



DOOR COUNTY TOURISM ZONE COMMISSION  
 Administrator's Report  
 January 2019

**Compliance: Late Letters Sent**

**2018 – As of January 8, 2019:**

- The number of **May 2018** "No Reports": One (1) property remains to report.
- The number of **June 2018** "No Reports": Two (2) properties remain to report.
- The number of **July 2018** "No Reports": Two (2) properties remain to report.
- The number of **August 2018** "No Reports": Four (4) properties remain to report.
- The number of **September 2018** "No Reports": Eleven (11) properties remain to report.
- The number of **October 2018** "No Reports": Twenty- four (24) remain to report.
- The number of **November 2018** "No Reports": Sixty five (65) remain to report. ( fifty seven (57) owner managed and eight (8) agent) This is the first run on 1-11-19. There are seven (7) large properties to report.

**Unpaid tax/fees/penalties:** The total outstanding due 1/8/19 is: \$1,889.91 from ten (10) permit holders.

First Notice	Second Notice	Third Notice	ACH REJECT	Attorney	Settlement/ Payment Plan	Collections
\$ 25.19		\$ 27.88	\$ 165.00		\$ 249.56	
\$ 530.25		\$ 33.73	\$ 111.49		\$ 181.44	
\$ 33.90		\$ 27.23	\$ 247.57			
\$ 26.04		\$ 25.11	\$ 107.19			
\$ 7.47		\$ 25.69	\$ 65.17			
\$622.85	\$0.00	\$139.64	\$696.42	\$0.00	\$431.00	\$0.00
\$1,889.91	Total Outstanding					

- **Permits:** As of 1/8/19 –six (6) permits were issued –One (1) was permitted as a result of compliance efforts.
  - Ten (10) permits were issued during the same period of 2018
  - As of 1/8/19 there are 1168 permits
- City of Sturgeon Bay – seasonal – compliance
- Village of Sister Bay – year-round
- Town of Sevastopol – year-round
- Town of Gibraltar – year –round
- City of Sturgeon Bay – year-round
- Town of Sevastopol – year-round

✓ **VRBO/ Homeaway/ Vacationrentals.com** : As of 1/9/19 VRBO lists that there are 543 listings – the audit of 1/10/19 reflects 542 listings). Homeaway/ Vacationrentals.com both list 543 for Door County.

✓ **The following listings are unpermitted on VRBO/Homeaway:**

- Unpermitted Listing #1: 1335047 – no leads on owner (timeshare Rushes)
- Unpermitted Listing #2: 1451363 – Final notice sent 11/29/18 with a deadline of 12/14/18. Matter sent on to attorney. Heard from owners, they are working on the permit.
- Unpermitted Listing #3: #7465774ha – email sent to owner on 1-8-19 (in the process of permitting)
- Unpermitted Listing #4: #299942 – email sent to owner and letter – change of ownership (in the process of permitting)
- Unpermitted Listing #5: #330470 – email sent to owner there is a change of ownership occurring within the same family.

MUNI		# of VRBO Properties
2	Baileys Harbor	53
6	Clay Banks	4
8	Town of Egg Harbor	61
9	Village of Egg Harbor	41
11	Ephraim	47
12	Gibraltar	84
13	Village of Forestville	0
14	Town of Forestville	0
15	Jacksonport	25
27	Nasewaupée	22
32	Liberty Grove	60
33	Sevastopol	39
34	Sister Bay	36
35	City of Sturgeon Bay	28
36	Town of Sturgeon Bay	18
39	Gardner	7
42	Union	3
46	Washington Island	14
		542

VRBO website lists 543 for Door County

✓ **Airbnb**: As of 1/7/19 my audit reflects 445 actual Airbnb listings for Door County. Airbnb reports 466 per the search total on Airbnb.

