



**DOOR COUNTY TOURISM ZONE COMMISSION**

**Administrator's Report**

**March 2016**

**Compliance: Late Letters Sent**

- The number of **December** 2015 "No Reports" letters sent: Sixteen (16) to owner managed properties on 2/15/16.
  - Two (2) remain to report as of 3/10/2016.
- **Unpaid tax/fees/penalties:** The total outstanding due as of 3/10/16 is: **\$3,405.35 from nine (9) permit holders.**

First Notice	Second Notice	Third Notice	Attorney	Settlement/ Payment Plan	Collections	Compliance Penalty	Appealing Amount Due
\$ 25.11				\$ 204.68		\$ 1,340.00	\$ 25.70
\$ 25.86				\$ 126.31			
\$ 28.98				\$ 376.49			
\$ 25.90				\$ 56.63			
				\$ 650.00			
				\$ 194.22			
				\$ 143.29			
				\$ 66.68			
				\$ 115.50			
\$ 105.85	\$ -	\$ -	\$ -	\$ 1,933.80	\$ -	\$ 1,340.00	\$ 25.70
\$ 3,405.35	Total Outstanding						

- **Permits:** (8) permits have been issued since February reporting. Five (5) of which were due to compliance (62.5% of new permits were a result of compliance efforts).
  - Town of Liberty Grove – compliance – re-permit
  - Town of Liberty Grove- seasonal
  - Town of Jacksonport – year round- compliance (\*agent)
  - Town of Liberty Grove – seasonal
  - Village of Ephraim – seasonal
  - Village of Ephraim – compliance –re-permit
  - Town of Washington – compliance
  - Village of Sister Bay – Compliance
  - Town of Sevastopol – year round - re-permit
- **Unpermitted Properties:**
  - I am currently working on permitting twelve (12) unpermitted properties that are advertising online or have contacted the office regarding permitting.
- **Other news:**
  - **BLIS contract** – At the February Executive Committee meeting there were a few questions that arose again about the legality of the Commission benefiting from the sale of the Room Tax Software. Attached is Attorney Vande Castle's opinion.
    - The Committee had asked if I would inquire with BLIS if when a permit is changed online by an owner (months open, etc.) if the system could email the office about the change so that we would have a paper trail. Justin said it would not be a problem.
  - **BLIS** – update on contract I emailed Greg Swain on 3/8/2015 for an update. He did reply:

Hi,

I received a report back last Friday from a consultant I hired to look into similar offerings, how to do a revenue share. I am working on the concept today. I have to admit, I was not too impressed with what I got back, did not think it was too fair for the Tourism Zone. Hope to have something for you later this afternoon.

Thanks for checking in. I will get you something yet today.

Greg

- **Municipal Letter Regarding Representation on the DCTZC** –On 2/25/16 letters went to the following municipalities: Village of Ephraim (1 of 2 seats are vacant), Town of Sturgeon Bay (vacant seat), Town of Brussels (vacant seat), Town of Forestville (vacant seat) and Village of Forestville (vacant seat) regarding their vacant seats and asked that they try to fill the seats.
- **Airbnb letter:** All municipalities have now sent their letters to Airbnb.
- **Village of Forestville:** On March 1, 2016 Chair Van Lieshout and I met with Terry McNulty of the Village of Forestville. We met with him to explain the reason behind the Airbnb letter and why they should participate. We reviewed room tax and how it works. We talked at length about the expansion of tourism in Door County and that it was only a matter of time before the Village of Forestville started to see rentals in their municipality. McNulty asked that I attend the March 17, 2016 board meeting to explain the Airbnb letter to the board.
- **Year End Report:** Included in my report is a historical overview of permits numbers and units (done annually) and the occupancy & revenue by property type report (done annually).
  - I have been working on taking the reporting that is done for the DCVB monthly and compiling the data into a report to compare year over year (back to 2009). Unfortunately, it involves re-running each month of each year to reconcile with year end reporting (the re-running of numbers). I did get 2015 re-run so that the report reconciles to the re-run of year end numbers. The report is attached.
  - I believe this will be a better report to watch year over year as opposed to the occupancy and revenue report. Going forward, if OK with the Commission I would like to focus my efforts on building upon the above described work by compiling it both monthly as we do currently for the DCVB, but re-run for each month at year end to build upon the reporting. It provides more information and I like that it can be reconciled to Kerber Rose reporting.
- **Will Craig** a reporter from Washington Island/Minnesota contacted the office; he is looking to produce a short series on Island Tourism. He is focusing on a recent upswing in visitors. I replied to his email with answers to questions and referred him to Chair Van Lieshout and Jack Money Penny. He did also call to go over the answers I sent to him via email. (The email chain is part of my report)

