



DOOR COUNTY TOURISM ZONE COMMISSION
 Administrator's Report
 August 2019

Compliance: Late Letters Sent

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

- The number of **January 2019** "No Reports": One (1) property remains to report.
- The number of **February 2019** "No Reports": One (1) properties remain to report.
- The number of **March 2019** "No Reports": One (1) properties remain to report.
- The number of **April 2019** "No reports": Three (3) properties remain to report.
- 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.
 - My notes reflect nine (9) properties had delayed openings that are permitted for May (they did not open until June). With the amount still to report, the delayed or not open information could increase. That is 270 nights available lost an unknown number of nights rented.
- 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.
 - Of note, last year the first run of no reports was sixty-three (63). I am very concerned that there is confusion over VRBO and who is responsible to report and remit local municipal room tax.
 - There are eight (8) larger commercial properties that need to report for June.
- **Unpaid tax/fees/penalties:** The total outstanding due 8/7/19 is: \$2,759.61 from thirteen (13) permit numbers.

First Notice	Second Notice	Third Notice	ACH REJECT	Attorney	Settlement/ Payment Plan	Collections
\$ 4.74	\$ 59.41		\$ 114.08	\$ 501.22	\$ 119.63	
\$ 1.60			\$ 163.63	\$ 98.12	\$ 90.60	
\$ 15.35			\$ 38.64	\$ 43.69	\$ 59.22	
\$ 41.25			\$ 140.27	\$ 36.64	\$ 542.96	
\$ 6.70			\$ 191.40		\$ 128.18	
\$ 7.76					\$ 297.70	
					\$ 56.82	
\$77.40	\$59.41	\$0.00	\$648.02	\$679.67	\$1,295.11	\$0.00
\$ 2,759.61	Total Outstanding					

- **Permits:** As of 8/7/19 – Eight (8) permits were issued – Three (3) were permitted as a result of compliance efforts.
 - Fourteen (14) permits were issued during the same period of 2018
 - As of 8/7/19 there are 1232 permits (1238 permits last month)
 - Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
1. Town of Nasewaupée (56) – year-round
 2. Town of Liberty Grove (56) – seasonal
 3. Town of Sevastopol (56) – year-round-compliance
 4. Village of Sister Bay (56)- year-round-compliance
 5. City of Sturgeon Bay (56) – year-round
 6. Town of Liberty Grove (50) – year-round-compliance
 7. Town of Liberty Grove (56) – seasonal
 8. Town of Washington (56) – year-round-compliance

✓**VRBO/ HomeAway/ Vacationrentals.com:** As of 8/5/19 VRBO shows that there are 522 listings for Door County– the audit reflects 616 properties which are located in Door County and 13 listings that are not located in Door County for an audit total of 629.

Of note, 106 properties with VRBO listings ID's did not show up in the Door County search. I either had to hand key the online listing ID or search various individual municipalities to find them.

MUNI		# of VRBO Properties
2	Baileys Harbor	71
6	Clay Banks	4
8	Town of Egg Harbor	65
9	Village of Egg Harbor	47
11	Ephraim	51
12	Gibraltar	87
13	Village of Forestville	0
14	Town of Forestville	0
15	Jacksonport	32
27	Nasewaupée	23
32	Liberty Grove	66
33	Sevastopol	40
34	Sister Bay	49
35	City of Sturgeon Bay	30
36	Town of Sturgeon Bay	21
39	Gardner	9
42	Union	5
46	Washington Island	16
		616
Not in Door County		13
629		VRBO website lists 522 for Door County

