

AGENDA

FOX CITIES AREA ROOM TAX COMMISSION

Village of Fox Crossing Municipal Building
 2000 Municipal Drive, Neenah
 September 16, 2019
 3:00 p.m.

Call to order	Bruce Sherman
Roll call of membership	Bruce Sherman
Approval of June 17, 2019 Meeting Minutes	Bruce Sherman
Financial Report on Status of Room Tax Collections 1. Outstanding 2 nd Quarter Room Tax: a. City of Appleton – 2 properties b. City of Menasha – 1 property	Pam Seidl
Presentation on Fiscal Agency Agreement & Reporting Process	Eric Wied, Associated Trust
Report on final financing details of the Fox Cities Exhibition Center bonds	Brad Viegut & John Meehan, Baird
CVB Report	Pam Seidl
Unfinished Business 1. Host Compliance pricing	Bruce Sherman
New Business 1. Election of Officers for 2019/20 2. Appointment of Hoteliers for 2019/20	Bruce Sherman
Adjournment	Bruce Sherman

PROPOSED Upcoming meeting dates (all at the CVB office) –

December 16, 2019

March 16, 2020

June 15, 2020

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE UPON
 REQUEST AND IF FEASIBLE.

Fox Cities Hotel Room Tax Commission 2019-2020 Appointments

Term Started	Term Expires	Commissioner	Represents	Address	City	Phone	Email
June 2019	May 2020	Karen Harkness	City of Appleton	100 N. Appleton St.	Appleton WI 54911	920-832-6408	karen.harkness@appleton.org
June 2019	May 2020	Tony Saucerman	City of Appleton	100 N. Appleton St.	Appleton WI 54911	920-832-6440	tony.saucerman@appleton.org
August 2019	May 2020	Linda Garvey	City of Appleton	333 W. College Ave.	Appleton WI 54911	920-733-8000	lgarvey@appletonpvh.com
June 2019	May 2020	Bruce Sherman	Town of Grand Chute	1900 W. Grand Chute Blvd	Grand Chute WI 54913	920-739-9323	bruce.sherman@grandchute.net
June 2019	May 2020	Jim March	Town of Grand Chute	1900 W. Grand Chute Blvd	Grand Chute WI 54913	920-832-4773	jim.march@grandchute.net
June 2019	May 2020	Dave Schowalter	Town of Grand Chute	1900 W. Grand Chute Blvd	Grand Chute WI 54913	920-738-7724	dave.schowalter@grandchute.net
June 2019	May 2020	Mike Easker	City of Neenah	211 Walnut St.	Neenah WI 54956	920-886-6140	measker@ci.neenah.wi.us
June 2019	May 2020	Jim Gunz	City of Neenah	1142 Glenayre Drive	Neenah WI 54956	920-729-6358	attygunz@msn.com
June 2019	May 2020	Barbara Rein	Village of Kimberly	515 W. Kimberly Avenue	Kimberly, WI 54136	920-788-7500	brein@vokimberly.org
June 2019	May 2020	Dani Block	Village of Kimberly	515 W. Kimberly Avenue	Kimberly, WI 54136	920-788-7500	dblock@vokimberly.org
June 2019	May 2020	Mike Weaver	City of Kaukauna	516. E. 14th St.	Kaukauna, WI 54130	920-470-4674	skipatroldoc@gmail.com
June 2019	May 2020	Lisa Remiker-DeWall	Village of Little Chute	108 W. Main St.	Little Chute WI 54140	920-423-3855	lisa@littlechutewi.org
June 2019	May 2020	Thomas Wilde	Town of Neenah	163 Kuettel Ct.	Neenah WI 54956	920-725-0014	twilde@new.rr.com
June 2019	May 2020	George Dearborn	Fox Crossing	2000 Municipal Dr.	Neenah WI 54956	920-720-7104	gdearborn@foxcrossingwi.gov
June 2019	May 2020	John Jacobs	City of Menasha	100 Main Street	Menasha WI 54952	920-967-3630	jjacobs@ci.menasha.wi.us
June 2019	May 2020	Bob Benz	Village of Sherwood	N7639 Lower Cliff Rd.	Sherwood WI 54169	920-989-1760	bobmarbenz7@aol.com
June 2018	1 year	Deb Johnson	Hotelier	300 West College Ave.	Appleton, WI 54912-2016	(920) 749-0303	debj@copperleafhotel.com
June 2018	1 year	Chuck Gifford	Hotelier	3809 W. Wisconsin Ave.	Appleton, WI 54914	(920) 730-3800	cgifford@wiscohoteles.com

**FOX CITIES ROOM TAX COMMISSION
MEETING MINUTES**

DATE: June 17, 2019

TIME: 3:00 p.m.

PLACE: Town of Grand Chute Center Building

PRESENT: Bruce Sherman, Mike Easker, Thomas Wilde, Jim March, Bob Benz, Dani Block, Karen Harkness, Tony Saucerman, Dave Schowalter, Chuck Gifford, Lisa Remiker-DeWall

ABSENT: Deb Johnson, Jim Gunz, Mike Weaver, George Dearborn, John Jacobs, Barbara Rein

STAFF: Kim Tisler

- I. **CALL TO ORDER:** Mr. Sherman called the meeting to order at 3:00pm.
- II. **ROLL CALL of MEMBERSHIP:** A list of Commission members was passed around and those in attendance initialed the sheet.
- III. **MINUTES:** Minutes of the March 2019 meeting were mailed in advance. **Ms. Harkness moved approval of the March minutes as presented. Second by Mr. March. Motion carried.**
- IV. **FINANCIAL REPORT:** Ms. Seidl provided an overview of the May 2019 financial report, noting that the Balance Sheet continues to reflect the current cash asset of \$23,133.50. 1st quarter 2019 room tax collections were summarized and a historical summary was provided. The room tax summary has been revised to reflect actual room tax reported in any given quarter, regardless of when actual cash is received. **Mr. Easker moved approval of the May financial report as presented. Second by Mr. March. Motion carried.**

The City of Appleton has implemented the collection procedure it follows should a lodging property fall behind on paying room tax from the prior quarter(s). The City of Appleton has (2) outstanding properties for the 1st quarter of the year.

