DOOR COUNTY TOURISM ZONE COMMISSION
Executive Director's Report
October 2026

"NO REPORTS" – As of 10/8/2026:

Month	Owner Managed	Agent Reports	Total Missing Reports	Missing Reports Previous Month
May 2026	1	0	1	6
June 2026	1	1	2	11
July 2026	12	1	13	67
August 2026	59	12	71	
Total	73	14	87	84

UNPAID TAX/FEES/PENALTIES: The total outstanding due as of 10/8/2026 is: $104,998 from fifty-one (51) permit holders.

First Notice	Second Notice	Third (Final) Notice	Collections	Attorney
$ 478.40	$ 25.11	$ 37.66	$ 3,152.32	$14,034.66
$ 153.60		$ 56.62	$ 625.94	$5,767.27
$ 168.00		$ 18,437.29	$ 5,448.66	$ 4,699.91
$ 7,267.80			$ 10,520.90	$ 4,998.63
$ 912.90			$ 54.38	$ 2,651.20
$ 416.00			$ 29.35	
$ 491.36			$ 35.23	
$ 1,796.00			$ 27.22	
$ 14,163.21			$ 36.25	
$ 509.58			$ 25.81	
$ 933.58			$ 25.10	
$ 509.65			$ 73.54	
$ 591.08			$ 25.00	
$ 25.00			$ 100.36	
$ 26.36			$ 25.00	
$ 25.00			$33.31	
$ 25.00			$50.55	
$ 25.80			$25.31	
$ 25.00			$43.91	
$ 26.81			$ 339.13	
$ 25.00			$ 39.77	
$ 25.00			$ 4,854.58	
$ 26.12			$ 27.01	
$ 25.00				
$ 28,671.25	**$ 25.11**	**$ 18,531.57**	**$ 25,618.63**	**$ 32,151.67**

Total Due
$ 104,998.23

PERMITTING: As of 10/8/2026, seven (7) permits have been issued since the last Admin report, none of which were compliance permits.

*Eight (8) permits were issued during the same period of 2025 (*same report cycle year over year) and currently, there are one thousand six-hundred fifty-five (1,655) *permits.* (2025: 1599- 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. ID Numbers #3560-3566

- * Property sold – previously permitted with a new owner/new permits

1) Town of Egg Harbor (59)*
2) City of Sturgeon Bay (56)*
3) City of Sturgeon Bay (56)
4) Town of Egg Harbor (56)*
5) City of Sturgeon Bay (56)
6) Town of Gibraltar (56)
7) Town of Sevastopol (56)

MARKETPLACE PLATFORM AUDITS:

VRBO listing breakdown by municipality as of 09/15/2026: Link to full audit report

	Municipality	1/23/2026	3/18/2026	5/21/2026	7/20/2026	9/15/2026
2	Baileys Harbor	83	85	87	88	87
4	Brussels	1	1	1	1	2
6	Clay Banks	6	6	7	6	6
8	Town of Egg Harbor	95	89	95	98	96
9	Village of Egg Harbor	72	69	71	75	78
11	Ephraim	68	70	70	75	69
12	Gibraltar	146	155	162	167	169
13	Village of Forestville	0	0	0	0	0
14	Town of Forestville	2	2	1	1	1
15	Jacksonport	61	60	67	69	71
27	Nasewaupee	57	57	57	55	49
32	Liberty Grove	130	127	133	135	132
33	Sevastopol	54	56	56	56	54
34	Sister Bay	85	93	95	100	99
35	City of Sturgeon Bay	105	109	110	113	113
36	Town of Sturgeon Bay	32	33	33	32	32
39	Gardner	23	23	24	26	24
42	Union	11	13	15	17	15
46	Washington Island	22	24	22	23	23
Total in Door County		1053	1072	1106	1137	1120

Profile ID	Municipality	Identification Status
VRBO 5099673	City of Sturgeon Bay	Possible boat short-term rental
VRBO 3537460, 3404358, 2541783, 2970981, 2970974, 2970983, 2970982, 2970978, 2970977, 2970985, 2970984, 2970975, 2970979, 2970966, 2970957, 2970970, 2970969, 2970959, 2970973, 2970961, 2970971, 2970964, 2970967	Town of Gibraltar	Wholesaler