MUNI		# of VRBO Properties	50 Hotel/Motel	51 Resort	52 Inn	53 Condo	53 Condo @ commercial property	54 B&B	55/56 Cottage Cabin Homes	59 OTHER	No permit req 30+	Total	Commercial	Non Commercial										
2	Baileys Harbor	71	0	0	1	0	0	0	70	0		71	1	70										
4	Brussels	0	0	0	0	0	0	0	0	0		0	0	0										
6	Clay Banks	4	0	0	0	0	0	0	4	0		4	0	4										
8	Town of Egg Harbor	65	0	0	0	0	30	0	35	0		65	30	35										
9	Village of Egg Harbor	47	0	0	0	5	0	0	40	2		47	0	47										
11	Ephraim	51	0	0	0	0	0	0	51	0		51	0	51										
12	Gibraltar	87	0	1	0	20	3	1	60	0	2	87	5	82										
14	Town of Forestville	0	0	0	0	0	0	0	0	0		0	0	0										
15	Town of Jacksonport	32	0	0	0	4	1	0	27	0		32	1	31										
27	Nasewaupee	23	0	2	0	0	0	0	21	0		23	2	21										
32	Liberty Grove	66	0	2	0	3	0	0	61	0		66	2	64										
33	Sevastopol	40	0	0	0	0	0	0	40	0		40	0	40										
34	Sister Bay	49	0	1	0	14	0	0	34	0		49	1	48										
35	City of Sturgeon Bay	30	0	0	0	6	0	2	21	1		30	2	28										
36	Town of Sturgeon Bay	21	0	0	0	0	0	0	21	0		21	0	21										
39	Gardner	9	0	0	0	0	0	0	9			9	0	9										
42	Union	5	0	0	0	0	0	0	5	0		5	0	5										
46	Washington Island	16	0	0	0	0	0	0	16	0		16	0	16										
Totals for Door County												0	6	1	52	34	3	515	3	2	616	44	572	
												616												
												Commercial		Non Commercial										
												616	TOTAL IN DC	7.14%	92.86%							616		

The following listings are unpermitted on VRBO/Homeaway:

- Unpermitted Listing #1: #1335047 – no leads on owner (timeshare Rushes)
- Unpermitted Listing #2: #1688165 – Compliance letter sent 7/3/19.

✓ **Airbnb:** As of 8/1/19, Airbnb lists 670 properties for Door County. The audit reflects 618 in Door County. There is a discrepancy of 52 properties that I am unable to track down this month. I added back in all the properties that show up in various searches that are not in Door Count (44) which brings the total to 662. I can't say for certain if all the discrepancy can be accounted for by out of area properties or if it is snoozed or pending listings.

MUNI	# of Airbnb Properties	
2	Baileys Harbor	51
4	Brussels	0
6	Clay Banks	1
8	Town of Egg Harbor	54
9	Village of Egg Harbor	31
11	Ephraim	46
12	Gibraltar	88
14	Town of Forestville	1
15	Town of Jacksonport	15
27	Nasewaupee	19
32	Liberty Grove	68
33	Sevastopol	29
34	Sister Bay	32
35	City of Sturgeon Bay *	129
36	Town of Sturgeon Bay	12
39	Gardner	15
42	Union	2
46	Washington Island	25
	NOT IN DOOR COUNTY	44
		*pulled in all non-doorcounty that has come into various searches 21 last month.
	618	TOTAL IN DC
	662	Total Door County Listings

Airbnb lists 670 on 8/1/19 for the Door County Search - audit is off 8 properties

*Footnote: White Lace Inn in the City of Sturgeon Bay is permitted for 19 but has 32 Airbnb Listings - please take this into consideration as you review the municipal breakdown of listings.

MUNI		# of Airbnb Propert ies	50 Hotel/ Motel	51 Resort	52 Inn	53 Condo	53 Condo @ comm erc ial prop erty	54 B&B	55/56 Cottage Cabin Homes	59 OTHER	30+ day	Total	Commercial	Non Commercial
2	Baileys Harbor	51	2	0	5	0	0	0	44	0	0	51	7	44
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	54	0	0	0	2	25	0	23	4	0	54	25	29
9	Village of Egg Harbor	31	1	0	0	8	0	0	21	1	0	31	1	30
11	Ephraim	46	4	8	0	0	0	0	34	0	0	46	12	34
12	Gibraltar	88	11	2	7	22	0	7	37	0	2	88	27	61
14	Town of Forestville	1	0	0	0	0	0	0	1	0	0	1	0	1
15	Town of Jacksonport	15	0	0	0	0	1	0	14	0	0	15	1	14
27	Nasewaupsee	19	0	3	0	0	0	0	16	0	0	19	3	16
32	Liberty Grove	68	0	0	0	1	0	1	66	0	0	68	1	67
33	Sevastopol	29	0	0	0	0	0	5	24	0	0	29	5	24
34	Sister Bay	32	2	0	0	7	0	0	23	0	0	32	2	30
35	City of Sturgeon Bay	129	20	0	32	6	0	9	56	6	0	129	61	68
36	Town of Sturgeon Bay	12	0	0	0	0	0	0	12	0	0	12	0	12
39	Gardner	15	7	0	0	2	0	0	6	0	0	15	7	8
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	44	48	26	22	398	12		618		
x	NOT IN DOOR COUNTY	44											158	460
618 TOTAL IN DC														618
662 Total Door County														
Commercial 25.57%			Non Commercial 74.43%											