A copy of the Associated Trust Company's Room Tax Collection Reporting Process was handed out to members.

- V. **CVB REPORT:** Included in the June meeting packet was the Annual Report of the Fox Cities Area Room Tax Commission 2018. This summary is provided to the Commission on an annual basis. All other annual Fox Cities CVB reporting requirement obligations to the Commission were provided to each municipality in March of this year.

Ms. Seidl touched on the progress of the Community First Champion Center. Commission members will have the opportunity to tour the facility as part of a weekly Thursday morning tour schedule overseen by the CVB's Matt Ten Haken and Ken Weinaug, general manager of the facility.

- VI. **OLD BUSINESS:** A quote for services by STR Helper was not available for the June meeting. This topic of discussion will be moved to the September 2019 meeting of the Commission.
- VII. **NEW BUSINESS:** The Annual Report of the Fox Cities Area Room Tax Commission was included in the June meeting packet. **Ms. Harkness moved to accept the report as presented. Second by Mr. Schowalter. Motion carried.**

Associated Trust's Room Tax Collection Reporting Process was given to Commission members. Discussion ensued as to how late collection of room tax receipts should be managed, the municipalities responsibility in pursuing late payers, and the timeline for when Associated Trust should notify municipal representatives of properties that have not paid their room tax by the deadline.

The Commission asked that CVB staff ask Associated Trust for late payer reminders on the 1st of each month following a room tax reporting deadline. A second request asked that the most current hotel room tax reporting form be sent to each municipality for forwarding on to hotels properties located within their municipality boundaries.

Ms. Seidl was asked if interest is being paid on room tax currently sitting at Associated Trust due to late payments collected but not received in time for the quarter in question. Ms. Seidl will check into this.

- VIII. **ADJOURNMENT: Ms. Harkness moved for adjournment. Second by Mr. March. Motion carried.**

Next Meeting: Monday, September 16, 2019 at 3 p.m.

**Fox Cities Room Tax Commission
Balance Sheet
August 31, 2019**

	Current Year	Prior Year
ASSETS		
Current Assets		
Cash		
CFCU Rm Tax Expo Ctr-Tour Fac	\$ 0.00	\$ 0.00
BLC Expo Center MM Acct	0.00	0.00
BLC Fox Cities Rm Tax Comm	23,133.50	23,133.50
Total Cash	23,133.50	23,133.50
Total Current Assets	23,133.50	23,133.50
Other Assets		
	0.00	0.00
Total Other Assets	0.00	0.00
TOTAL ASSETS	\$ 23,133.50	\$ 23,133.50
 LIABILITIES AND CAPITAL		
Current Liabilities		
	\$ 0.00	\$ 0.00
Total Current Liabilities	0.00	0.00
Long-term Liabilities		
BLC Expo Center	0.00	0.00
BLC Fox Cities Rm Tax Comm	23,133.50	23,133.50
Total Liabilities	23,133.50	23,133.50
Capital		
Net Income	0.00	0.00
TOTAL LIABILITIES & CAPITAL	\$ 23,133.50	\$ 23,133.50

Fox Cities Room Tax Commission

2019 Room Tax Receipts Reporting

2019 Hotel/Motel Room Tax Generated - 1st Quarter

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	Sherwood	Total
Room Revenue for Quarter	\$ 3,411,317.90	\$ 5,591,700.20	\$ 58,461.60	\$ 971,500.49	\$ 385,059.42	\$ 7,854.33	\$ 115,221.87	\$ 1,493,125.59	\$ 2,429.99	\$ -	\$ 12,036,671.39
Room tax receipts for quarter	\$ 341,131.79	\$ 559,170.02	\$ 5,846.16	\$ 97,150.05	\$ 38,505.94	\$ 785.43	\$ 11,522.19	\$ 149,312.56	\$ 243.00	\$ -	\$ 1,203,667.14
CVB Allocation	\$ 97,222.56	\$ 159,363.46	\$ 1,666.16	\$ 27,687.76	\$ 10,974.19	\$ 223.85	\$ 3,283.82	\$ 42,554.08	\$ 69.25	\$ -	\$ 343,045.13
Exhibition Center allocation	\$ 102,339.54	\$ 167,751.01	\$ 1,753.85	\$ 29,145.01	\$ 11,551.78	\$ 235.63	\$ 3,456.66	\$ 44,793.77	\$ 72.90	\$ -	\$ 361,100.14
Sports Facilities allocation	\$ 102,339.54	\$ 167,751.01	\$ 1,753.85	\$ 29,145.01	\$ 11,551.78	\$ 235.63	\$ 3,456.66	\$ 44,793.77	\$ 72.90	\$ -	\$ 361,100.14
Municipality allocation	\$ 39,230.16	\$ 64,304.55	\$ 672.31	\$ 11,172.26	\$ 4,428.18	\$ 90.32	\$ 1,325.05	\$ 17,170.94	\$ 27.94	\$ -	\$ 138,421.72

CVB allocation	\$ 343,045.13
Exhibition Center allocation	\$ 361,100.14
Sports Facilities allocation	\$ 361,100.14
Total Amount retained by Municipality	\$ 138,421.72
Total	\$ 1,203,667.14

****1st Quarter 2019 room tax from (2) City of Appleton lodging properties remains outstanding. The amounts above reflect room tax that was generated in 1st quarter 2019.**

Additional funds received in First Quarter:

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	Sherwood
3rdQ 2018			\$ 15,521.70							
4thQ 2018	\$ 186,432.41	\$ 12,559.50	\$ 7,430.44				\$ 158.60	\$ 2,162.78		