Sincerely,

Respectfully Submitted,



Kim Roberts  
Administrator

Removed Properties 2/9/16 to 03/11/2016

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
City of Sturgeon Bay	35-56-0820-00	2/19/16	Ninth Avenue Guest House	107 S 9 <sup>th</sup> Ave	Vicki & Daniel Klein	Property was sold.
Town of Washington	46-56-1106-11	2/19/16	#101 Shekarchi	2255 Green Bay Road	Jacquelyn Shekarchi	No longer renting.
Town of Washington	46-56-1222-11	2/22/16	Judy #116	1043 South Shore Drive	George & Lucy Judy	No longer renting.
Village of Ephraim	11-56-1595-06	2/24/16	Ephraim Inn	9994 Pioneer Lane	Timothy & Nancy Christofferson	Rebuilt property new name – new permit #11-56-1595-06
Village of Ephraim	11-54-0222-00	2/25/16	French Country Inn	3052 Spruce Lane	Walter Fisher & Joan Fitzpatrick	Retired.
Town of Washington	46-56-0655-11	2/25/16	Nelson #109	976 South Shore	Chris Nelson	Ceased renting due to regulatory burden
Village of Sister Bay	34-53-0068-02	2/25/16	Highland Greens Unit 5	10684 Golf Lane	Gene & Sharon Hollenberger	No longer renting.
Town of Liberty Grove	32-56-1466-06	3/1/16	The Krause's at Cedar Grove	1910 Hillside	Douglas & Ellen Krause	No longer renting
Town of Baileys Harbor	02-52-0171-00	3/9/16	Orphan Annie's Schoolhouse Inn	8091 Guy St	Doris Peil	Sold. New owners in the process of permitting.

# VANDE CASTLE

S. C.

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RONALD A. VENCI  
(Of Counsel)  
SUSAN N. ZEBLESKE

February 25, 2016

Ms. Kim Roberts  
DOOR COUNTY TOURISM ZONE  
COMMISSION  
P.O. Box 55  
Sister Bay, WI 54234

VIA EMAIL TRANSMISSION

Re: Secondary Income Issue

Kim:

I received your recent email and inquiry as to whether the Commission is able to generate revenue from sources other than the room tax revenues. In short, the answer is "yes". I find nothing in the provisions of Sec. 66.0615, Stats., that authorize the municipalities to establish a tourism zone commission that precludes the commission, once established, from receiving revenues from secondary sources; such as the sale of software in which the Commission has an ownership interest.

Your inquiry regarding secondary income raises a secondary issue. Where does that revenue fit within the allocation provisions of Sec. 66.0615, Stats?

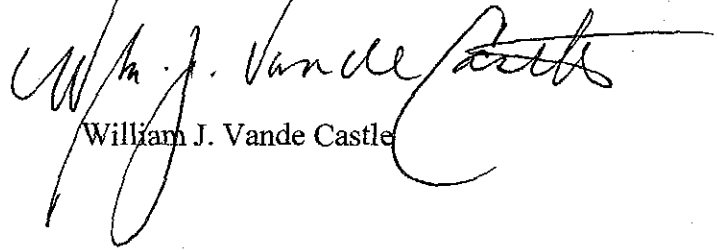
As you are aware, Sec. 66.0615, Stats., allocates room tax revenues between the tourism entity and the municipalities. The question you presented raises the question of whether any secondary income generated by the Commission from non-room tax sources comes within the framework of the statutory room tax revenue allocation formula. Based on my review of the legislative history of Sec. 66.0615, Stats., and the clear language of the statute, it is my opinion that any secondary income generated by the Commission is not part of that allocation formula. The allocation formula is strictly limited to revenues receive from room tax collections. The statute is again silent on secondary income generated by the Commission. Consequently, any secondary income generated by the Commission would stay with the Commission.