✓ **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: #35733347 – Rushes timeshare compliance letter sent 7/10/19 and 7/16/19.
- Unpermitted Listing #4: #36277174- compliance letter sent 7/16/19 and emailed owner on 7/30/19.
- Unpermitted Listing #5: #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 #6: # 35999204 – Compliance letter sent on 7/3/19 and 7/23/19 – also on VRBO.
- Unpermitted #7: #36055085- sent email to owner on 7/9/19. Compliance letters sent 7/16/19 and 7/23/19. Follow up email on 7/31/19.
- Unpermitted #8: #36309092- Found owner, working with Thunderhill and sent compliance letter 7/30/19.
- Unpermitted #9: #35933705 – through Vacayhome. Working to resolve listing and owner information.
- Unpermitted #10: #37080488 – emailed owner on 8-4-19.

- ✓ **Facebook** – Two (2) properties have received compliance letters from FB posts.
- ✓ **Craigslist** – One (1) property is in the compliance process.
- ✓ **Zillow** – Nothing to report.
- ✓ **Local Publications**- Nothing to report.
- ✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 44 rentals (66 rentals last month). Flipkey has 65 listings (67 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.

✓ **Airbnb Registration as a Lodging Marketplace:**

A notice letter (copy at the back of the report) was sent certified return receipt to Airbnb, Avalara MyLodge Tax – Corporate Offices and Avalara MyLodge Tax – Brent Sutherland – contact for Airbnb/Avalara for Wisconsin on 7-23-19. As of 8/7/19 I have received no communication or response from any of the contacts. I have received all but one certified return receipt (Avalara Corporate offices return receipt has not been returned as of today).

I sent a hard copy of the notice letter to all municipalities that reflects the carbon copy notation for each municipality and tourism zone member. The notice letter is at the back of the report.

I also sent an “Action Needed” email to all municipalities with a modifiable notice letter for each municipality to send to all three Airbnb contacts for Wisconsin on 7-22-19. The following municipalities have mailed their notice letters:

- ✓Town of Forestville 7-26-19
- ✓Village of Ephraim 7-23-19
- ✓Town of Baileys Harbor 7-23-19
- ✓Town of Sevastopol 7-23-19
- ✓Town of Sturgeon Bay 7-23-19
- ✓Town of Egg Harbor – notifying town chair to be signed at the meeting 8-19-19.
- ✓Town of Gibraltar – 7-24-19
- ✓Town of Jacksonport – 7-23-19
- ✓Town of Sturgeon Bay 7-26-19

A second reminder was emailed on 7-29-19 to municipalities that I had not heard from along with Commission members from the municipality and the town board president/chair.

- ✓Liberty Grove – on agenda for 8/7/19- approved and mailed 8/8/19
- Town of Egg Harbor- on 8/19/19 agenda

- ✓Village of Egg Harbor – 7/31/19
 - ✓Town of Gardner – 7-29-19
 - ✓Village of Sister Bay - 8/1/19
 - ✓Town of Brussels -7-30-19
 - ✓Town of Union – signing at next meeting
 - ✓City of Sturgeon Bay – 8/7/19
 - ✓Town of Clay Banks – mailed 8/9/19
 - ✓Village of Forestville has it on their agenda for 8/19/19
 - ✓Town of Nasewaupée – in progress
- Only remaining municipality is Town of Washington.

✓Other issues related to Lodging Marketplaces:

In assisting many permit holders and trying to prepare them for more changes I was informed that a company called Evolve, which quite a few of our permit holders use to push their properties to multiple Lodging Marketplace channels, does not give owners information as to where a reservation is coming from.

