



DOOR COUNTY TOURISM ZONE COMMISSION

Administrator's Report

3-2023

2022 "NO REPORTS" – As of 3/6/2023:

Month	Owner Managed	Agent Reports	Total Missing Reports
January 2022	1	0	1
February 2022	2	0	2
March 2022	3	0	3
April 2022	3	0	3
May 2022	9	3	12
June 2022	8	10	18
July 2022	11	4	15
August 2022	10	3	13
September 2022	13	4	17
October 2022	17	6	23
November 2022	16	1	17
December 2022	42	3	45
January 2022	114	14	128

UNPAID TAX/FEES/PENALTIES: The total outstanding due as of 3/6/2023 is: \$8,857.54 from eleven (11) permit holders.

First Notice	Second Notice	Third (Final) Notice	Collections	Attorney	
\$25.69	\$25.91	\$27.29	\$25.81	\$143.95	
\$25.15	\$200.00	\$25.48	\$25.10	\$555.75	
\$392.38	\$25.65		\$36.25	\$460.15	
	\$502.33			\$457.57	
	\$92.00			\$289.18	
	\$25.00			\$392.98	
				\$285.18	
				\$283.11	Total Due
				\$303.97	\$8,857.54
				\$647.02	
				\$470.28	
				\$487.35	
				\$602.98	
				\$427.86	
				\$483.03	
				\$499.90	
				\$27.84	
				\$313.10	
				\$272.30	
\$443.22	\$870.89	\$52.77	\$87.16	\$7,403.50	

PERMITTING: As of 3/6/2023 – four (4) permits were issued since the last Admin report. One (1) permit was issued due to compliance efforts.

Ten (10) permits were issued during the same period of 2022 (same report cycle year over year) and currently there are one thousand four hundred thirty (1,430) permits. (2022: 1,331- same report cycle year over year).

- Property Type Codes: (50) Hotel/Motel, (51) Resort, (52) Inn, (53) Condo, (54) B&B, (56) Cottage/Cabin/Home, (59) Other.
- * Property sold – previously permitted with a new owner/new permit.

- 1) Town of Baileys Harbor* (56)-Compliance
- 2) Town of Jacksonport* (56)
- 3) Town of Liberty Grove* (56)
- 4) Village of Sister Bay* (56)

MARKETPLACE PLATFORM AUDITS:

VRBO listing breakdown by municipality as of 2/9/2023: [Link to full audit report](#)

Muni Code	Municipality	2/3/2023
2	Baileys Harbor	79
6	Clay Banks	5
8	Town of Egg Harbor	72
9	Village of Egg Harbor	47
11	Ephraim	67
12	Gibraltar	119
13	Village of Forestville	0
14	Town of Forestville	0
15	Jacksonport	41
27	Nasewaupee	47
32	Liberty Grove	88
33	Sevastopol	52
34	Sister Bay	73
35	City of Sturgeon Bay	67
36	Town of Sturgeon Bay	24
39	Gardner	19
42	Union	21
46	Washington Island	17
Total Actually in Door County		838

The following are unpermitted properties utilizing the VRBO platform:

1. VRBO #3151224-Baileys Harbor. Compliance message sent through 2/7/2023.- Letter sent to 8485 E Ridgeview Dr on 3/6/2023.
2. VRBO 3178612-Town of Egg Harbor-owner identified.
3. VRBO 9702537ha-Town of Egg Harbor-owner identified.
4. VRBO 3072542-Town of Egg Harbor-owner identified.
5. VRBO # 2094656 –owner unfound (Ephraim) – Wholesaler.
6. VRBO # 2970977 – owner unfound (Town of Gibraltar)-wholesaler. Compliance message sent through VRBO 9/2022.
7. VRBO # 2560379-Ephraim-letter sent 3/6/2023.
8. VRBO # 2094592-Gibraltar-wholesaler.
9. VRBO # 559794-Gibraltar-Timeshare Company
10. VRBO # 993369-Gibraltar-Timeshare Company
11. VRBO # 2970981-Gibraltar-Timeshare Company
12. VRBO # 2970974-Gibraltar-Timeshare Company
13. VRBO # 2970983-Gibraltar-Timeshare Company
14. VRBO # 2970982-Gibraltar-Timeshare Company
15. VRBO # 2970978-Gibraltar-Timeshare Company
16. VRBO # 2970977-Gibraltar-Timeshare Company
17. VRBO # 2970985-Gibraltar-Timeshare Company
18. VRBO # 2970984-Gibraltar-Timeshare Company
19. VRBO # 2970984-Gibraltar-Timeshare Company
20. VRBO # 2970975-Gibraltar-Timeshare Company
21. VRBO # 2970979-Gibraltar-Timeshare Company
22. VRBO # 2541783-Gibraltar-Timeshare Company
23. VRBO # 2774220-Liberty Grove-Owner identified and sent letter 3/6/2023.
24. VRBO # 2950520-Liberty Grove-Owner identified and sent letter 3/6/2023.
25. VRBO # 2454774-Liberty Grove-Owner identified and sent letter 3/6/2023.
26. VRBO # 3500670-Village of Sister Bay-Agent identified and sent to legal 3/1/2023.
27. VRBO # 2858140-Union.