2019 Hotel/Motel Room Tax Generated - 2nd Quarter

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	Sherwood	Total
Room Revenue for Quarter	\$ 2,942,896.35	\$ 7,174,908.78	\$ 118,630.97	\$ 1,162,228.76	\$ 418,765.08	\$ 4,309.08	\$ 235,368.09	\$ 935,414.59	\$ 3,002.94	\$ -	\$ 12,995,524.64
Room tax receipts for quarter	\$ 294,289.64	\$ 717,490.88	\$ 11,863.10	\$ 116,222.88	\$ 41,876.51	\$ 430.91	\$ 23,536.81	\$ 93,541.46	\$ 300.29	\$ -	\$ 1,299,552.46
CVB Allocation	\$ 83,872.55	\$ 204,484.90	\$ 3,380.98	\$ 33,123.52	\$ 11,934.80	\$ 122.81	\$ 6,707.99	\$ 26,659.32	\$ 85.58	\$ -	\$ 370,372.45
Exhibition Center allocation	\$ 88,286.89	\$ 215,247.26	\$ 3,558.93	\$ 34,866.86	\$ 12,562.95	\$ 129.27	\$ 7,061.04	\$ 28,062.44	\$ 90.09	\$ -	\$ 389,865.74
Sports Facilities allocation	\$ 88,286.89	\$ 215,247.26	\$ 3,558.93	\$ 34,866.86	\$ 12,562.95	\$ 129.27	\$ 7,061.04	\$ 28,062.44	\$ 90.09	\$ -	\$ 389,865.74
Municipality allocation	\$ 33,843.31	\$ 82,511.45	\$ 1,364.26	\$ 13,365.63	\$ 4,815.80	\$ 49.55	\$ 2,706.73	\$ 10,757.27	\$ 34.53	\$ -	\$ 149,448.53

CVB allocation	\$ 370,372.45
Exhibition Center allocation	\$ 389,865.74
Sports Facilities allocation	\$ 389,865.74
Total Amount retained by Municipality	\$ 149,448.53
Total	\$ 1,299,552.46

****2ndQ 2019 room tax remains outstanding from (1) City of Appleton lodging property and (1) City of Menasha lodging property.**

1stQ 2019 room tax remains outstanding from (1) City of Appleton lodging property. The amounts above reflect room tax that was generated in 2nd quarter 2019.

Additional funds received in 2nd Quarter:

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	TwN Neenah	Sherwood
1stQ 2019	\$ 456.50									
2018								\$ 1,036.08		

2019 Hotel/Motel Room Tax Generated - Year to Date Summary by Municipality

	Appleton	Grand Chute	Kaukauna	Kimberly	Little Chute	City Menasha	Vlg Fox Crossing	City Neenah	Twtn Neenah	Sherwood	Total
Room Revenue for Quarter	\$ 6,354,214.25	\$ 12,766,608.98	\$ 177,092.57	\$ 2,133,729.25	\$ 803,824.50	\$ 12,163.41	\$ 350,589.96	\$ 2,428,540.18	\$ 5,432.93	\$ -	\$ 25,032,196.03
Room tax receipts for quarter	\$ 635,421.43	\$ 1,276,660.90	\$ 17,709.26	\$ 213,372.93	\$ 80,382.45	\$ 1,216.34	\$ 35,059.00	\$ 242,854.02	\$ 543.29	\$ -	\$ 2,503,219.60
CVB Allocation	\$ 181,095.11	\$ 363,848.36	\$ 5,047.14	\$ 60,811.28	\$ 22,909.00	\$ 346.66	\$ 9,991.81	\$ 69,213.40	\$ 154.84	\$ -	\$ 713,417.59
Exhibition Center allocation	\$ 190,626.43	\$ 382,998.27	\$ 5,312.78	\$ 64,011.88	\$ 24,114.74	\$ 364.90	\$ 10,517.70	\$ 72,856.21	\$ 162.99	\$ -	\$ 750,965.88
Sports Facilities allocation	\$ 190,626.43	\$ 382,998.27	\$ 5,312.78	\$ 64,011.88	\$ 24,114.74	\$ 364.90	\$ 10,517.70	\$ 72,856.21	\$ 162.99	\$ -	\$ 750,965.88
Municipality allocation	\$ 73,073.46	\$ 146,816.00	\$ 2,036.56	\$ 24,537.89	\$ 9,243.98	\$ 139.88	\$ 4,031.78	\$ 27,928.21	\$ 62.48	\$ -	\$ 287,870.25

Net CVB allocation	\$ 713,417.59
Exhibition Center allocation	\$ 750,965.88
Sports Facilities allocation	\$ 750,965.88
Total Amount retained by Municipality	\$ 287,870.25
Total	\$ 2,503,219.60

2019 Municipal Room Tax Generated Summarized by Quarter

2019	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
CVB allocation	\$ 343,045.13	\$ 370,372.45			\$ 713,417.59
Exhibition Center allocation	\$ 361,100.14	\$ 389,865.74			\$ 750,965.88
Sports Facilities allocation	\$ 361,100.14	\$ 389,865.74			\$ 750,965.88
Municipality allocation	\$ 138,421.72	\$ 149,448.53			\$ 287,870.25
Total	\$ 1,203,667.14	\$ 1,299,552.46	\$ -	\$ -	\$ 2,503,219.60

Member Contributions

	2016 per			
	#members	date paid	member fee	total
Appleton	3	10.24.16	\$ 300.00	\$ 900.00
Grand Chute	3	11.04.16	\$ 300.00	\$ 900.00
Kaukauna	1	02.28.17	\$ 300.00	\$ 300.00
Kimberly	2	10.17.16	\$ 300.00	\$ 600.00
Little Chute	1	10.25.16	\$ 300.00	\$ 300.00
City Menasha	1	10.24.16	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	10.31.16	\$ 300.00	\$ 300.00
City of Neenah	2	12.19.16	\$ 300.00	\$ 600.00
Town Neenah	1	11.02.16	\$ 300.00	\$ 300.00
Vlg Sherwood	1	10.31.16	\$ 300.00	\$ 300.00
				\$ 4,800.00