All an owner gets is a reservation with dates and name, no sourcing information. Evolve creates the listings, not the owner. This could pose a challenge to try and obtain from each permit holder the amount of tax collected and remitted from **each** Marketplace. Example of an Evolve Listing below:

The screenshot shows an Airbnb listing for a waterfront property in Sturgeon Bay. The listing is titled "Waterfront Sturgeon Bay Home w/ Dock & Fire Pit!" and is managed by "Evolve". The listing details include:

- Entire house
- 6 guests, 2 bedrooms, 3 beds, 1 bath
- Great location: 100% of recent guests gave the location a 5-star rating.
- Price: \$208 per night
- Rating: 5 stars (7 reviews)
- Buttons: Check-in, Checkout, Reserve

 A red circle highlights the "Evolve" logo in the listing header, indicating the platform used to create the listing. The listing description mentions "Enjoy bay living at its best at this 2-bed, 1-bath vacation rental home on Sturgeon Bay. With sweeping bay views from every room, a dock, and 4 decks, this Sturgeon Bay property for 6 is sure to please! You'll even have a view of the historic shipyard across the water! Whenever you're not swimming off the dock, walk to the nearby state park, visit the local wineries, take a ferry ride to the park, or rent a boat to experience the sparkling water."

It is also important to note that Representative Kitchens office has been advised by the sponsors of the bill that none of the changes have begun to be implemented and won't be until 2020.

I advised his staff that Lodging Marketplaces have already begun to implement changes. VRBO/Homeaway began collecting WI State Sales tax on June 1, 2019. When the change went into effect, the platform removed programming that had been in place since the inception of the platform, for hosts to collect local room tax leaving a logistical, accounting and customer service (guest experience begins with the reservation process) tangle in the hands of Wisconsin hosts.

It is going to be a balancing act going forward to assure permit holders/hosts of Lodging Marketplaces that we are in this together. Room tax works because it is a partnership.. While we may take issue with how Lodging Marketplaces may remit room tax in the future, we need to maintain the relationships that have been built. In many cases, they didn't come easily. During phone calls with frustrated permit holders I keep stressing that: We are in the together, we must help each other and be patient in order to get through these changes.

To that point, with those frustrated and overwhelmed permit holders I have been referring them to Representative Kitchens and Senator Jacque. It is not enough for this office to be the only one talking about these issues.

On 8/8/19 I went back and re-read the approved/signed WI ACT 10. At the end of the bill, there was a portion which indicates an effective date:

SECTION 30. Effective date.

(1) SALES TAX COLLECTION BY MARKETPLACE PROVIDERS. This treatment of ss. 66.0615 (1m) (f) 2. and (g), 77.51 (7i), (7j), (11d), (13) (intro.), (a), (c), (p) 7., and (q), (13b), (14) (n) 7., and (17) (g), (11), 77.982 (2), 77.991 (2), and 77.9951 (2) takes effect on the first day of the calendar quarter that is at least 3 months after publication.

(1d) REDUCTION OF AUDIT DETERMINATIONS. The treatment of s. 73.03 (74) takes effect on October 1, 2019.

The publication date of the bill was 7/3/19 and the date of enactment was 7/4/19.

✓Communication:

Letter to the editor submitted to the Pulse by permit holder Kim Hazen. She has given me permission to include her letter to the editor with my report. It is included at the back of this report.

→BY PROPERTY REPORT:

June 2019					
Type	Revenue	Units	Units Filled	%	ADR
Hotel/Motel (50)	\$2,393,754.75	31,180	18,937	60.73%	\$126.41
Resort (51)	\$4,880,703.58	51,614	28,853	55.90%	\$169.16
Inn (52)	\$491,034.21	6,157	3,483	56.57%	\$140.98
Total Commercial	\$7,765,492.54	88,951	51,273	57.64%	\$151.45
Condo (53)	\$742,421.87	7,588	4,200	55.35%	\$176.77
Bed & Breakfast (54)	\$317,699.51	3,121	1,467	47.00%	\$216.56
Cottage/House/Cabin (55/56)	\$2,823,905.12	26,848	11,599	43.20%	\$243.46
Other (59)	\$53,932.06	1,572	513	32.63%	\$105.13
Total Non-Commercial	\$3,937,958.56	39,129	17,779	45.44%	\$221.49
TOTALS	\$ 11,703,451.10	128,080	69,052	53.91%	\$169.49

