

OUR REFERENCE MATERIALS ARE IN THE PROCESS OF BEING UPDATED DUE 2019 WI ACT 10 (1/1/2020 EFFECTIVE DATE). AS MORE INFORMATION BECOMES AVAILABLE FROM MARKETPLACE PROVIDERS, WE WILL UPDATE REFERENCE MATERIALS ACCORDINGLY AND DISTRIBUTE. PLEASE READ ALL MATERIALS WITH THIS IN MIND.



## DOOR COUNTY TOURISM ZONE COMMISSION GETTING STARTED CHECKLIST

THE DIGITAL VERSION WITH CLICKABLE ITEMS IS AVAILABLE ON THE [TOURISM ZONE WEBSITE...](#)

- ❑ Your property must be permitted and room tax collected on any transient rental, defined as any rental term less than thirty (30) days... even if you are only renting a few times a year.
- ❑ **BEFORE** advertising, commencing business or renting your property you must be permitted. If you begin rentals before being permitted you could be subject to penalties and you are responsible for room tax on any rentals prior to permitting. The DCTZC considers the commencement of business to be any and all advertising, social media, business associations or word of mouth advertising for your property.
- ❑ Print or request the Permit Application and Instructions: [CLICK HERE FOR PERMIT](#)
- ❑ If your property is in the City of Sturgeon Bay you will need an additional permit from the City to rent your property. Please contact Chris Sullivan-Robinson, the Planner/Zoning Administrator at 920-746-2907 or [csullivan-robinson@sturgeonbaywi.org](mailto:csullivan-robinson@sturgeonbaywi.org)
- ❑ Complete your permit application - [CLICK HERE FOR INSTRUCTIONS](#)
  - Choose the type of property you will be operating and tell us the operating months that you are advertising. What you advertise online must match the permit.
- ❑ Once the DCTZC receives your completed permit application the office will issue you your transient rental permit and send you a permit packet. The packet will have your permit number, username and password to file online (on the cover letter) and need to know information.
- ❑ Per WI ACT 59 contact the WISCONSIN DEPARTMENT OF REVENUE to inquire if it is necessary for you to hold a WI Sellers Permit to collect Wisconsin State Sales Tax. The WI DOR will inform you how and when to remit your sales tax. If your property is in the Village of Sister Bay – you will also be required to collect [PRAT \(.05%\)](#) which is also remitted to the WI DOR.
  - <https://www.revenue.wi.gov/Pages/home.aspx>
  - (608) 266-2776 - [DORBusinessTax@wisconsin.gov](mailto:DORBusinessTax@wisconsin.gov)
- ❑ Per WI ACT 59 you are required to have your property inspected by the DEPARTMENT OF AGRICULTURE TRADE AND CONSUMER PROTECTION “DTACP” –After the inspection a license will be issued-it is renewed annually.
  - [https://datcp.wi.gov/Pages/Licenses\\_Permits/RecFacLicenses.aspx](https://datcp.wi.gov/Pages/Licenses_Permits/RecFacLicenses.aspx)
  - Licensing Specialist (608) 224-4923 - [datcpdfslicensing@wi.gov](mailto:datcpdfslicensing@wi.gov)
    - To obtain a license through the department, first 608-224-4923 or [email](#) our licensing specialists. The licensing specialist will get you the information you need and will explain the process steps to you.
- ❑ Once you have your Tourism Zone permit number, you can begin advertising your property for short term rentals.
  - **Remember it is your responsibility to be aware with each marketplace provider how they handle local municipal room tax.**
  - Be sure to set up the correct taxable items (see [GUIDE TO MONTHLY ROOM TAX REPORTING](#) for what is taxable and what is not)
  - Be sure to note in your listing that Door County Room Tax and Wisconsin State Sales Tax are in addition to rental costs unless you clearly communicate they are included in the nightly rate.
    - If listing on **Airbnb**:
    - Airbnb has a Collections Agreement with the Wisconsin Department of Revenue that went into effect on 7/1/17. Airbnb will collect and remit WI State Sales Tax on your behalf. WI State Sales tax is collected under the heading “Occupancy Taxes” on the

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Airbnb platform – which can cause confusion. As of 2/2020 not all Door County listings have local municipal room tax added to the listings. It is up to you to determine if local municipal room tax is being collected by Airbnb or if you need to follow the steps below. Caution:

- In order to collect room tax, there are three options:
  - Include room tax in your nightly rate (if your desired nightly rate is \$100 you then should be collecting \$106 (rounded from \$105.50) in order to collect room tax)or
  - Collect room tax on arrival or
  - Collect room tax via special offer. (Instructions are [HERE](#))
    - However you decide to collect room tax via Airbnb it is important that you clearly state how you will be doing so in your listing and in your communications with prospective guests. It is important that all involved are on the same page. By doing so it assists travelers in fairly comparing listings.
- If listing on VRBO/Homeaway – please review [THESE INSTRUCTIONS](#) to setup your VRBO/Homeaway listing with the proper taxable items.
  - Please list your Door County Tourism Zone Commission permit number in your online listing.
- ▣ Track your revenue and submit room tax reports. All advertising platforms have dashboards that you can run monthly reports to make room tax reporting easy
  - **AIRBNB**
    - [TRANSACTION HISTORY](#)
    - [PAYOUT REPORT](#)
  - **VRBO/Homeaway**
    - How to EXPORT [PAYMENTS REPORT](#)
    - How to READ [PAYMENTS REPORT](#)
      - For information on how to use the information to complete your monthly room tax report please see our [GUIDE TO MONTHLY ROOM TAX REPORTING](#).
- ▣ **ROOM TAX REPORTING:**
  - Room Tax Reporting is required for the months indicated on your lodging permit application. It is the lodging provider's responsibility to submit each monthly room tax report and payment. The report and payment are due by the last day of the following month.
    - You can file online or by paper report. For instructions to file online please see our Online Filing Brochure.
    - For Paper reporting please see our [MONTHLY ROOM TAX REPORT](#).
  - *Even if you have no rental revenue you still need to report for the months listed on your permit! Why? We don't have any way of knowing that you didn't have rentals or if you forgot to report.*
  - For more detailed information on reporting please see [GUIDE TO MONTHLY ROOM TAX REPORTING](#).
  - ONLINE FILING BROCHURE: Click here for the [ONLINE FILING GUIDE](#)
- ▣ Remember that all room tax collected from the lodger by each lodging provider is held in trust by each lodging provider until room tax reports and payments are remitted. At no time shall the taxes be used by the lodging provider for any other financial obligation or purposes. All costs pertaining to efforts to compel a property owner to remit the room tax that a property owner holds in trust will be billed back to the property owner.
- ▣ Advise the DCTZC office of any changes regarding your permit within 14 days. Click here for the [CHANGE OF INFORMATION FORM](#)
- ▣ Your returns will be checked... The DCTZC will audit records and online reviews to determine if the proper amount of tax has been calculated and remitted. Please note non-taxable lodging

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revenue must be reported and explained on the reporting form. Click here for [PRESS RELEASE](#) on recent compliance.

### **WANT TO KNOW MORE?**

- ✓ Did you know every month the DCTZC posts room tax reporting, meeting minutes, DCVB reporting to the website? [LINK TO REPORTS](#)
- ✓ Annually, the DCTZC posts the Annual Report and Annual Audit. [LINK TO REPORTS](#)
- ✓ Get involved...Be a tourism champion. How? Attend meetings, [CHECK THE CALENDAR](#), post your permit number within your online listing(s), and spread the word about the value of room tax for Door County. [CLICK HERE](#) for more about how [TOURISM WORKS FOR US!](#)