Airbnb listing breakdown by municipality as of 1/12/2023: [Link to full audit report](#)

Code	Municipality	1/5/2023
2	Baileys Harbor	83
6	Clay Banks	5
8	Town of Egg Harbor	70
9	Village of Egg Harbor	57
11	Ephraim	77
12	Gibraltar	105
13	Village of Forestville	0
14	Town of Forestville	1
15	Jacksonport	27
27	Nasewaupee	52
32	Liberty Grove	94
33	Sevastopol	46
34	Sister Bay	60
35	City of Sturgeon Bay	169
36	Town of Sturgeon Bay	17
39	Gardner	24
42	Union	10
46	Washington Island	34
Subtotal of Door County Only		931

The following are unpermitted properties utilizing the Airbnb platform:

- 1) Airbnb 48941506 – unable to locate owner - wholesaler
- 2) Airbnb 48604196– unable to locate owner - wholesaler
- 3) Airbnb 48138983– unable to locate owner – wholesaler
- 4) Airbnb 48697600-unable to locate owner -wholesaler
- 5) Airbnb 48698068-unable to locate owner -wholesaler
- 6) Airbnb 48846402- unable to locate owner -wholesaler
- 7) Airbnb 48032380- unable to locate owner -wholesaler
- 8) Airbnb 48138990- unable to locate owner -wholesaler
- 9) Airbnb 23709001- unable to locate owner -wholesaler
- 10) Airbnb 53265232- unable to locate owner -wholesaler
- 11) Airbnb 53264853- unable to locate owner -wholesaler
- 12) Airbnb 53290833- unable to locate owner -wholesaler
- 13) Airbnb 48033777- unable to locate owner -wholesaler
- 14) Airbnb 722708377758714332- unable to locate owner -wholesaler
- 15) Airbnb 697257266142945474 - timeshare company, secondary-wholesaler
- 16) Airbnb 697257388886160728-timeshare company, secondary-wholesaler
- 17) Airbnb 697257527904060462-timeshare company, secondary-wholesaler
- 18) Airbnb 697258148586489485-timeshare company, secondary-wholesaler
- 19) Airbnb 697257839383844208-timeshare company, secondary-wholesaler
- 20) Airbnb 697258031644586678-timeshare company, secondary-wholesaler
- 21) Airbnb 697257907090828141-timeshare company, secondary-wholesaler

Please note that the first 13 Airbnbs on this list have been reported nine times through the Airbnb Neighborhood Website. The matter has now been passed along to legal counsel.



- 22) Airbnb 697258656128855846-timeshare company, secondary-wholesaler
- 23) Airbnb 697257150166066977-timeshare company, secondary-wholesaler
- 24) Airbnb 697258361093618425-timeshare company, secondary-wholesaler
- 25) Airbnb 578459034308057632 -owner messaged through Airbnb.
- 26) Airbnb 52856205 -owner messaged through Airbnb.
- 27) Airbnb 627503032985358588-owner sent a compliance request on 6/8/2022-Town of Egg Harbor.
- 28) Airbnb 54305805 -Town of Egg Harbor.
- 29) Airbnb 656398769779284823-Town of Egg Harbor.
- 30) Airbnb 52459557-owner has listed phone number-Town of Liberty Grove.
- 31) Airbnb 47886331-owner unknown-Town of Liberty Grove.
- 32) Airbnb 786120080110835240-owner unknown -Village of Sister Bay.
- 33) Airbnb 54140093-owner found-City of Sturgeon Bay.