Jun-18					
Type	Revenue	Units Availab	Units Filled	% Occupan	ADR
Hotel/Motel	\$2,574,506.33	36717	21575	58.76%	\$119.33
Resort	\$4,812,838.75	52525	29861	56.85%	\$161.17
Inn	\$490,615.83	6421	3349	52.16%	\$146.50
Total Commercial	\$7,877,960.91	95,663	54,785	57.27%	\$143.80
Condo	\$718,239.24	7922	4910	61.98%	\$146.28
Bed & Breakfast	\$377,106.19	3627	1717	47.34%	\$219.63
Cottage/House/Cabin (56)	\$2,478,638.26	25,623	10,382	40.52%	\$238.74
Other	\$49,175.58	1,483	527	35.54%	\$93.31
Total Non-Commercial	\$3,623,159.27	38,655	17,536	45.37%	\$206.61
TOTALS	\$ 11,501,120.18	134,318	72,321	53.84%	\$159.03

Analysis * these are at month end reports not year end re-run comparison

Type	Diff YOY \$	DIFF UNITS	DIFF FILLED	DIFF	DIFF ADR
Hotel/Motel (50)	(\$180,751.58)	-5,537	-2,638	1.97%	\$7.08
Resort (51)	\$67,864.83	-911	-1,008	-0.95%	\$7.99
Inn (52)	\$418.38	-264	134	4.41%	(\$5.52)
Total Commercial	(\$112,468.37)	-6712	-3512	0.37%	\$7.66
Condo (53)	\$24,182.63	-334	-710	-6.63%	\$30.49
Bed & Breakfast (54)	(\$59,406.68)	-506	-250	-0.34%	(\$3.07)
Cottage/House/Cabin (55/56)	\$345,266.86	1225	1217	2.68%	\$4.72
Other (59)	\$4,756.48	89	-14	-2.91%	\$11.82
Total Non-Commercial	\$314,799.29	474	243	0.07%	\$14.88
TOTALS	\$ 202,330.92	-6,238	-3,269	0.07%	\$10.46

→REMOVED PROPERTIES 7/11/19 TO 8/7/19

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Baileys Harbor	02-50-0018-00	7/16/19	Journeys End	8271 Journeys End	Sue Becker	New permit issued for son who is taking over business #2117
Town of Liberty Grove	32-56-1071-00	7/16/19	Creed Cottage	12068 Cedar Shore	James Creed	Property Sold.
Town of Nasewaupsee	27-56-1538-00	7/16/19	Trinity Retreat	4088 Snake Island	Leo and Holly Michael	Property Sold. New owner permit #2118
City of Sturgeon Bay	35-56-2095-00	7/16/19	Cairn Cottage	23 S Geneva	Daniel Wahlen	Changed mind – now owner occupied.
City of Sturgeon Bay	35-56-2096-00	7/16/19	Bridge Walk Cottage	29 E Redwood	Jonathan Salit	Property Sale fell through.
Town of Baileys Harbor	02-56-1391-00	7/24/19	Bailey Boon	7988 Severn	Debbie & Ed Kramper	No longer renting.
Town of Liberty Grove	32-56-0265-00	7/24/19	Brooke Haven	12295 Garrett Bay Road	Nadine Brooke	Property sold.
Village of Sister Bay	34-56-0937-00	7/29/19	Dock of the Bay Cottage	10887 Bay Shore Drive	Karen Crummy	No longer renting.
Town of Liberty Grove	32-56-1418-00	7/29/19	Piller- Gills Rock	762 STh 42	Ben Piller	Property sold.
Town of Egg Harbor	08-56-0095-00	7/30/19	Come on Inn	5557 Bayshore Drive	Denice Hubbard	No longer renting. Primary residence.
Village of Ephraim	11-56-2159-02	8/1/19	Cloud Berry	10258 S Coral Hills Road	Mary Anderson	Never rented – issues with health inspection.
Town of Liberty Grove	32-56-1857-00	8/2/19	Isle View Moss	825 Isle View	Kristie Moss	No longer renting.
City of Sturgeon Bay	35-56-1654-00	8/2/19	Door County Easy Living	1041 S 19 th Place	Rich and Penny Miller	No longer renting.
Town of Liberty Grove	32-50-0752-00	8/2/19	Nordic Lodge	2721 Nordic Drive	Prime Sites Door County Development	Property Sold.
Village of Ephraim	11-56-1342-02	8/7/19	Deer Path Cottage	10468 Orchard Isle	James Shatto	No longer renting.