Ms. Kim Roberts  
February 25, 2016  
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If there are any questions regarding any of the foregoing, please let me know.

Very truly yours,

VANDE CASTLE, S.C.

A handwritten signature in cursive script, appearing to read "Wm. J. Vande Castle", written in black ink. The signature is fluid and somewhat stylized, with a long horizontal stroke at the end.

William J. Vande Castle

WJVC/kp

**2007-2015 Growth by Permits and Units for Condos and Homes**

	By Permit									% change 2007-2014	Annual Growth Rate Average
	2007	2008	2009	2010	2011	2012	2013	2014	2015		
Hotel	50	49	58	59	59	56	59	56	55	10.00%	1.11%
Resort	40	43	44	48	50	51	48	46	47	17.50%	1.94%
Inn	16	12	19	19	19	20	20	18	18	12.50%	1.39%
Condo	119	130	141	142	134	135	136	148	143	20.17%	2.24%
B&B	21	24	35	33	31	32	29	27	29	38.10%	4.23%
Cottage	244	277	549	578	583	601	632	650	676	64.48%	7.16%
House	167	182									
Total of House & Cottage	411	459									
Other	12	12	10	9	9	8	13	11	12	0.00%	0.00%

	By Unit									% change 2007-2014	Annual Growth Rate Average
	2007	2008	2009	2010	2011	2012	2013	2014	2015		
Hotel	988	945	1255	1285	1269	1190	1273	1227	1222	23.64%	2.63%
Resort	1714	1738	1899	1903	1968	1944	1922	1939	1954	14.00%	1.56%
Inn	174	166	219	217	217	241	194	175	167	-4.02%	-45.00%
Condo	141	193	251	254	247	234	233	247	242	71.63%	7.96%
B&B	128	128	186	158	153	155	143	152	161	25.78%	2.86%
Cottage	468	515	808	820	823	861	894	898	914	40.83%	4.54%
House	181	193									
Total of House & Cottage	649	708									
Other	54	67	66	65	72	51	57	50	52	-3.70%	-41.00%

*\* In 2009 the Cottage and House Categories were combined*

Muni	Hotel Motel (50)					
	1 Unit	OCCUP %	2 Unit	OCCUP %	3+ Unit	OCCUP %
Baileys Harbor	\$ -	0.00%	\$ -	0.00%	\$ 1,114,902.00	46.74%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 81,343.00	38.25%
Village of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 1,764,305.73	67.06%
Ephraim	\$ -	0.00%	\$ -	0.00%	\$ 2,009,758.64	62.68%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ -	0.00%	\$ -	0.00%	\$ 5,423,627.25	64.95%
Jacksonport	\$ -	0.00%	\$ -	0.00%	\$ 119,740.91	38.48%
Liberty Grove	\$ -	0.00%	\$ -	0.00%	\$ 828,163.15	46.03%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ 169,546.34	34.85%
Sister Bay	\$ -	0.00%	\$ -	0.00%	\$ 1,494,690.13	50.91%
City of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ 4,375,164.65	47.49%
Town of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ -	0.00%	\$ -	0.00%	\$ 42,283.00	23.48%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ -	0.00%	\$ -	0.00%	\$ 247,525.41	27.27%
	\$ -	0.00%	\$ -	0.00%	\$ 17,671,050.21	30.46%