	2017 per			
	#members	date paid	member fee	total
Appleton	3	2.28.17	\$ 300.00	\$ 900.00
Grand Chute	3	3.06.17	\$ 300.00	\$ 900.00
Kaukauna	1	2.28.17	\$ 300.00	\$ 300.00
Kimberly	2	2.20.17	\$ 300.00	\$ 600.00
Little Chute	1	7.6.17	\$ 300.00	\$ 300.00
City Menasha	1	6.7.17	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	2.13.17	\$ 300.00	\$ 300.00
City of Neenah	2	6.7.17	\$ 300.00	\$ 600.00
Town Neenah	1	1.10.17	\$ 300.00	\$ 300.00
Vlg Sherwood	1	2.28.17	\$ 300.00	\$ 300.00
				\$ 4,800.00

\$ 9,600.00

Herrling Clark Law Invoice 33801-01M 3.24.17 **(2,079.00)**
\$ 7,521.00

BLC Bank check payment transfer Balance Acct 1192928 at 12.21.17 **\$ (7,520.00)**
\$ 1.00

Herrling Clark Law Invoice 44611-00M 12.21.17 **\$ 9,137.50**
\$ (7,520.00)
\$ 1,617.50

Herrling Clark Law Invoice 44611-00M 3.29.18 **\$ 250.00**
\$ 1,867.50 Balance due

1stQ2018 PAC rm tax held by Assoc Trust Deposit** 5.22.18 **\$ 25,000.00**
Herrling Clark payment 5.30.18 **\$ (1,867.50)**
\$ 1.00 Previous account balance
\$ 23,133.50

** \$25,000 is Room Tax Commission allotment of post bond closing remainder of PAC room tax revenue May 22, 2018.

Room Tax Generated Historical Summary

	1st Quarter 2016	2nd Quarter 2016	3rd Quarter 2016	4th Quarter 2016	Total 2016	1st Quarter 2017	2nd Quarter 2017	3rd Quarter 2017	4th Quarter 2017	Total 2017
Net CVB allocation	\$ 326,922.01	\$ 393,617.24	\$ 520,032.13	\$ 407,835.22	\$ 1,648,406.60	\$ 312,557.31	\$ 401,474.39	\$ 513,386.33	\$ 377,824.44	\$ 1,605,242.47
Exhibition Center allocation	\$ 344,128.43	\$ 414,333.94	\$ 547,402.25	\$ 429,300.23	\$ 1,735,164.85	\$ 329,007.70	\$ 422,604.61	\$ 540,406.66	\$ 397,709.94	\$ 1,689,728.91
Sports Facilities allocation	\$ 114,709.49	\$ 138,111.31	\$ 182,467.42	\$ 143,100.08	\$ 578,388.30	\$ 109,669.23	\$ 140,868.20	\$ 180,135.55	\$ 132,569.98	\$ 563,242.96
PAC allocation (remitted to Associated)	\$ 229,418.95	\$ 276,222.62	\$ 364,934.83	\$ 286,200.15	\$ 1,156,776.55	\$ 219,338.47	\$ 281,736.41	\$ 360,271.11	\$ 265,139.96	\$ 1,126,485.95
Total Amount retained by Municipality	\$ 131,915.90	\$ 158,828.01	\$ 209,837.53	\$ 164,565.09	\$ 665,146.53	\$ 126,119.62	\$ 161,998.43	\$ 207,155.89	\$ 152,455.48	\$ 647,729.42
Total	\$ 1,147,094.78	\$ 1,381,113.12	\$ 1,824,674.16	\$ 1,431,000.77	\$ 5,783,882.83	\$ 1,096,692.33	\$ 1,408,682.04	\$ 1,801,355.54	\$ 1,325,699.80	\$ 5,632,429.71

	1st Quarter 2018	2nd Quarter 2018	3rd Quarter 2018	4th Quarter 2018	Total 2018	1st Quarter 2019	2nd Quarter 2019	3rd Quarter 2019	4th Quarter 2019	Total 2019	Total 2016-2019 Collections
Net CVB allocation	\$ 347,378.36	\$ 422,936.72	\$ 555,106.57	\$ 402,754.80	\$ 1,728,176.45	\$ 343,045.13	\$ 370,372.45			\$ 713,417.58	\$ 5,695,243.10
Exhibition Center allocation	\$ 365,682.68	\$ 445,196.54	\$ 584,322.71	\$ 423,952.42	\$ 1,819,154.35	\$ 361,100.14	\$ 389,865.74			\$ 750,965.88	\$ 5,995,013.99
Sports Facilities allocation	\$ 121,887.14	\$ 445,196.54	\$ 584,322.71	\$ 423,952.42	\$ 1,575,358.81	\$ 361,100.14	\$ 389,865.74			\$ 750,965.88	\$ 3,467,955.95
PAC allocation (remitted to Associated)	\$ 243,774.29	\$ -	\$ -	\$ -	\$ 243,774.29	\$ -	\$ -			\$ -	\$ 2,527,036.79
Total Amount retained by Municipality	\$ 140,170.22	\$ 170,658.68	\$ 223,990.37	\$ 162,515.09	\$ 697,334.36	\$ 138,421.72	\$ 149,448.53			\$ 287,870.25	\$ 2,298,080.56
Total	\$ 1,218,892.69	\$ 1,483,988.48	\$ 1,947,742.36	\$ 1,413,174.73	\$ 6,063,798.26	\$ 1,203,667.13	\$ 1,299,552.46	\$ -	\$ -	\$ 2,503,219.59	\$ 19,983,330.39

Note: Funds reported on this summary page reflect amounts generated in each quarter regardless of when receipts were collected.



