



DOOR COUNTY TOURISM ZONE COMMISSION  
 Administrator's Report  
 August 2020

**2020 "NO REPORTS":**

- The number of **January 2020** "No Reports": On 3/10/2020 there were eighty-three (83) owner-managed properties.
  - A final notice was sent 3-31-2020 to twenty-eight (28) permit holders.
    - As of 4/9/2020 there are twenty (20) properties to report for January 2020.
    - As of 5/13/2020 there are six (6) properties that remain to report for January 2020.
    - As of 6/10/2020 there is one (1) property to report for January 2020 – with legal counsel.
    - As of 7/7/2020, there is one (1) property that remains to report for January 2020.
    - As of 8/7/2020, there is one (1) property that remains to report for January 2020.
- The number of **February 2020** "No Reports": As of 4/8/2020 there are eighty-one (81) owner-managed properties and eleven (11) agent-managed properties to report for a grand total of ninety-two (92) properties to report. The first notice was mailed on 4/8/2020.
  - As of 5/13/2020 there are ten (10) properties to report.
  - As of 6/10/2020 there are five (5) properties to report – with legal counsel.
  - As of 7/7/2020 there is one (1) property that remains to report.
  - As of 8/7/2020 there is one (1) property that remains to report for February 2020.
- The number of **March 2020** "No Reports": As of 5/14/2020 there are sixty-five properties to report. The first notice went out on 5/14/2020.
  - As of 6/10/2020 there are fifteen (15) properties that remain to report.
  - As of 7/7/2020 there is one (1) property that remains to report.
  - As of 8/7/2020 there is one (1) property that remains to report for March 2020.
- The number of **April 2020** "No Reports": As of 6/9/2020 there are seventy-six (76) owner-managed properties to report. There were eight (8) agent managed properties that still require reporting. Eighty-four (84) total for the month of April at first run. The first notice went out on 6/9/2020.
  - As of 6/11/2020 there are now seventy (70) properties to report.
  - As of 7/8/2020 – a final notice went out to six (6) permit holders with a deadline of 7/20/2020.
  - As of 8/7/2020 – there are three (3) properties that remain to report, both have been referred to legal counsel.
- The number of **May 2020** "No Reports": As of 7/8/2020 there are one hundred forty-two (142) owner-managed properties to report. There were thirty-four (34) agent managed properties that still require reporting. One hundred seventy-six (176) total for the month of May at first run. The first notice went out on 7/10/2020.
  - A final notice went out on 8/7/2020 to thirty-six (36) properties with a deadline of 8/21/2020.
  - In 2019, there were only eighty (80) properties to report on first run. This year there has been an increase in properties failing to file by deadline which increases the postage and supplies to send out notices.
  - As of 8/13/2020, May is down to thirty-two (32) properties to report.
- The number of **June 2020** "No Reports": As of 8-9-2020 there are one hundred twenty-four (124) properties to report for June 2020. The first notice went out on 8-11-2020.

**UNPAID TAX/FEES/PENALTIES:** The total outstanding due 8/13/2020 is: \$5,315.38 from six (6) permit holders.

	First Notice	Second Notice	Third (Final) Notice	Collections	Attorney	
	\$ 11.20	\$ 73.54	\$ 47.34	\$ 43.91	\$ 693.57	
					\$ 178.70	
					\$ 321.49	
					\$ 59.99	
					\$ 93.80	
					\$ 500.82	
					\$ 547.36	
					\$ 503.01	
					\$ 416.17	
					\$ 413.54	
					\$ 263.57	
					\$ 261.50	
					\$ 259.56	
					\$ 257.49	
					\$ 246.40	
					\$ 122.42	Total Due
						\$ 5,315.38
TOTALS	\$ 11.20	\$ 73.54	\$ 47.34	\$ 43.91	\$ 5,139.39	

- **PERMITS:** As of 8/13/2020 – Seventeen (17) permits were issued – Eight (8) were permitted because of compliance efforts.
    - 8 permits were issued during the same period of 2019
    - As of 8/13/2020 there are 1276 permits
    - Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
1. Village of Sister Bay (56)- year-round
  2. Town of Liberty Grove (56)- seasonal – compliance
  3. City of Sturgeon Bay (56) – year-round
  4. Village of Egg Harbor (53) – year-round
  5. Village of Egg Harbor (53)-year-round
  6. Town of Nasewaupée (56) – year-round
  7. Town of Sevastopol (56)- seasonal – compliance
  8. Town of Nasewaupée (56) – year-round
  9. Town of Nasewaupée (56) – year-round – compliance
  10. Village of Egg Harbor (56) – seasonal
  11. Village of Egg Harbor (53) – year-round
  12. Town of Liberty Grove (56) – seasonal- compliance
  13. Town of Egg Harbor (56) – year-round- compliance
  14. Village of Ephraim (53) – year-round- compliance
  15. Village of Ephraim (53) – year-round-compliance
  16. Town of Gibraltar (56) – year -round-compliance
  17. Town of Gibraltar (56) – year-round