Muni	Resort (51)					
	1 Unit	OCCUP %	2 Unit	OCCUP %	3+ Unit	OCCUP %
Baileys Harbor	\$ -	0.00%	\$ -	0.00%	\$ 2,202,521.82	42.09%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Haror	\$ -	0.00%	\$ -	0.00%	\$ 4,663,559.68	32.81%
Village of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 3,608,656.69	43.58%
Ephraim	\$ -	0.00%	\$ -	0.00%	\$ 4,657,769.51	45.25%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ -	0.00%	\$ -	0.00%	\$ 1,626,903.14	41.38%
Jacksonport	\$ -	0.00%	\$ -	0.00%	\$ 342,981.48	31.07%
Liberty Grove	\$ -	0.00%	\$ -	0.00%	\$ 1,496,324.73	28.18%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ 1,022,460.19	43.45%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ 3,513,036.07	54.23%
Sister Bay	\$ -	0.00%	\$ -	0.00%	\$ 6,024,282.95	42.10%
City of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ 3,167,265.07	37.74%
Town of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ -	0.00%	\$ -	0.00%	\$ 323,514.78	33.88%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ -	0.00%	\$ -	0.00%	\$ 306,245.50	40.92%
	\$ -	0.00%	\$ -	0.00%	\$ 32,955,521.61	28.70%



Muni	Inn (52)					
	1 Unit	OCCUP %	2 Unit	OCCUP %	3+ Unit	OCCUP %
Baileys Harbor	\$ -	0.00%	\$ 59,555.00	40.92%	\$ -	0.00%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Village of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 389,756.63	36.34%
Ephraim	\$ -	0.00%	\$ -	0.00%	\$ 309,149.04	33.28%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ 44,865.00	36.71%	\$ -	0.00%	\$ 628,099.08	42.31%
Jacksonport	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Liberty Grove	\$ -	0.00%	\$ -	0.00%	\$ 87,007.94	41.48%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ 90,671.50	25.17%
Sister Bay	\$ -	0.00%	\$ -	0.00%	\$ 551,789.41	39.36%
City of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ 608,766.11	35.30%
Town of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ -	0.00%	\$ -	0.00%	\$ 117,079.00	52.93%
	\$ 44,865.00	2.04%	\$ 59,555.00	2.27%	\$ 2,782,318.71	17.01%

Muni	Condo (53)					
	1 Unit	OCCUP #	2 Unit	OCCUP #	3+ Unit	OCCUP #
Baileys Harbor	\$ 19,327.00	68.00%	\$ -	0.00%	\$ -	0.00%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ 116,592.58	33.10%	\$ 37,213.00	33.52%	\$ 230,358.20	36.83%
Village of Egg Harbor	\$ 182,587.27	39.09%	\$ -	0.00%	\$ -	0.00%
Ephraim	\$ 3,658.00	9.62%	\$ -	0.00%	\$ 1,097,229.22	46.65%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ 712,541.70	33.58%	\$ -	0.00%	\$ 504,494.14	47.59%
Jacksonport	\$ 175,734.83	32.75%	\$ -	0.00%	\$ -	0.00%
Liberty Grove	\$ 45,251.94	24.09%	\$ -	0.00%	\$ 62,031.75	26.95%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sister Bay	\$ 138,246.55	22.25%	\$ -	0.00%	\$ -	0.00%
City of Sturgeon Bay	\$ 22,174.32	35.52%	\$ 37,729.14	40.41%	\$ 2,027,410.18	58.19%
Town of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ 5,610.00	21.03%	\$ -	0.00%	\$ -	0.00%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ 9,350.00	26.14%	\$ -	0.00%	\$ -	0.00%
	\$ 1,431,074.19	19.18%	\$ 74,942.14	4.11%	\$ 3,921,523.49	12.01%

Muni	B&B (54)					
	1 Unit	OCCUP%	2 Unit	OCCUP%	3+ Unit	OCCUP%
Baileys Harbor	\$ -	0.00%	\$ 20,720.00	25.21%	\$ 704,118.92	53.09%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 69,885.00	36.05%
Village of Egg Harbor	\$ -	0.00%	\$ -	0.00%	\$ 117,829.81	54.04%
Ephraim	\$ -	0.00%	\$ -	0.00%	\$ 186,587.75	72.27%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ 25,935.00	48.77%	\$ -	0.00%	\$ 499,487.86	65.50%
Jacksonport	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Liberty Grove	\$ -	0.00%	\$ 31,457.14	64.78%	\$ 79,050.00	62.18%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ 470,314.00	46.78%
Sister Bay	\$ -	0.00%	\$ -	0.00%	\$ 75,185.00	63.10%
City of Sturgeon Bay	\$ 1,940.00	16.30%	\$ -	0.00%	\$ 580,786.89	31.21%
Town of Sturgeon Bay	\$ 29,952.06	67.74%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ 2,085.00	4.65%	\$ -	0.00%	\$ -	0.00%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ -	0.00%	\$ -	0.00%	\$ 39,732.00	31.91%
	\$ 59,912.06	7.64%	\$ 52,177.14	5.00%	\$ 2,822,977.23	28.67%