Pam Seidl <pseidl@foxcities.org>

Re: Fox Cities Data

1 message

John Spuhler <john.spuhler@hostcompliance.com>
To: Pam Seidl <pseidl@foxcities.org>

Wed, Sep 11, 2019 at 10:27 AM

Hello Pam,

I got most of them put together. The total inventory for all the communities is 310 listings we would charge \$45 per listing putting the address identification at \$13,950 which is the product you need for all communities. We can do a group discount each city/township to have their own login and training would be an additional \$750.00 each per year. For this price we would need to contract with one party for billing and contracting and name each city in the contract. We can break down the price for each community that wants to participate so you can bill appropriately.

This price is 50% less than the pricing I provided before which was also discounted. We have significant cost with training, licensing and setup for each community so this is the best we can do. I can visit with you briefly I am trying to get out of town so please let me know if you have questions ASAP.

The attached pdf will provide you information on what you get with Address Identification.

On Wed, Sep 11, 2019 at 7:31 AM John Spuhler <john.spuhler@hostcompliance.com> wrote:

I will try.

On Wed, Sep 11, 2019, 6:47 AM Pam Seidl <pseidl@foxcities.org> wrote:

The meeting is the 16th. I would like to include it in the packet I send out in advance. I would need it by Noon.

Pam

Pam Seidl

Executive Director

Fox Cities Convention & Visitors Bureau

3433 W. College Ave, Appleton, WI 54914

920.734.3358 | 800.236.6338 | foxcities.org

On Wed, Sep 11, 2019 at 7:43 AM John Spuhler <john.spuhler@hostcompliance.com> wrote:

So you need it this morning? I thought the 16th?

What time this morning?

On Wed, Sep 11, 2019, 6:36 AM Pam Seidl <pseidl@foxcities.org> wrote:

Hello John,

Just touching base on the Fox Cities data we discussed. I am distributing the agenda packet this morning and would need that information included.

Thank you,



Map Satellite Show Polygon Show Polygon + 250m

Appleton city (ICDP), WI, Outagamie County Search

STR Listings
123

Hortonville

Median Nightly Rate (USD)
\$125

Unit Types

Partial Homes	37%
Entire Homes	60%
Unknown Room Type	

Listing Types

Single Family Home	82%
Multi Family Home	13%
Unknown Home Type	

Legend:

- Tripadvisor-owned
- Priceline-owned
- Other
- Expedia-owned
- Airbnb

Destination City of Appleton of VR Units Based on Scrape August 15th, 2019					
		Airbnb	HomeAway	Locally managed	Total
Values from Preliminary Report		80	40	3	123
Duplicate Rate	0%				
Annual License Fee	\$ -				
Average Daily Rate		\$ 125.00	\$ 125.00	\$ 125.00	
Lodging Tax Rate	10%				
Current Compliance Rate	0%				
Estimated Listings		80	40	3	123
Market Share		65%	33%	2%	
Gross Bookings		5760	2,880	231	
Average Occupancy Rate		20%	20%	21%	
Gross Yield		\$ 720,000.00	\$ 360,000.00	\$ 28,875.00	
Average Yield/Property		\$ 9,000.00	\$ 9,000.00	\$ 9,625.00	
Estimated Annual Tax Yield		\$ 72,000.00	\$ 36,000.00	\$ 2,887.50	\$ 110,887.50
Estimated Annual License Revenue		\$ -	\$ -	\$ -	\$ -
Total Annual Taxes/Fees Collected from VR Lodging Sales Based on Scenario Above		\$ 72,000.00	\$ 36,000.00	\$ 2,887.50	\$ 110,887.50
Estimated uncollected		\$ 72,000.00	\$ 36,000.00	\$ 2,887.50	\$ 110,887.50

Map Satellite

Show Polygon Show Polygon + 250m

Menasha city (ICDP), WI, Winnebago County

Search

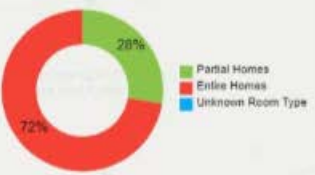
STR Listings

29

Median Nightly Rate (USD)

