



Compliance: Late Letters Sent

- The number of **May 2017** "No Reports" letters sent: Seventy eight (78) to owner managed properties as of 7/12/17.
 - Second notice was sent 7/25/17 to 28 properties.
 - As of 8/9/17 – Fifteen (15) remain to report.
 - As of 9/13/17 – Three (3) remain to report. The three remaining to report were referred to legal counsel on 9/8/17.
- The number of **June 2017** "No Reports" letters sent: Fifty two (52) to owner managed properties as of 8/14/17.
 - Second notice was sent 8/24/17 to thirty one (31) properties.
 - As of 9/13/17 – Eleven (11) remain to report. A final notice with a deadline of 9/29/17 was mailed on 9/13/17.
- The number of **July 2017** "No Reports" letters sent: Sixty one (61) to owner managed properties as of 9/15/17.

Unpaid tax/fees/penalties: The total outstanding due as of 9/15/17 is: \$1,683.24 from four (4) permit holders. \$104.06 is an ACH reject – the majority of the outstanding balance is permit holders with settlement agreements.

| First Notice | Second Notice | Third Notice | Attorney | Settlement/ Payment Plan | Collections |
|--------------|-------------------|--------------|----------|-----------------------------|-------------|
| \$ 104.06 | \$ 25.25 | \$ 25.13 | | \$ 516.44 | |
| | | \$ 25.02 | | \$ 68.91 | |
| | | | | \$ 918.43 | |
| \$ 104.06 | \$ 25.25 | \$ 50.15 | \$ - | \$ 1,503.78 | \$ - |
| \$ 1,683.24 | Total Outstanding | | | | |

- **Permits:** Ten (10) permits have been issued since August reporting – Eight (8) or 80% due to compliance efforts.
 - (8) Eight permits were issued during the same period of 2016 As of 9/13/17 there are 1066 permits.
 - Town of Nasewaupée – seasonal – compliance
 - Village of Sister Bay – year round
 - Town of Sturgeon Bay – year round – compliance
 - Village of Ephraim – seasonal – compliance
 - Town of Gibraltar – year round – compliance
 - Town of Sevastopol – seasonal – compliance
 - Town of Jacksonport – seasonal – compliance
 - Town of Baileys Harbor – year round
 - Village of Sister Bay – year round – compliance
 - Town of Nasewaupée – year round – compliance

- **Unpermitted Properties:** Fifteen (15) unpermitted properties that are advertising online or have contacted the office regarding permitting as of 9/15/17. Last year at this time I was working on thirteen (13) unpermitted properties.
 - **VRBO/ Homeaway/ Vactionrentals.com :** Currently on VRBO there are 580 (523 last month) rentals and Homeaway has 523 (526 last month) as of 9/14/17. Of note, there are now multiple rental listings for Hotel, Motel, Inns and B&B's which account for the large number of increase in listings.
 - **The following listings are unpermitted on VRBO:**
 - VRBO Listing #1: #1143070 – compliance letter sent 8/7/17 and 8/21/17. I have been in touch with the owner over the phone.
 - VRBO Listing #2: #4712540 – Compliance letter sent 9/14/17.
 - **AirBnB:** Currently on Airbnb there are 202 (194 last month) rentals listed for Door County. Currently there are two (2) unpermitted properties on Airbnb, one of which is a timeshare week which are listed by a wholesaler that I have not been able to track down and the other has been contacted via compliance efforts. As of September 7th, 2017 the breakdown of listings by municipality for Airbnb is as follows:

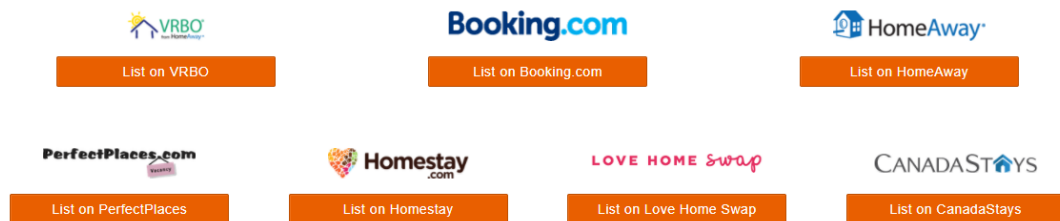
| Muni Code | Muni Name | # of Airbnb Properties |
|-----------------------------|------------------------|------------------------|
| 2 | Baileys Harbor | 16 |
| 6 | Clay Banks | 2 |
| 8 | Town of Egg Harbor | 29 |
| 9 | Village of Egg Harbor | 21 |
| 11 | Ephraim | 5 |
| 12 | Gibraltar | 14 |
| 13 | Village of Forestville | 0 |
| 14 | Town of Forestville | 0 |
| 15 | Jacksonport | 5 |
| 27 | Nasewaupee | 7 |
| 32 | Liberty Grove | 24 |
| 33 | Sevastopol | 9 |
| 34 | Village of Sister Bay | 5 |
| 35 | City of Sturgeon Bay | 35 |
| 36 | Town of Sturgeon Bay | 8 |
| 39 | Gardner | 6 |
| 42 | Union | 2 |
| 46 | Washington | 14 |
| Door County Listings | | 202 |
| Not in Door County | | 10 |
| Total | | 212 |

- **The following listings are unpermitted on Airbnb:**
 - Unpermitted Listing #1: #15062338 (compliance /timeshare- no leads)
- **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 212 rentals (215 last month). TripAdvisor pulls in Homeaway and VRBO listings as channel partners. All are permitted.
 - **Vactionhomerentals.com:** (part of TripAdvisor) has five Door County listings which are all permitted.