Muni	Cottage/Cabin/House (55/56)					
	1 Unit	OCCUP#	2 Unit	OCCUP#	3+ Unit	OCCUP#
Baileys Harbor	\$ 842,833.72	31.92%	\$ 213,600.76	47.29%	\$ 374,906.42	37.85%
Brussels	\$ 6,550.00	32.24%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ 101,487.24	45.35%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ 690,212.06	36.26%	\$ 160,518.26	51.57%	\$ 271,006.00	50.16%
Village of Egg Harbor	\$ 771,948.02	44.94%	\$ 110,644.88	49.09%	\$ 127,739.50	39.88%
Ephraim	\$ 630,164.66	38.62%	\$ 114,496.75	43.53%	\$ 215,327.92	44.51%
Town of Forestville	\$ 5,405.00	10.47%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ 1,484,725.02	35.49%	\$ 298,165.65	42.96%	\$ 360,655.88	59.11%
Jacksonport	\$ 497,450.72	39.75%	\$ 109,126.00	40.55%	\$ 128,648.25	51.03%
Liberty Grove	\$ 1,862,162.04	34.40%	\$ 242,992.91	31.38%	\$ 563,155.19	49.22%
Nasewaupee	\$ 190,776.84	34.67%	\$ 35,247.68	31.81%	\$ 481,906.25	53.67%
Sevastopol	\$ 848,064.70	33.58%	\$ -	0.00%	\$ 175,976.50	40.98%
Sister Bay	\$ 579,683.11	34.45%	\$ 67,300.00	45.77%	\$ 36,985.50	35.85%
City of Sturgeon Bay	\$ 52,338.00	29.56%	\$ -	0.00%	\$ 62,293.48	27.32%
Town of Sturgeon Bay	\$ 289,400.41	42.30%	\$ 94,503.86	40.13%	\$ 59,782.56	57.65%
Gardner	\$ 165,457.98	30.65%	\$ 40,511.50	33.42%	\$ 58,481.97	27.70%
Union	\$ 9,800.00	15.69%	\$ -	0.00%	\$ -	0.00%
Washington	\$ 384,533.03	43.40%	\$ 37,287.35	34.69%	\$ 99,654.13	22.23%
	\$ 9,412,992.55	34.10%	\$ 1,524,395.60	27.34%	\$ 3,016,519.55	33.18%

Muni	Other (59)					
	1 Unit	OCCUP%	2 Unit	OCCUP%	3+ Unit	OCCUP%
Baileys Harbor	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Brussels	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Clay Banks	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Egg Harbor	\$ 695.00	1.64%	\$ -	0.00%	\$ 119,177.20	36.50%
Village of Egg Harbor	\$ 31,339.65	45.58%	\$ -	0.00%	\$ -	0.00%
Ephraim	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Forestville	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gibraltar	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Jacksonport	\$ -	0.00%	\$ -	0.00%	\$ 37,275.00	41.38%
Liberty Grove	\$ -	0.00%	\$ 12,690.00	30.51%	\$ -	0.00%
Nasewaupee	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sevastopol	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Sister Bay	\$ 1,525.00	7.95%	\$ -	0.00%	\$ -	0.00%
City of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Town of Sturgeon Bay	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Gardner	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Union	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Washington	\$ -	0.00%	\$ -	0.00%	\$ 62,844.66	38.13%
	\$ 33,559.65	3.07%	\$ 12,690.00	1.70%	\$ 219,296.86	6.45%