\$175

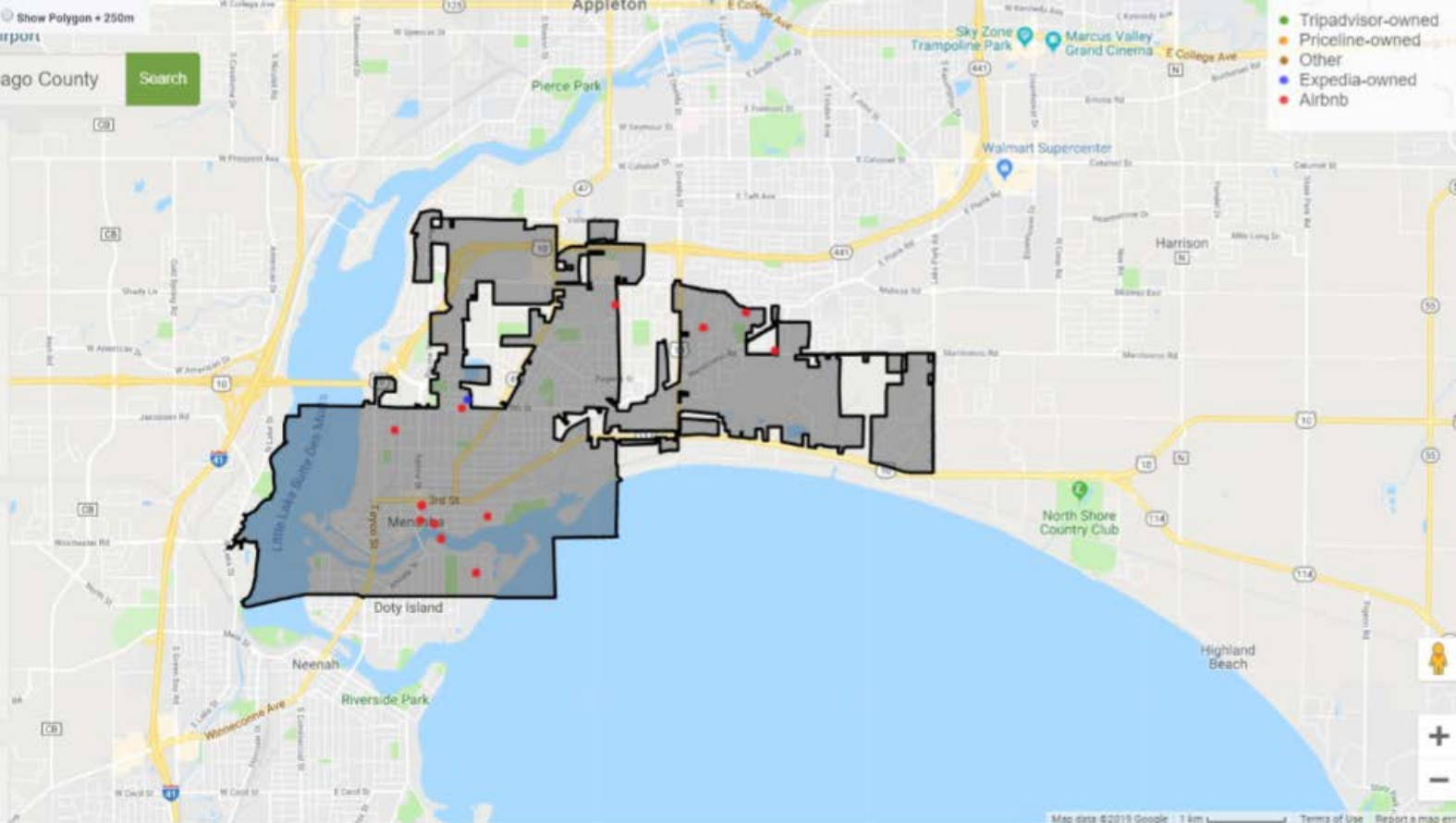
Unit Types



Listing Types

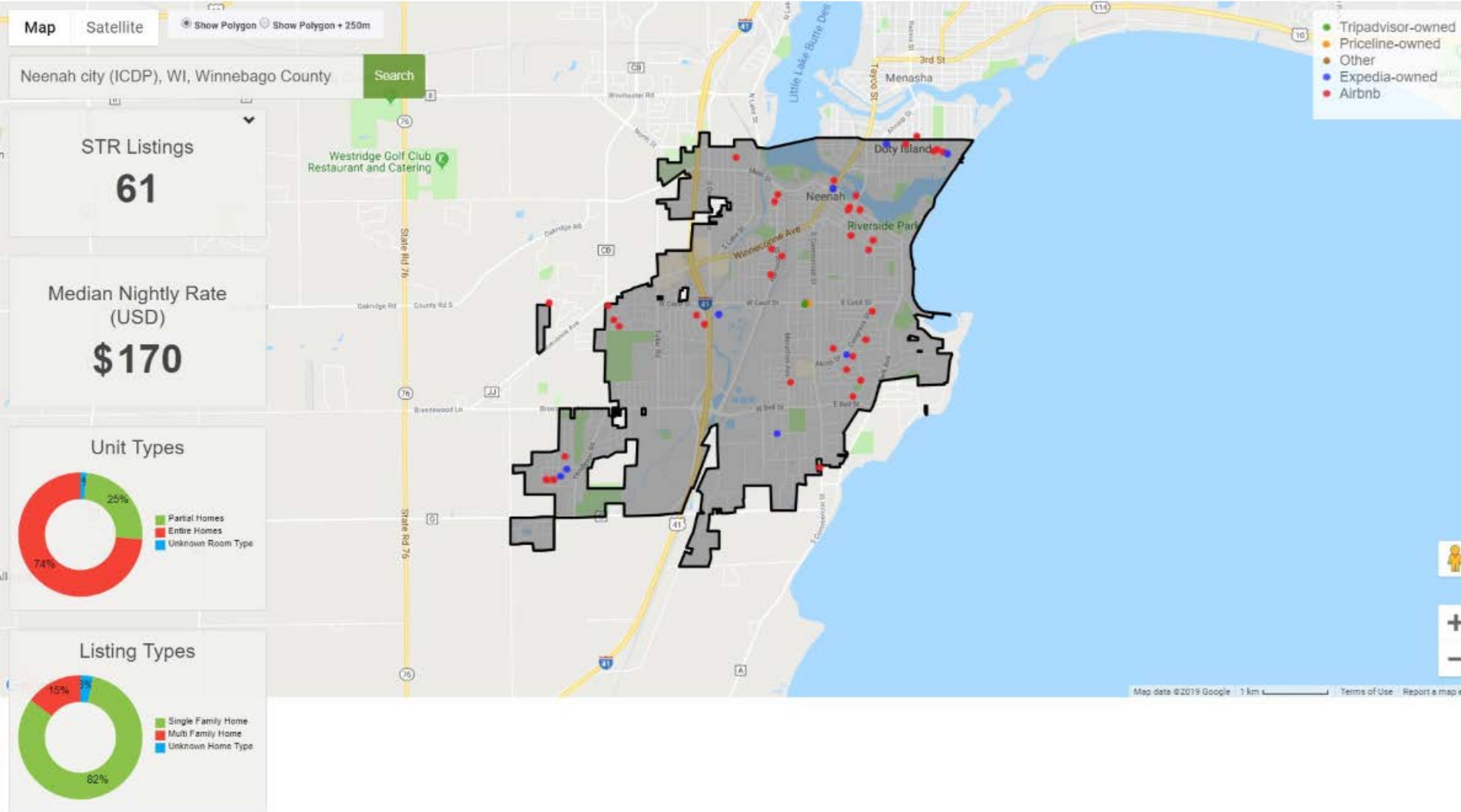


- Tripadvisor-owned
- Priceline-owned
- Other
- Expedia-owned
- Airbnb



Map data ©2019 Google 1 km Terms of Use Report a map error

Destination City of City of Menasha of VR Units Based on Scrape August 15th, 2019					
		Airbnb	HomeAway	Locally managed	Total
Values from Preliminary Report		20	9	0	29
Duplicate Rate	0%				
Annual License Fee	\$ -				
Average Daily Rate		\$ 175.00	\$ 175.00	\$ 170.00	
Lodging Tax Rate	10%				
Current Compliance Rate	0%				
Estimated Listings		20	9	0	29
Market Share		69%	31%	0%	
Gross Bookings		1440	648	0	
Average Occupancy Rate		20%	20%	21%	
Gross Yield		\$ 252,000.00	\$ 113,400.00	\$ -	
Average Yield/Property		\$ 12,600.00	\$ 12,600.00	#DIV/0!	
Estimated Annual Tax Yield		\$ 25,200.00	\$ 11,340.00	\$ -	\$ 36,540.00
Estimated Annual License Revenue		\$ -	\$ -	\$ -	\$ -
Total Annual Taxes/Fees Collected from VR Lodging Sales Based on Scenario Above		\$ 25,200.00	\$ 11,340.00	\$ -	\$ 36,540.00
Estimated uncollected		\$ 25,200.00	\$ 11,340.00	\$ -	\$ 36,540.00



	A	B	C	D	E	F	G
1		Destination City of City of Neenah of VR Units Based on Scrape August 15th, 2019					