- **Flipkey:** There are 44 listings (39 last month) for Door County. All are permitted.
- **Facebook:** I have been monitoring various pages on Facebook. Currently I am working on one un-permitted properties via Facebook.
- **Craigslist :** There has been a wave of Meadow Ridge Listings – owners are desperate to get their units rented. Most are reporting that the reservation has been forwarded to Meadow Ridge. I have kept all documentation of this in case any issues arise.
- **Evolve Vacation Network:** There are two properties listed through Evolve – one is permitted the other is listed under VRBO unpermitted properties.
- **Homeescape:** There are three (3) properties for Door County all of which are permitted.
- **Glampinghub:** There are eighteen (18) properties for Door County all of which are permitted.
- **Avroa.org:** Has one (1) Door County Listing, which is permitted.
- **Vacationstayz.com:** No Door County properties as of yet.
- **Homestay.com:** No Door County properties as of yet.
- **Tripping.com and Hometogo.com** Pulls from Channel Partners such as :

How to Rent Your Home

Make money by listing your home on any of our selected partner sites such as HomeAway, VRBO, and TripAdvisor. According to Homeaway, owners can earn up to \$56,000 per year in rental income. Rent your property today! To guarantee that your property listing will appear on Tripping.com, sign up using one of the links below. For more information visit our list your home [guide](#).



- Everystay.com, Vacasa.com, Innclusive.com, Kid&Coe.com, Plansmatter.com and Overnight.com are all sites to watch that currently have no Door County rentals but are gaining popularity as alternatives to VRBO and Homeaway.

Other news:

- **Door County Board of Realtors email:** At the back of the report. It was emailed out August 22, 2017.
- **2017 Survey:** The survey went out on August 23, 2017. The survey was closed on September 12, 2017 to allow for adequate time for the mail in surveys. Three (3) emails went out to remind folks to take the survey. Jane Hilstrom and her team are working on analysis of the survey project. We were very close to the response of last year's survey.
- **Legislative Developments:** There has been a lot of activity on the Legislative front with the budget nearing completion and the insertion of motions that contain legislation that would have an impact on short term rentals and the collection/distribution of room tax. It is a separate agenda item, but there has been a lot of activity in the Tourism Zone office to track down information, write letters to local representatives, joint finance committee members and municipalities.
 - My concerns with the motion are:

- There is not the technology available per our discussion with the Airbnb tax policy team to remit room tax back correctly to municipalities. They use zip code data to remit room tax and as we all know we have multiple zip codes in each municipality.
- The wording of the motion seems to place the responsibility on the lodging marketplace as opposed to how the Statute defines the responsible party. During compliance and enforcement proceedings we have been always able to docket a judgment against a property. However, the language in the motion puts the responsibility on the lodging marketplace.
- Finally, the lack of wording to address Tourism Zones is a concern.

Respectfully Submitted,
 Kim Roberts
 Administrator

Removed Properties 8/10/17 to 9/14/17

| Municipality | Permit # | Removed | Lodging Name | Lodging Address | Owner | Reason for Removal |
|-----------------------|---------------|---------|------------------------------|-------------------------|-----------------|---|
| Town of Gibraltar | 12-53-0319-00 | 8/22/17 | Creekside Cove Unit 11 | 4080 Main St | Kathleen Johns | Property Sold. New owner permit 12-53-1712-00 |
| Town of Liberty Grove | 32-56-1560-00 | 8/22/17 | Cottage on Cottage Road | 1066 Cottage Road | Kari Speltz | Property Sold. |
| Village of Sister Bay | 34-53-0354-00 | 8/30/17 | N Highland Orchards Kaminski | 10632 N Highland Unit 5 | Donald Kaminski | Property Sold. |
| Village of Egg Harbor | 09-56-1434-00 | 8/30/17 | Joski – Egg Harbor | 7663 STH 42 | Dennis Joski | No longer renting. |
| Town of Egg Harbor | 08-56-1752-00 | 9/6/17 | Altergott | 7295 Greening Bluff | John Altergott | HOA rules prevent rentals. |

Door County Board of Realtors email 8/22/17



DOOR COUNTY TOURISM ZONE COMMISSION

PO Box 55, Sister Bay, WI 54234

920-854-6200, Fax: 920-854-9019

E-mail: info@dctourismzone.com

Website: www.doorcountytourismzone.com

Dear Door County Board of Realtors,

The real estate market upswing over the past couple of years has supported an increase of newly permitted properties for vacation rentals. In effort to make it as easy as possible for new property owners wanting to rent their properties, we ask that you advise your clients to contact the Door County Tourism Zone directly to gather information about permitting requirements and room tax collection.

The Tourism Zone is hands on and will work with each property owner until they feel comfortable and confident with the requirements and the process of collecting and remitting room tax.

Thank you for your assistance and support in keeping the tourism engine roaring furiously in Door County. Room tax is a community success. Why? Visitors know about Door County as a result of Destination Marketing paid for by room tax. We hope to see more tourists falling in love with Door County and becoming a part of our community through the purchase of their own Door County property.

Sincerely,

A handwritten signature in black ink that reads "Josh Van Lieshout".

Josh Van Lieshout
Administrator, City of Sturgeon Bay
Chair, Door County Tourism Zone
Commission

A handwritten signature in black ink that reads "Kim Roberts".

Kim Roberts
Administrator, Door County
Tourism Zone Commission