2015 Hotel Motel "50"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	14,382	3,663	25.47%	\$ 249,394.99	\$ 68.08
Feb-15	13,070	4,824	36.91%	\$ 303,446.46	\$ 62.90
Mar-15	14,020	4,183	29.84%	\$ 274,306.33	\$ 65.58
Apr-15	17,403	4,215	24.22%	\$ 300,652.71	\$ 71.33
May-15	33,637	11,530	34.28%	\$ 1,075,476.37	\$ 93.28
Jun-15	37,009	19,453	52.56%	\$ 2,068,999.52	\$ 106.36
Jul-15	38,377	30,507	79.49%	\$ 3,738,560.87	\$ 122.55
Aug-15	38,490	29,168	75.78%	\$ 3,612,463.45	\$ 123.85
Sep-15	37,172	24,086	64.80%	\$ 2,723,234.03	\$ 113.06
Oct-15	36,338	22,959	63.18%	\$ 2,597,774.45	\$ 113.15
Nov-15	14,705	3,836	26.09%	\$328,318.98	\$85.59
Dec-15	14,338	3,335	23.26%	\$ 245,012.33	\$ 73.47
	308,941	161,759	52.36%	\$ 17,517,640.49	\$ 108.29

2015 Resort "51"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	41,424	6,074	14.66%	\$553,544.03	\$91.13
Feb-15	37,701	7,676	20.36%	\$619,180.07	\$80.66
Mar-15	41,806	7,074	16.92%	\$600,558.29	\$84.90
Apr-15	39,658	6,890	17.37%	\$567,899.34	\$82.42
May-15	51,510	17,309	33.60%	\$1,796,074.43	\$103.77
Jun-15	54,413	27,315	50.20%	\$3,788,974.34	\$138.71
Jul-15	55,510	42,056	75.76%	\$7,541,260.60	\$179.31
Aug-15	55,436	40,088	72.31%	\$7,447,058.63	\$185.77
Sep-15	53,839	30,743	57.10%	\$4,461,380.44	\$145.12
Oct-15	53,554	28,940	54.04%	\$4,336,769.95	\$149.85
Nov-15	41,567	8,261	19.87%	\$ 817,993.54	99.02
Dec-15	42,177	5,694	13.50%	\$ 419,245.95	73.63
	568,595	228,120	40.12%	\$32,949,939.61	\$ 144.44

2015 Other "59"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	155	3	1.94%	\$ 435.00	\$ 145.00
Feb-15	84	0	0.00%	\$ -	\$ -
Mar-15	93	9	9.68%	\$ 500.00	\$ 55.56
Apr-15	150	16	10.67%	\$ 1,345.00	\$ 84.06
May-15	1,116	121	10.84%	\$ 12,891.12	\$ 106.54
Jun-15	1,385	439	31.70%	\$ 36,917.81	\$ 84.10
Jul-15	1,497	892	59.59%	\$ 81,621.08	\$ 91.50
Aug-15	1,488	805	54.10%	\$ 74,486.26	\$ 92.53
Sep-15	1,272	358	28.14%	\$ 31,745.04	\$ 88.67
Oct-15	1,268	235	18.53%	\$ 22,267.36	\$ 94.75
Nov-15	104	17	16.35%	\$ 1,170.00	\$ 68.82
Dec-15	124	0	0.00%	\$ -	\$ -
	8,736	2,895	33.14%	\$ 263,378.67	\$ 90.98

2015 Inn "52"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	3,778	377	9.98%	\$ 49,974.92	\$ 132.56
Feb-15	3,528	509	14.43%	\$ 65,425.24	\$ 128.54
Mar-15	3,737	362	9.69%	\$ 42,768.99	\$ 118.15
Apr-15	3,745	563	15.03%	\$ 56,752.24	\$ 100.80
May-15	5,585	1,615	28.92%	\$ 196,455.63	\$ 121.64
Jun-15	5,687	2,750	48.36%	\$ 365,398.34	\$ 132.87
Jul-15	5,928	4,136	69.77%	\$ 629,277.41	\$ 152.15
Aug-15	5,384	3,510	65.19%	\$ 549,338.68	\$ 156.51
Sep-15	5,028	2,810	55.89%	\$ 421,591.03	\$ 150.03
Oct-15	5,542	2,783	50.22%	\$ 421,375.75	\$ 151.41
Nov-15	3,133	574	18.32%	\$ 73,236.24	\$ 127.59
Dec-15	3,122	426	13.65%	\$ 51,263.52	\$ 120.34
	54,197	20,415	37.67%	\$ 2,922,857.99	\$ 143.17