**VRBO as of 8/4/2020 – There are no unpermitted properties on VRBO.**

Below is the Audit breakdown as of 8/4/2020:

MUNI		# of VRBO Properties 5/4/2020	# of VRBO Properties 6/2/2020	# of VRBO Properties 7/1/2020	# of VRBO Properties 8/4/2020
2	Baileys Harbor	69	70	69	68
6	Clay Banks	3	3	3	3
8	Town of Egg Harbor	64	64	62	59
9	Village of Egg Harbor	46	43	41	41
11	Ephraim	48	47	48	47
12	Gibraltar	83	84	87	85
13	Village of Forestville	0	0	0	0
14	Town of Forestville	0	0	0	0
15	Jacksonport	32	31	30	30
27	Nasewaupée	28	29	32	31
32	Liberty Grove	63	65	67	69
33	Sevastopol	35	34	39	40
34	Sister Bay	55	56	56	57
35	City of Sturgeon Bay	27	25	26	30
36	Town of Sturgeon Bay	22	22	22	22
39	Gardner	7	7	8	6
42	Union	5	5	5	6
46	Washington Island	12	12	13	13
Total Actually in Door County		<b>599</b>	<b>597</b>	<b>608</b>	<b>607</b>
Not in Door County		16	19	13	16
Total		615	616	621	623
Vrbo list count		621 5/4/2020	619 6/2/2020	635 7/1/2020	631 8/4/2020
over/short		6	3	14	16

**► Airbnb – As of 7/21/2020. There are five (5) unpermitted properties, two (2) previously active listings were removed when compliance letters were sent.**

The following are unpermitted properties utilizing the Airbnb platform:

- 1) Airbnb 23008138 – unable to locate owner - wholesaler
- 2) Airbnb 37886362– unable to locate owner - wholesaler
- 3) Airbnb 23709001– unable to locate owner – wholesaler
- 4) Airbnb 43553677 – compliance letter sent 6-10-2020 and 7-8-2020 (deactivated from Airbnb as of 7/21/2020)
- 5) Airbnb 15062338 – unable to locate owner – wholesaler
- 6) Airbnb 44168543 – Compliance email sent 7-20-2020, owner attempted to send in permit via email but was blank.
- 7) Airbnb 44072623 – compliance email sent 7-21-2020 (current permit holder for other properties- as of 8/13/2020 removed, property is not yet built – advertised with architectural renderings)

MUNI		3/12/2020	4/1/2020	5/8/2020	6/8/2020	7/21/2020
2	Baileys Harbor	73	77	78	79	79
4	Brussels	0	0	0	0	0
6	Clay Banks	1	1	1	1	1
8	Town of Egg Harbor	58	58	56	59	55
9	Village of Egg Harbor	31	31	31	29	33
11	Ephraim	49	50	49	49	54
12	Gibraltar	96	96	95	91	93
14	Town of Forestville	1	1	1	1	1
15	Town of Jacksonport	14	14	14	14	13
27	Nasewaupee	22	22	23	21	23
32	Liberty Grove	74	74	68	64	66
33	Sevastopol	29	29	30	31	30
34	Sister Bay	38	38	41	38	42
35	City of Sturgeon Bay	111	115	118	119	115
36	Town of Sturgeon Bay	17	18	14	16	16
39	Gardner	15	15	17	16	16
42	Union	2	2	2	2	2
46	Washington Island	27	27	27	32	36
<b>Subtotal of DoorCounty Only</b>		<b>658</b>	<b>668</b>	<b>665</b>	<b>662</b>	<b>675</b>

► **UPDATED PERMIT HOLDER REFERENCE MATERIALS FOR APPROVAL:** Interim Guide for Marketplace Sellers using Marketplace Provider Platforms and updated FAQ's included in report for approval.

**Status:** Sent out to fifteen permit holders with a variety of abilities as a focus group. One reported back that the reference document was extremely helpful. The most significant feedback I received was very useful and another was from a permit holder that is an editor. Additionally, a number that I sent the guide to still had filings that had to be amended; they admitted they didn't read the instructions.

The permit holder who is an editor suggested a table of contents and bookmarks/links so that permit holders can navigate easily throughout the document. She recommended spacing out the information instead of a continuous stream of information throughout the document. While it does make the document longer, I agree this adjustment makes it less overwhelming to sort through the information. The updated guide is at the back of this report.

