and 9/4/19 (final notice).
- Unpermitted #10: #35933705 – through Vacayhome. Working to resolve listing and owner information.
- Unpermitted #11: #35716622 – emailed owner on 9/9/19
- Unpermitted #12: #38405636- emailed owner 9/9/19
- Unpermitted #13: #36606925 – emailed owner 9/9/19
- Unpermitted #14: #38024230 – compliance letter sent 9/10/19

✓ **Facebook** – One (1) property has received compliance letters from FB posts.

✓ **Craigslist** – Nothing to report.

✓ **Zillow** – Nothing to report.

✓ **Local Publications**- Nothing to report.

✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 67 rentals (44 rentals last month). Flipkey has 66 listings (65 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** – a new company. I called them on 8/6/19 to discuss local municipal room tax and permitting requirements. They asked for an email with information and said the person responsible for the listing would respond. So far no response.

✓ **Concerns over VRBO communication of what they are currently collecting and how it could potentially impact collections:**

The information below is what is being communicated by VRBO. It is easy to see why Door County hosts are confused. They see the “County” indication and assume that it means the Tourism Zone. Some have caught the issue with the percentage and have called to ask. But we are clearly in a situation of they don't know who to believe.

Taxes

Based on the location of your property, Vrbo is obligated to collect and remit taxes on the bookings at your rental property. The table below shows which taxes HomeAway will collect.

Vrbo will send these taxes to the appropriate government agencies.

Taxing authority	Government level	Tax rate	Taxable amounts
WISCONSIN	State	5%	Rent & Your Fees
DOOR	County	0.5%	Rent & Your Fees

Below is a recent note from a permit holder on her room tax report. I spent about an hour on the phone with this permit holder prior to her completing her report. However, she decided to go with the information from VRBO. I am still working with her (amended report submitted 9-11-19). But how many reports don't have this indication of what they chose not to pay on? I continue to put the information in all reminder emails, it is on the website as well.

Please note ~ Guests stayed in house from 8/16 - 8/23. Guests booked through vrbo and taxes remitted to DCTE from vrbo. Pls. call me with any questions. Thank you.

On 8-30-19 I sent an email to every contact I could come up with for VRBO/Homeaway and the parent company Expedia. I also reached out to permit holders to see if they could provide me with any contacts. To date I have had no response from VRBO/Homeaway or Expedia. On the plus side, the letter is very helpful to those questioning who is and who isn't paying lodging taxes

✓ **Public Request for Information from Door County North**

Legal opinion is that the Door County Tourism Zone must fulfill the public records request and provide the requested email address for lodging units within the Town of Liberty Grove. The legal opinion is at the back of the report.

With approval of the board, I shall provide Door County North with the email addresses requested. The report will contain just the name of the lodging provider business and the associated email on record.

✓Request from permit holder Jeremy Jeffrey – On the Point

Mr. Jeffrey requests that the Tourism Zone Administrator share statistics with Plan Commissions about how critical STR's are to the local economy. His point is that the arguments for STR's are often emotional. I'm not sure how this is possible as the Tourism Zone is rarely notified of these meeting or requested to provide information. This was my response:

 **Door County Tourism Zone** <info@doorcountytourismzone.com>
to Josh, Jeremy, bcc: Ryan ▾ Wed, Aug 28, 10:18 AM (9 days ago) ☆ ↶ ⋮

Jeremy,

I am following the group and I completely agree facts and statistics would be more effective than emotional pleas. I can ask the board to review your request, but our only authority is to permit, enforce local room tax ordinances empowered by the state statute, and collect and distribute room tax. Our board position has been we don't have a role in how municipalities regulate rentals nor would we be able to handle the enforcement of such regulations. It is up to each municipality to regulate rentals in their community. I've copied my Chair on this email for his input.

That being said, restrictions/regulations **could** impact room tax revenues a municipality would receive ... if the restrictions result in less rentals, however some may be willing to take the hit to maintain balance in communities. When I say balance, I don't mean balance between commercial and STR lodging - for some communities it has become clear that neighbors are growing tired of the increased parties, fireworks, volume of cars, sanitary concerns (septic systems built for a family of 5-6 and STR rentals of 14+), etc. These concerns were the impetus for the Good Neighbor Best Practices, to get folks thinking about working with neighbors and guests to open the lines of communication to "head off" any potential issues that may be brewing. The home-sharing group has done a great job in stressing the importance in being a legitimate STR by being licensed by the State, permitted by the DCTZC, and paying all associated lodging taxes that works well with the surrounding community. In my time with the Tourism Zone (7 1/2 years) the STR segment group has gone from just people that were doing this casually to group of very informed, business minded and motivated individuals.