2015 Condo "53"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	5,641	1,153	20.44%	\$ 128,337.07	\$ 111.31
Feb-15	4,836	1,483	30.67%	\$ 150,618.39	\$ 101.56
Mar-15	5,653	1,470	26.00%	\$ 155,819.33	\$ 106.00
Apr-15	5,404	1,312	24.28%	\$ 126,668.40	\$ 96.55
May-15	7,051	2,476	35.12%	\$ 289,624.35	\$ 116.97
Jun-15	7,547	3,830	50.75%	\$ 577,769.60	\$ 150.85
Jul-15	7,979	6,295	78.89%	\$ 1,189,902.72	\$ 189.02
Aug-15	8,215	6,136	74.69%	\$ 1,237,509.92	\$ 201.68
Sep-15	7,630	4,259	55.82%	\$ 645,059.37	\$ 151.46
Oct-15	7,652	3,843	50.22%	\$ 643,939.01	\$ 167.56
Nov-15	5,583	1,447	25.92%	\$ 172,551.93	\$ 119.25
Dec-15	5,632	1,117	19.83%	\$ 102,821.73	\$ 92.05
	78,823	34,821	44.18%	\$ 5,420,621.82	\$ 155.67

	Sheet	KR YEAR END	diff
Available	1,232,712	1,232,712	0
Filled	532,798	532,798	0
ADR	\$ 142.41	\$ 142.00	0
Occup	43.22%	43.22%	0
			0
Revenues	\$ 75,876,813.00	\$ 75,876,813.00	0



2015 B&B "54"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	2,511	552	21.98%	\$ 74,823.05	\$ 135.55
Feb-15	2,056	592	28.79%	\$ 79,158.45	\$ 133.71
Mar-15	2,557	579	22.64%	\$ 73,117.80	\$ 126.28
Apr-15	2,348	457	19.46%	\$ 78,047.89	\$ 170.78
May-15	3,304	1,113	33.69%	\$ 200,679.54	\$ 180.31
Jun-15	3,840	1,890	49.22%	\$ 346,304.27	\$ 183.23
Jul-15	3,652	2,540	69.55%	\$ 470,701.55	\$ 185.32
Aug-15	4,061	2,921	71.93%	\$ 533,135.23	\$ 182.52
Sep-15	4,211	2,545	60.44%	\$ 457,691.06	\$ 179.84
Oct-15	3,968	2,538	63.96%	\$ 445,183.14	\$ 175.41
Nov-15	2,465	560	22.72%	\$ 102,220.19	\$ 182.54
Dec-15	2,379	442	18.58%	\$ 74,004.26	\$ 167.43
	37,352	16,729	44.79%	\$ 2,935,066.43	\$ 175.45

2015 Home "55/56"					
	Available	Filled	Occupancy	Revenue	ADR
Jan-15	5,375	457	8.50%	\$ 77,028.44	\$ 168.55
Feb-15	4,870	595	12.22%	\$ 95,378.91	\$ 160.30
Mar-15	5,498	349	6.35%	\$ 50,948.78	\$ 145.99
Apr-15	6,079	537	3.26%	\$ 81,507.78	\$ 151.78
May-15	17,743	3,110	17.53%	\$ 564,626.05	\$ 181.55
Jun-15	23,824	9,384	39.39%	\$ 1,881,238.15	\$ 200.47
Jul-15	26,646	18,494	69.41%	\$ 3,901,096.05	\$ 210.94
Aug-15	26,518	17,904	67.52%	\$ 3,781,113.46	\$ 211.19
Sep-15	24,294	8,900	36.63%	\$ 1,698,309.05	\$ 190.82
Oct-15	21,733	6,852	31.53%	\$ 1,406,777.87	\$ 205.31
Nov-15	7,580	882	11.64%	\$ 193,981.59	\$ 219.93
Dec-15	5,908	595	10.07%	\$ 135,301.86	\$ 227.40
	176,068	68,059	38.65%	\$ 13,867,307.99	\$ 203.75