MUNI		# of Airbnb Properties
2	Baileys Harbor	39
4	Brussels	0
6	Clay Banks	1
8	Town of Egg Harbor	46
9	Village of Egg Harbor	24
11	Ephraim	34
12	Gibraltar	57
14	Town of Forestville	1
15	Town of Jacksonport	9
27	Nasewaupée	14
32	Liberty Grove	56
33	Sevastopol	21
34	Sister Bay	20
35	City of Sturgeon Bay	84
36	Town of Sturgeon Bay	14
39	Gardner	5
42	Union	2
46	Washington Island	18
	NOT IN DOOR COUNTY	13
	445	TOTAL IN DC
	458	Total Door County Listings

- ✓ **The following listings are unpermitted on Airbnb as of 1/4/18:**
  - Unpermitted Listing #1 : #23008138: NO LEADS TIMESHARE WHOLESALER
  - Unpermitted Listing #2: #23709001: NO LEADS TIMESHARE WHOLESALER
  - Unpermitted Listing #3: #27284807 – Meadow Ridge – NO LEADS
  - Unpermitted Listing #4: #30958438 – also listed under VRBO
  - Unpermitted Listing #5: #30368118 – also listed under VRBO
  - Unpermitted Listing #6: #5974438 – Charisma Sail Boat – ongoing issue of re-appearing. Owner is snoozing listing rather than deactivating. I will continue to try and resolve.
- ✓ **Facebook** – Nothing to report.
- ✓ **Craigslist** –There is currently one (1) listing unpermitted on Craigslist. I have been unable to locate the owner information.
- ✓ **TRIPADVISOR/FLIPKEY:** Currently on TripAdvisor there are 67 rentals (60 rentals last month). Flipkey has 69 listings (44 listings last month) for Door County. All are permitted.

### Current Activities Summary:

- **Community Coordinators** – On January 9<sup>th</sup>, 2019 I gave a presentation to the Community Coordinators about the Door County room tax model. It was a great opportunity to review the keystones to the model, basic operations and how the community coordinators and the TZC can work together. The invite from the DCVB Community Coordinator Cambria Mueller is appreciated. I provided each coordinator with a folder with the presentation, permitted report, removed report, by-unit report, Airbnb audit, all TZC permit holder documents and a meeting schedule. I encouraged the coordinators to attend the meetings so that they are well informed especially to report back to their local boards.
- **Door/ Kewaunee Legislative Days** – There was a survey sent for agenda items for Door/ Kewaunee Legislative Days. I completed the survey on behalf of the Tourism Zone. It is open until the 25<sup>th</sup>. I encourage everyone to complete the survey with the suggestion of WI ACT 59 and room tax to be an agenda item for correcting legislation. I'd also like to send a letter to the steering committee with the permission of the Executive Committee. The allowable space for the survey was minimal to explain such a complicated issue that will continue to impact Door County and surrounding areas until correcting legislation is accomplished.

[https://uwex.co1.qualtrics.com/jfe/form/SV\\_9pIUpXEHxDUbxWJ](https://uwex.co1.qualtrics.com/jfe/form/SV_9pIUpXEHxDUbxWJ)

By Property Report:

November 2018					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel	\$374,555.79	16,048	4,106	25.59%	\$91.22
Resort	\$817,007.34	35,941	7,159	19.92%	\$114.12
Inn	\$96,548.00	3,739	707	18.91%	\$136.56
<b>Total Commercial</b>	<b>\$1,288,111.13</b>	<b>55,728</b>	<b>11,972</b>	<b>21.48%</b>	<b>\$107.59</b>
Condo	\$166,259.86	6,076	1,544	25.41%	\$107.68
Bed & Breakfast	\$77,438.52	1,965	428	21.78%	\$180.93
Cottage/House/Cabin (55)	\$32,772.34	1,509	173	11.46%	\$189.44
Cottage/House/Cabin (56)	\$263,173.03	9,663	1,293	13.38%	\$203.54
Other	\$0.00	0	0	0.00%	\$0.00
<b>Total Non-Commercial</b>	<b>\$539,643.75</b>	<b>19,213</b>	<b>3,438</b>	<b>17.89%</b>	<b>\$156.96</b>
<b>TOTALS</b>	<b>\$ 1,827,754.88</b>	<b>74,941</b>	<b>15,410</b>	<b>20.56%</b>	<b>\$118.61</b>