Airbnb listing breakdown by municipality as of 8/18/2026: Link to full audit report

	Municipality	Dec-25	Feb-26	Apr-26	Jun-26	Aug-26
2	Baileys Harbor	108	111	123	122	125
4	Brussels	1	1	1	1	1
6	Clay Banks	5	5	5	5	7
8	Town of Egg Harbor	76	84	87	89	90

9	**Village of Egg Harbor**	**110**	**109**	**85**	**88**	**92**
11	**Ephraim**	**78**	**80**	**84**	**83**	**85**
12	**Gibraltar**	**169**	**174**	**181**	**186**	**194**
13	**Village of Forestville**	**0**	**0**	**0**	**0**	**0**
14	**Town of Forestville**	**1**	**1**	**2**	**1**	**1**
15	**Jacksonport**	**41**	**44**	**47**	**46**	**50**
27	**Nasewaupee**	**68**	**68**	**70**	**70**	**71**
32	**Liberty Grove**	**171**	**172**	**174**	**180**	**182**
33	**Sevastopol**	**54**	**55**	**55**	**57**	**58**
34	**Sister Bay**	**89**	**88**	**90**	**88**	**92**
35	**City of Sturgeon Bay**	**201**	**202**	**208**	**203**	**202**
36	**Town of Sturgeon Bay**	**27**	**29**	**29**	**29**	**27**
39	**Gardner**	**24**	**24**	**30**	**36**	**30**
42	**Union**	**15**	**14**	**14**	**15**	**17**
46	**Washington Island**	**51**	**47**	**46**	**44**	**47**
Subtotal of Door County Only		**1289**	**1308**	**1331**	**1343**	**1371**

The following are unpermitted properties utilizing the Airbnb platform:

Profile ID	**Municipality**	**Identification Status**
Airbnb 1713221430570852608	City of Sturgeon Bay	Letters Sent
Airbnb 48941506, 48032380, 954406969838282551, 48033777, 48604196, 48870166, 48138983, 48603938, 48138990, 48034308, 48697600, 48698068, 48846402, 44578749, 48033779, 697257266142945474, 697257150166066977, 697258361093618425, 23709001, 48034158, 49362957, 53290833, 53264853, 880331540940600784, 911797342428400858, 53265232, 722708377758714332, 97258656128855846, 697259042442293747, 697258940857216601, 697259730312293575, 911808857221894645, 97259354201161212, 697259151340232916, 697258361093618425, 697258799395932217, 697257150166066977, 697257839383844208, 697259905494974645, 697257527904060462, 697257907090828141, 697258031644586678, 697258679410312746, 697258148586489485, 697257266142945474, 697259597529160621, 697257388886160728, 697259442077602808, 697257388886160728, 697257527904060462, 697258148586489485, 697257839383844208, 697258031644586678, 697257907090828141, 697258656128855846, 745594417892118033	Town of Gibraltar	Wholesaler-Sent to Legal

DEACTIVATION REPORT:

Permit Number	**Business_Name**	**Owner_Name**	**Deactivation Date**	**Reason for Closure**
08-53-1686-00	Landmark Resort - Spencer- Unit 1225	Christopher and Sara Spencer	9/22/2026	Property sold
08-56-3384-07	The Loft House	Door County Sunshine, LLC	10/1/2026	Property sold

SOFTWARE UPDATE:

Mr. Mohr has completed interviews with Tourism Zone staff and is in the process of parsing out different user needs. He has reported that the Zone is on schedule to release an RFP by the end of 2026.

Bylaw Update:

The Town of Baileys Harbor, Town of Clay Banks, Town of Gibraltar, Town of Egg Harbor, Town of Jacksonport, Town of Sevastopol, Town of Washington, and the Town of Sturgeon Bay have submitted approvals for the Tourism Zone's bylaw changes. We have sent reminders to our member municipalities and will continue to send reminders and offers to provide additional information as we continue. Five additional municipal approvals are required in order to formally adopt the bylaw changes.