OTHER:

Sister Bay R-2 Zoning

Sister Bay copied the Tourism Zone on a notification to permit holders indicating that all permits in R-2 zones in the Village of Sister Bay would not be allowed beginning on January 2, 2024. As a response, the Tourism Zone office sent an email to permit holders with properties in R-2 zones including our acknowledgement of the notification sent and a link to our deactivation form should it be needed. We were then notified that this appears to be negated by Wisconsin state law and in response have requested that Sister Bay notify us of changes in the situation and notified R-2 zone property owners that the situation is still being discussed and at this time no action will need to be taken relating to their Tourism Zone permits. They will be updated once the outcome of zoning and STR discussions are decided.

Email Recovery

In February the Tourism Zone office discovered they were no longer able to access the Gmail account and Google Drive of the Door County Tourism Zone. Since changing to Outlook and Office 365, Gmail had not been used but did hold all email communications dating back to 2007 for some accounts. This presented a significant records retention issue; should public records be requested or a legal issue requiring communications prior to July 2021 arise, it would have left the Commission in a difficult position. Following some investigation and a meeting with KerberRose IT, it was found that KerberRose IT was not registered as an admin on the Gmail account and neither were any of the emails used by Tourism Zone staff. The administrator contacted Town Web to determine whether they were registered as the admin and they did not have a record of it.

Due to the fact that Tourism Zone emails were not registered as the admin, we had not been notified of Google Suite's intent to change from a free to paid model for the services we had been using. The administrator contacted Google and worked with Town Web to verify our ownership of the Tourism Zone site and previous Gmail accounts. Once ownership verification was complete, the Tourism Zone's main email- info@doorcountytourismzone.com -was added as the main admin. All emails were recovered and are now stored in our desktop, flash drive, and Office 365 SharePoint account.

DEACTIVATED PERMITS 2/10/2023 through 3/6/2023:

Municipality	Permit #	Removed	Lodging Name	Lodging Address	Owner	Reason for Removal
Town of Egg Harbor	08-56-0337-00	2/10/2023	Egg Harbor Campground & RV Resort	8164 Hwy 42	DIV HTR Egg Harbor LLC	Property sold and all missing reports completed.
Jacksonport	15-56-2301-07	2/14/2023	Rosebud Retreat	3562 Clark Lake Court	Jean McHenry	Ceased renting 10/21/2022. No longer an STR.
Village of Egg Harbor	09-56-2422-06	2/16/2023	Roza – Whitecliff Road	7865 Whitecliff	Scott Roza Trust	Ceased renting 11/23/2022.
Sister Bay	34-56-2610-00	2/16/2023	Highland House	10529 S Highland Rd	Timothy Jr & Brittany Rockwell	Consolidated into #2414
Union	42-56-2499-00	2/20/2023	Luxury Log Lodge	247 Breezy Acres Road	247DC, LLC- Jeffrey Boutin, Member	Property sold 1/20/2023.
City of Sturgeon Bay	35-56-2579-00	2/21/2023	The White House	212 S. 7 th Ave	Hanna Z Interiors	Ceased renting 2/14/2023 & will not rent in future.
Liberty Grove	32-56-0490-00	2/21/2023	Cottage at Madsengaard	2199 Hill Road	Carl J Madsen	Admin Deact. Per JB/STRs too
Washington Island	46-56-0665-00	2/21/2023	Leonard’s Lakeside Home	116 Hemlock Road	Barbara Leonard	Ceased renting 9/30/2022 & will not rent in future.
Liberty Grove	32-56-2828-00	2/27/2023	Hillside Cove- Wuollett	1902 Hillside Drive	Wuollett Family Revocable Trust	Property was sold in December 2023.
Town of Egg Harbor	08-53-1762-00	2/28/2023	Landmark Resort - McGee - Unit 4224	4955 Landmark Circle - Unit	Sharon and John McGee	Property no longer rented, on hold 2022.
Town of Nasewauppee	27-56-2170-00	2/28/2023	Sunrise Shore - Kerscher- HOLD	3612 N Duluth Ave	Robert J Kerscher	Owners live abroad and do not rent.
Town of Washington	46-56-1235-11	3/3/2023	Bent Tree -Stermer- #118	1802 Washington Harbor Rd	John & Jena Stermer	Property has been sold.