I want to remind the Board that if permit holders read the guide, there may be quite a few who realize they did not file correctly. I expect that there will be many requests to amend returns. I plan to bring an update Policy and Procedure for approval next meeting. In the meantime, any amended return requests require documentation including Airbnb Gross Earnings Reports and screenshots from VRBO payment details. If a permit holder is unwilling to provide the documentation, I do not believe we should allow an amended return.

**Article from NPR at the back of the report – additional article link:– [Wausau Room Tax Remittance issues involving Expedia.](#)**

**Number of permits on hold for the 2020 Season:** The Community Marketing Coordinators requested a breakdown of permits on hold by municipality. These are the permits that have reported that they want to keep their permit open but are not renting for the 2020 season. There are some that are reporting 0 available/0 rented/\$0 Lodging Sales rather than contacting the office to be put on hold. This number does not include those that are reporting monthly as outlined above or those that had a delayed start for the 2020 season.

Municipality	# of permits on hold for the 2020 season as of 8/13/2020
Baileys Harbor	3
Clay Banks	0
Town of Egg Harbor	2 (was three, one deactivated 8/10/2020)
Village of Egg Harbor	5
Ephraim	5
Gibraltar	7
Village of Forestville	0
Town of Forestville	0
Jacksonport	4
Nasewaupée	1
Liberty Grove	14
Sevastopol	2
Sister Bay	4
City of Sturgeon Bay	6
Town of Sturgeon Bay	0
Gardner	2
Union	0
Washington Island	8
TOTAL	63 Permits on hold

**WI DOR Bulletin** - [Wisconsin Tax Bulletin 210 \(July 2020\)](https://www.revenue.wi.gov/WisconsinTaxBulletin/210-07-20-WTB.pdf) has been posted on the department's website

<https://www.revenue.wi.gov/WisconsinTaxBulletin/210-07-20-WTB.pdf>

**Municipal Room Tax – Homeowners Should Contact Lodging Marketplace**

Marketplace providers that facilitate lodging sales on behalf of sellers are required to collect municipal room tax in Wisconsin. Room taxes are administered by each municipality that imposes the tax.

Homeowners should contact their lodging marketplace if they notice that the lodging marketplace is not collecting room tax, collecting the wrong room tax rate, or collecting for the wrong municipality.

**Discussion and consideration of KerberRose Marketing proposal for education video series to address need for assistance for permit holder dealing with Marketplace providers.**

- Help Videos: Along with the guide created above and order to create a level of “self-help” we have discussed the creation of three/four videos. Here is an example of what I see them looking like:

<https://www.bing.com/videos/search?q=how+to+run+your+gross+earnings+report+on+airbnb&docid=608047432148520174&mid=597FEE95581956C01C0A597FEE95581956C01C0A&view=detail&FORM=VIRE>

- My only concern with spending this money on educational videos is that the Marketplace Providers consistently change their platforms, or we could be dealing with another round of legislation in the next legislative session.
- Any changes could render the videos useless. Marketplace Platforms regularly makes changes to layout and reporting which would impact steps outlined in a help video. I have over the course of helping permit holders with filings asked their thoughts on help videos and quite a few of them have reported that they “hate” those kinds of videos. While the hope

with these videos is to provide a level of self-service and alleviate some of the pressure in office (at times people are reporting they only get a busy signal with too many lines coming in there is no voicemail)

- The proposal from KerberRose marketing is at the back of this report.

Deactivated Permits through 8-13-2020:

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Village of Egg Harbor	09-53-0637-00	7/15/2020	Eames Farm M6	4581 Eames Farm Ln M6	Cary and Angie Vandevond	No longer renting.
City of Sturgeon Bay	35-59-2240-00	7/17/2020	M/V Avanti	Yacht Harbor Marina 267 Nautical Drive	Harry and Carol Katch	No longer renting.
Town of Egg Harbor	08-56-1773-	7/17/2020	The Gull Cottage	7161 Horseshoe Bay Road	Ann Neuhaus	Property Sold.
Town of Gibraltar	12-56-2129-00	7/20/2020	Fish Creek Cottage – Rieck	4147 Bluff Circle	Steven Rieck	Now a primary residence – no longer renting.
Village of Egg Harbor	09-56-0316-00	7/21/2020	Bertschinger LLC	7715 Alpine	Bertschinger LLC	Owner: "Closing permit and re-opening a combined permit under a new LLC - new permit #2328). Made inactive.
Village of Egg Harbor	09-56-0317-00	7/21/2020	Bertschinger Investments	7715 Alpine	Bertschinger Investments	Owner: "Closing permit and re-opening a combined permit under a new LLC - new permit #2328). Made inactive
Town of Nasewaupsee	27-56-1540-00	7/21/2020	Bay House Hyttel	4462 E Sherwood	Karen Hyttel	Property is for sale, no longer renting.
Village of Sister Bay	34-53-1474-02	7/21/2020	Skogland Unit 21- O'Dowd	10702 S Crescent Unit #21	Eamon O' Dowd	Property Sold.
Town of Egg Harbor	08-53-1984-00	7/24/2020	Our Bay View Bungalow-Landmark	4908 N Landmark Circle #1303	Dean Hellwig	Property Sold
Town of Washington	46-56-1587-11	7/28/2020	Wild Asparagus	1256 Michigan	John Brennan	Property sold new owner not renting.
Town of Washington	46-56-1828-11	8/4/2020	Tullamore	2312 Townline	Gerald Brost	No longer renting.
Town of Egg Harbor	08-59-1233-00	8/10/2020	Off the Beaten Path	4451 CTH E	Margaret Renninger	Only doing long term rentals ( 4 unit apartment building)
Town of Gardner	39-56-2005-00	8/10/2020	Cottage Creek Ahlswede	3217 Squaw Island Road	Rob & Emily Ahlswede	No longer renting.

## By Property Report – First run to first run YOY

June 2020					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel (50)	\$1,750,377.17	29,733	13,300	44.73%	\$131.61
Resort (51)	\$3,110,399.86	45,916	17,641	38.42%	\$176.32
Inn (52)	\$355,821.80	5,883	2,476	42.09%	\$143.71
<b>Total Commercial</b>	<b>\$5,216,598.83</b>	<b>81,532</b>	<b>33,417</b>	<b>40.99%</b>	<b>\$156.11</b>
Condo (53)	\$522,754.97	6,693	2,730	40.79%	\$191.49
Bed & Breakfast (54)	\$234,945.23	2,558	955	37.33%	\$246.02
Cottage/House/Cabin (55/56)	\$2,870,693.16	23,783	10,557	44.39%	\$271.92
Other (59)	\$58,918.31	1,296	475	36.65%	\$124.04
<b>Total Non-Commercial</b>	<b>\$3,687,311.67</b>	<b>34,330</b>	<b>14,717</b>	<b>42.87%</b>	<b>\$250.55</b>
<b>TOTALS</b>	<b>\$ 8,903,910.50</b>	<b>115,862</b>	<b>48,134</b>	<b>41.54%</b>	<b>\$184.98</b>

June 2019					
Type	Revenue	Units Available	Units Filled	% Occupancy	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
<b>Total Commercial</b>	<b>\$7,765,492.54</b>	<b>88,951</b>	<b>51,273</b>	<b>57.64%</b>	<b>\$151.45</b>
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
<b>Total Non-Commercial</b>	<b>\$3,937,958.56</b>	<b>39,129</b>	<b>17,779</b>	<b>45.44%</b>	<b>\$221.49</b>
<b>TOTALS</b>	<b>\$ 11,703,451.10</b>	<b>128,080</b>	<b>69,052</b>	<b>53.91%</b>	<b>\$169.49</b>

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)	(\$643,377.58)	(1,447)	(5,637)	-16.00%	\$5.20
Resort (51)	(\$1,770,303.72)	(5,698)	(11,212)	-17.48%	\$7.16
Inn (52)	(\$135,212.41)	(274)	(1,007)	-14.48%	\$2.73
<b>Total Commercial</b>	<b>(\$2,548,893.71)</b>	<b>(7,419)</b>	<b>(17,856)</b>	<b>-16.66%</b>	<b>\$4.65</b>
Condo (53)	(\$219,666.90)	(895)	(1,470)	-14.56%	\$14.72
Bed & Breakfast (54)	(\$82,754.28)	(563)	(512)	-9.67%	\$29.46
Cottage/House/Cabin (55/56)	\$46,788.04	(3,065)	(1,042)	1.19%	\$28.46
Other (59)	\$4,986.25	(276)	(38)	4.02%	\$18.91
<b>Total Non-Commercial</b>	<b>(\$250,646.89)</b>	<b>(4,799)</b>	<b>(3,062)</b>	<b>-2.57%</b>	<b>\$29.05</b>
<b>TOTALS</b>	<b>(\$2,799,540.60)</b>	<b>(12,218)</b>	<b>(20,918)</b>	<b>-12.37%</b>	<b>\$15.49</b>

Still to report for June 2020	
Hotel/Motel (50)	5
Resort (51)	1
Inn (52)	2
Condo (53)	15
B&B (54)	1
Cottage/Cabin/Home (56)	97
Other (59)	3
<b>Total to Report:</b>	<b>124</b>