K Roberts &lt;info@doorcountytourismzone.com&gt;

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## Washington Island tourism

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**Will Craig** <wcraig@umn.edu>

Wed, Mar 2, 2016 at 5:40 PM

To: Kim Roberts &lt;info@doorcountytourismzone.com&gt;

Cc: DoorCountyDotCom &lt;jon@doorcounty.com&gt;

Hello, Kim --

I'm a summer resident of Washington Island and a reporter for the *Observer* newspaper. I'm looking to produce a short series on Island tourism. Maybe you saw my story in the last issue about the Discover Wisconsin show on the Island.

For an upcoming story I'm focusing on a recent upswing in visitors. I'm looking at the data your Tourism Zone Commission produces on room occupancy and note that 2015 figures have now been adjusted. There is definitely an upswing from 2014. I have several questions:

- What businesses (or types of businesses) are included? Rental properties on the Island tend to vary from single home to B&Bs to larger resorts and motels.
- Is there anything peculiar in these figures I should know, like changes in the number businesses covered each year? I don't understand the "Filed" or "Average" rows. Maybe there's something there.
- Each of your annual reports, dating back to 2009, shows this year's occupancy compared to the prior year. Is it possible to get a spreadsheet for Washington Island that includes multiple years? At this point, I'm not sure how far back I want to go, but I'm not keen to open 7 PDF's and type out 12 numbers for each.

Sorry to drop this on you from afar. I'd be happy to chat via phone. Let me know.

Will Craig



K Roberts &lt;info@doorcountytourismzone.com&gt;

## Washington Island tourism


Door County Tourism Zone &lt;info@doorcountytourismzone.com&gt;

Thu, Mar 3, 2016 at 9:01 AM

To: Will Craig &lt;wcraig@umn.edu&gt;

Will,

Thank you for your inquiry. I'm happy to help and so will the Chair of the Commission. Here's a little lead in...



### DOOR COUNTY ROOM TAX

**Do you own property in one of the 19 municipalities of Door County? Are you thinking of renting your property transiently?**

**In 2007, the municipalities of Door County enacted an ordinance to collect room tax to fund the promotion of tourism and generate overnight stays in Door County. The room tax is authorized to be collected under §66.0615 of the Wisconsin State Statutes and local ordinances.**

**If you plan on renting your property for a rental term of less than 30 days (even if it is to family or friends), you must permit your property with the DCTZC. The collection of room tax, if your property conforms to the definition of transient lodging is mandatory (please contact the DCTZC for the definition of transient lodging and guidelines on the permitting process).**

**For more information please go to [doocountytourismzone.com](http://doocountytourismzone.com) or phone 920.854.6200.**

**What businesses (or types of businesses) are included? Rental properties on the Island tend to vary from single home to B&Bs to larger resorts and motels.**

The DCTZC is authorized under the State statute and local ordinances to collect room tax. Door County established a room tax in 2007, which requires all transient rental properties to be permitted and collect room tax on rentals. Even if a property owner has yet to rent the property, the act of advertising for transient rental requires the property to be permitted.



On Wed, Mar 2, 2016 at 5:40 PM, Will Craig <[wrcraig@umn.edu](mailto:wrcraig@umn.edu)> wrote:

[Quoted text hidden]

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**6 attachments**



**2016 lodging permit application instructions.pdf**

118K



**DCTZ Lodging Permit App 2016.pdf**

125K



**2016 Monthly Room Tax Report.pdf**

194K



**how room tax is used brochure version.pdf**

916K



**Newsletter version of FAQ .pdf**

214K



**STATE SALES TAX - HEALTH CERTIFICATE 2016.pdf**

90K