Check your bias when reporting on STR's

Kimberly Hazen <kimberly@vinkelhus.com> Mon, Jul 22, 2019 at 11:20 AM

To: Myles Dannhausen <myles@ppulse.com>, Jim Lundstrom <jim@ppulse.com>, letters@ppulse.com

Bcc: info@doorcountytourismzone.com

Dear Peninsula Pulse,

Bias in reporting can be sneaky. It's not the shocking headline that makes the reader spit out their morning coffee in surprise. It's the subtle shift in an already accepted opinion. It's a line that slides under the reader's radar and doesn't raise an eyebrow. In the case of the Peninsula Pulse story from July 3 entitled "Tourism Zone Report Shows Growing Might of Egg Harbor", it's the first sentence under the paragraph sub headed "Vacation home rentals". The sentence, "The growth of Airbnb and VRBO continues to present challenges in the marketplace and for the Tourism Zone Commission" is completely unsubstantiated by statistics or other evidence in the story. In fact, it seems that Ms. Kim Roberts of the Tourism Zone is presenting the opposite case with the lines, "These short-term rentals are a very, very important part of our tourism marketplace in Door County" and "Roberts said it's hard to pin down the impact of the vacation-home rental market at any given time."

Here are some ideas to balance out your reporting on STR's:

STR's have always been a part of Door County. Airbnb, VRBO, and other online booking services have increased the growth of these rentals, and this growth has been felt by traditional lodging.

STR's are licensed, pay income and room taxes, and help the county by supporting local cleaners, electricians, plumbers, landscapers, property managers, repair personnel, and others. Many STR owners are LLC's (businesses) who rely on the income from their rental as a major percentage of their family income.

STR's add variety to our lodging offerings in Door County. Every visitor to Door County is different. Some want large lodges (Landmark, etc) and others want to rent a small cottage. If STR's are not available in Door County, visitors will look elsewhere. Here are some examples of visitors who may not want traditional lodging:
Large groups who don't want to be broken up into many rooms

Guests who desire privacy

Families who like to cook together

Groups who desire a specific location where traditional lodging is not available

STR's are good for tourism! STR's are a vibrant part of the Door County lodging marketplace. For 2018 on Airbnb alone, Door County rentals generated \$3.2 million with 21,000 guests! 21,000 guests eating out, playing golf, taking sailing cruises, and shopping at local merchants. There is NO guarantee those 21,000 guests will stay in traditional lodging if STR's are not available. They may decide to visit Lake Geneva or Minocqua instead.

Limiting STR's will create an advantage for traditional lodging which can bring down the quality of lodging in the area. If an inn or resort is the "only game in town" they have less motivation to be the best quality they can be. STR's help build a free and open marketplace that promotes all lodging hosts to "bring their A-game" and offer the best lodging possible. Competition keeps everyone on their toes and helps everyone improve what they offer.

STR's allow local homeowners who may not be directly involved in the tourism trade to benefit from the increased visitorship in the area and supplement their income. Rather than having a negative attitude about seasonal visitors such as bumper stickers that say, "If it's called tourism season, why can't we shoot them?" locals would welcome the boost in their income.

STR's increase property taxes. STR's can increase the value of a property and as a result, higher property tax dollars are collected. Yes, this can negatively affect the affordable housing market, but more dollars would be available for incentives for developers, etc.

Limiting STR's will encourage more development of large hotel projects. Traditional lodging simply cannot

accommodate all of the people that come to Door County on a yearly basis. Limiting STR's may contribute to more large-scale hotel projects. Do we want MORE large hotels? STR's are located in homes/cottages that already exist. They are already a part of the community.

STR's are a sustainable "green" way to travel. A 2018 analysis using the Cleantech model finds that when guests stay on Airbnb, significantly less energy and water are used, fewer greenhouse gases are emitted, and waste is reduced. Additionally, travelers want this! One study showed 88% of Airbnb hosts incorporate green practices into hosting 66% of Airbnb guests say the environmental benefits of home sharing were important in their accommodation choice. (<https://press.airbnb.com/how-the-airbnb-community-supports-environmentally-friendly-travelworldwide/>)

Thank you for your consideration of all sides of every issue.

Best,

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