2							
3				Airbnb	HomeAway	Locally managed	Total
4							
5		Values from Preliminary Report		50	11	0	61
6							
7		Duplicate Rate	0%				
8							
9		Annual License Fee	\$ -				
10							
11		Average Daily Rate		\$ 170.00	\$ 170.00	\$ 170.00	
12							
13		Lodging Tax Rate	10%				
14							
15		Current Compliance Rate	0%				
16							
17		Estimated Listings		50	11	0	61
18							
19		Market Share		82%	18%	0%	
20							
21		Gross Bookings		3600	792	0	
22							
23		Average Occupancy Rate		20%	20%	21%	
24							
25		Gross Yield		\$ 612,000.00	\$ 134,640.00	\$ -	
26		Average Yield/Property		\$ 12,240.00	\$ 12,240.00	#DIV/0!	
27							
28							
29		Estimated Annual Tax Yield		\$ 61,200.00	\$ 13,464.00	\$ -	\$ 74,664.00
30							
31		Estimated Annual License Revenue		\$ -	\$ -	\$ -	\$ -
32							
33		Total Annual Taxes/Fees Collected from VR Lodging Sales Based on Scenario Above		\$ 61,200.00	\$ 13,464.00	\$ -	\$ 74,664.00
34							
35		Estimated uncollected		\$ 61,200.00	\$ 13,464.00	\$ -	\$ 74,664.00

Map Satellite

Show Polygon Show Polygon + 250m

Kimberly village (ICDP), WI, Outagamie Cou...

Search

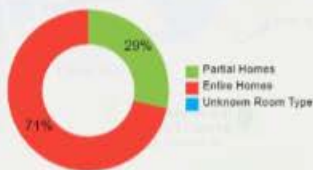
STR Listings

7

Median Nightly Rate (USD)