November 2017					
Type	Revenue	Units Available	Units Filled	% Occupancy	ADR
Hotel/Motel	\$409,678.85	17954	4873	27.14%	\$84.07
Resort	\$833,009.11	39597	8471	21.39%	\$98.34
Inn	\$84,441.72	3745	740	19.76%	\$114.11
<b>Total Commercial</b>	<b>\$1,327,129.68</b>	<b>61,296</b>	<b>14,084</b>	<b>22.98%</b>	<b>\$94.23</b>
Condo	\$181,037.88	6211	1816	29.24%	\$99.69
Bed & Breakfast	\$70,130.42	1940	381	19.64%	\$184.07
Cottage/House/Cabin (55)	\$37,603.47	1,462	227	15.53%	\$165.65
Cottage/House/Cabin (56)	\$176,692.51	7,083	1,972	27.84%	\$89.60
Other	\$1,660.00	92	12	13.04%	\$138.33
<b>Total Non-Commercial</b>	<b>\$467,124.28</b>	<b>16,788</b>	<b>4,408</b>	<b>26.26%</b>	<b>\$105.97</b>
<b>TOTALS</b>	<b>\$ 1,794,253.96</b>	<b>78,084</b>	<b>18,492</b>	<b>23.68%</b>	<b>\$97.03</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	(\$35,123.06)	-1,906	-767	-1.55%	\$7.15
Resort	(\$16,001.77)	-3,656	-1,312	-1.47%	\$15.78
Inn	\$12,106.28	-6	-33	-0.85%	\$22.45
<b>Total Commercial</b>	<b>(\$39,018.55)</b>	<b>-5568</b>	<b>-2112</b>	<b>-1.49%</b>	<b>\$13.36</b>
Condo	(\$14,778.02)	-135	-272	-3.83%	\$7.99
Bed & Breakfast	\$7,308.10	25	47	2.14%	(\$3.14)
Cottage/House/Cabin (55)	(\$4,831.13)	47	-54	-4.07%	\$23.79
Cottage/House/Cabin (56)	\$86,480.52	2580	-679	-14.46%	\$113.94
Other	(\$1,660.00)	-92	-12	-13.04%	(\$138.33)
<b>Total Non-Commercial</b>	<b>\$72,519.47</b>	<b>2425</b>	<b>-970</b>	<b>-8.36%</b>	<b>\$50.99</b>
<b>TOTALS</b>	<b>\$ 33,500.92</b>	<b>-3,143</b>	<b>-3,082</b>	<b>-3.12%</b>	<b>\$21.58</b>

**REMOVED PROPERTIES 12/12/18 TO 1/8/19**

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Liberty Grove	32-56-1028-02	12/26/18	Winding Lane	9861 Winding Lane	Amy Murray	No longer renting.
Town of Liberty Grove	32-54-0975-00	12/26/18	Sand Bay Lane B&B	10912 S. Sand Bay Labe	Virginia Olson	Property Sold.
Town of Gardner	39-56-1920-00	12/26/18	On the Point	3921 Rileys Point Road	Brian Baumann	Property Sold.
Town of Gibraltar	12-54-1109-00	1/4/19	Thorp House Inn & Cottages	4135 Bluff Lane	Melanie Camp	Property Sold. New permit #12-54-2047-00
Town of Sevastopol	33-55-0700-00	1/4/19	Dogg House Cottages	6024 & 6050 Old OR RD	Connie Rockwell	Properties sold.
Town of Gibraltar	12-56-1619-02	1/8/19	Apple Hill Estate	3937 Juddville Rd	Jonathan Cohn	No longer renting.
Village of Sister Bay	34-53-1454-02	1/8/19	Skogland Philip H3	10698 Crescent Unit 31	Judy Philip	Property was sold.