With regard to the utilities discussion in the Village of Egg Harbor, it is a cost of service so that the Village can meet the needs of the ever expanding demand on utilities from increased tourism and increased demand especially at high times of our tourist season. With these increasing demands there is a cost associated with upkeep and improvements to meet the needs of the community and tourism. That's hard to argue with. Short term rental use on a residential home requires much more "demand" on sewer and water utilities than a residential home. I haven't heard of the specifics of what they are discussing in regard to STR regulations for the Village.

Additionally, WIS ACT 59 put communities in a tough spot to come up with ways to balance the increasing growth of STR's. ACT 59 doesn't allow for a lot of options or creativity...
<http://www.wisconsinlodging.org/proxy/files/Short%20Term%20Rentals%20Law%20Feb%202019.pdf>

Sincerely,

 **Jeffrey, Jeremy**
to me, Josh ▾ Thu, Aug 29, 11:35 AM (8 days ago) ☆ ↶ ⋮

Thank you for your thoughtful response Kim! Please inform the board that you wouldn't serve in any sort of advisory role, just merely a fact provider. Knuckleheads like myself don't have any clout with these plan commissions because we're obviously biased...you would be an unbiased party!! Let me know what they say.

→BY PROPERTY REPORT:

July 2019						
Type	Revenue	Units	Units Filled	%	ADR	
Hotel/Motel (50)	\$4,041,949.56	33,906	27,521	81.17%	\$146.87	
Resort (51)	\$8,357,738.82	50,964	38,440	75.43%	\$217.42	
Inn (52)	\$865,336.91	6,781	5,138	75.77%	\$168.42	
Total Commercial	\$13,265,025.29	91,651	71,099	77.58%	\$186.57	
Condo (53)	\$1,316,572.48	8,254	6,114	74.07%	\$215.34	
Bed & Breakfast (54)	\$494,548.25	3,500	2,425	69.29%	\$203.94	
Cottage/House/Cabin (55/56)	\$5,373,651.24	29,156	20,298	69.62%	\$264.74	
Other (59)	\$84,107.46	1,603	796	49.66%	\$105.66	
Total Non-Commercial	\$7,268,879.43	42,513	29,633	69.70%	\$245.30	
TOTALS	\$ 20,533,904.72	134,164	100,732	75.08%	\$203.85	

July 2018						
Type	Revenue	Units Availab	Units Filled	% Occupan	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 (56)	\$4,835,050.67	27,787	19,587	70.49%	\$246.85	
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	

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)	(\$14,364.63)	-705	-421	0.44%	\$1.70
Resort (51)	(\$112,046.60)	-614	-2,351	-3.66%	\$9.78
Inn (52)	\$107,142.76	888	526	-2.49%	\$4.02
Total Commercial	(\$19,268.47)	-431	-2246	-2.08%	\$5.45
Condo (53)	\$223,384.31	1531	810	-4.82%	\$9.23
Bed & Breakfast (54)	(\$263,645.90)	-82	-85	-0.78%	(\$8.10)
Cottage/House/Cabin (55/56)	\$538,600.57	1369	711	-0.87%	\$17.89
Other (59)	(\$7,462.26)	392	-33	-18.80%	(\$4.80)
Total Non-Commercial	\$716,860.17	3210	1403	-2.12%	\$13.20
TOTALS	\$ 697,591.70	2,779	-843	-2.23%	\$8.56

July No Report Breakdown by Property Type	
2 x (51) to report for July	
2 x (50) to report for July	
0 x (54) to report for July	
9 x (53) to report for July	
64 x (56) to report for July Owner	
6 x (56) to report for July Agent	
3 x (59) to report for July	
Total to report	79 owner
	6 agent
	85

2018 there were 69 properties [owner] + 1 to report at first run 12 agent = 81

→REMOVED PROPERTIES 8/8/19 TO 9/11/19

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Egg Harbor	08-53-1684-07	8/19/19	Landmark Resort Pflum	4929 Landmark Drive #4213	Will A Pflum	Property sold. New owner permit #2156
Village of Egg Harbor	09-59-2187-00	8/23/19	Meadow Ridge Timeshare - Smyczek	7573 STH 42	Thaddeus M Smyczek	Times share resort is being sold. No longer renting.
Town of Baileys Harbor	02-56-1415-00	9/4/19	Baileys on the Rocks Cottages, LLC	7962 Ward St	John & Jessica Dennis	Property sold. New owner permit #2178
Town of Clay Banks	06-56-1002-00	9/10/19	Clay Banks Retreat	250 Clar-Lin Rd	Dean Zajac	No longer renting
Town of Baileys Harbor	0256-1394-00	9/10/19	Lazy Log Cottage	7413 W Kangaroo Lake Rd	Christal McCarthy	No longer renting – now primary residence.
Town of Jacksonport	15-56-0917-00	9/10/19	Sunrise Shores Robinson	6322 Lake Park Dr	Dave Robinson	No longer renting.