\$109

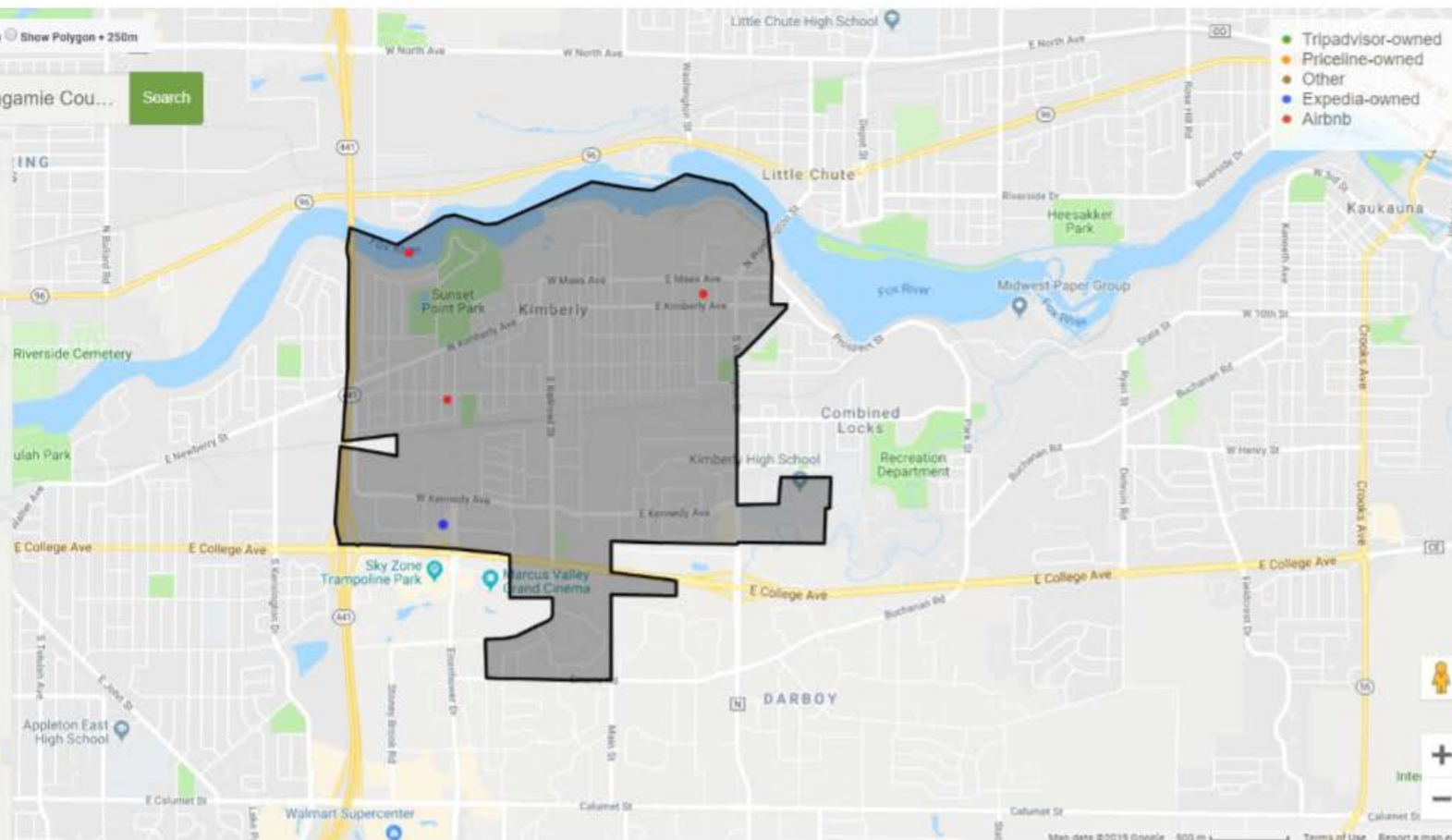
Unit Types



Listing Types



- Tripadvisor-owned
- Priceline-owned
- Other
- Expedia-owned
- Airbnb



Destination Village of Kimberly of VR Units Based on Scrape August 15th, 2019						
		Airbnb	HomeAway	Locally managed	Total	
Values from Preliminary Report		7	0	0	7	
Duplicate Rate	0%					
Annual License Fee	\$ -					
Average Daily Rate		\$ 109.00	\$ 150.00	\$ 170.00		
Lodging Tax Rate	10%					
Current Compliance Rate	0%					
Estimated Listings		7	0	0	7	
Market Share		100%	0%	0%		
Gross Bookings		504	0	0		
Average Occupancy Rate		20%	20%	21%		
Gross Yield		\$ 54,936.00	\$ -	\$ -		
Average Yield/Property		\$ 7,848.00	#DIV/0!	#DIV/0!		
Estimated Annual Tax Yield		\$ 5,493.60	\$ -	\$ -	\$ 5,493.60	
Estimated Annual License Revenue		\$ -	\$ -	\$ -	\$ -	
Total Annual Taxes/Fees Collected from VR Lodging Sales Based on Scenario Above		\$ 5,493.60	\$ -	\$ -	\$ 5,493.60	
Estimated uncollected		\$ 5,493.60	\$ -	\$ -	\$ 5,493.60	

Destination Town of Grand Chute of VR Units Based on Scrape August 15th, 2019					
		Airbnb	HomeAway	Locally managed	Total
Values from Preliminary Report		23	20	0	43
Duplicate Rate	0%				
Annual License Fee	\$ -				
Average Daily Rate		\$ 175.00	\$ 175.00	\$ 170.00	
Lodging Tax Rate	10%				
Current Compliance Rate	0%				
Estimated Listings		23	20	0	43
Market Share		53%	47%	0%	
Gross Bookings		1656	1,440	0	
Average Occupancy Rate		20%	20%	21%	
Gross Yield		\$ 289,800.00	\$ 252,000.00	\$ -	
Average Yield/Property		\$ 12,600.00	\$ 12,600.00	#DIV/0!	
Estimated Annual Tax Yield		\$ 28,980.00	\$ 25,200.00	\$ -	\$ 54,180.00
Estimated Annual License Revenue		\$ -	\$ -	\$ -	\$ -
Total Annual Taxes/Fees Collected from VR Lodging Sales Based on Scenario Above		\$ 28,980.00	\$ 25,200.00	\$ -	\$ 54,180.00
Estimated uncollected		\$ 28,980.00	\$ 25,200.00	\$ -	\$ 54,180.00

Company Introduction

Company Overview



- 35-person technology company headquartered in Seattle
- Exclusively focused on helping local governments address short-term rental related challenges
- Team of seasoned local government technology executives and data-scientists

Services Overview

- **STR registration, compliance monitoring, tax collection, audit and enforcement software:** Comprehensive suite of integrated software-as-a-service solutions to help local governments address all short-term rental related issues.
- **STR Data:** Detailed STR listing and activity data across the 54 top STR websites (~99% of the STR universe)
- **STR Consulting:** Objective advise on short-term rental related regulatory and enforcement best practices

More than 300 of North America's leading cities and counties are looking to Host Compliance for guidance, data and solutions to their short-term rental challenges

Select Major City/County Clients



Address Identification: Automated monitoring of 50+ STR websites and online dashboard with complete address information and screenshots of all identifiable STRs in Fox Cities jurisdiction
Address Identification: Our proprietary address identification technology and processes makes it possible to easily monitor the STR market and find the addresses and owners of all identifiable STRs

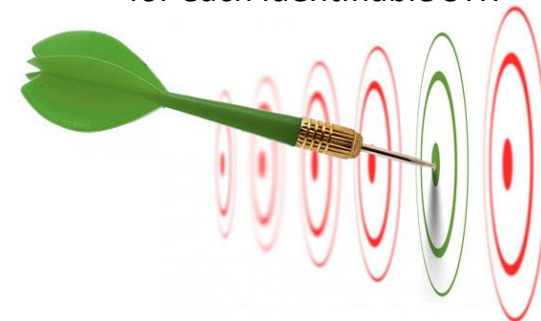
Step 1: We scan the world's 50+ largest STR websites for all listings in Bisbee



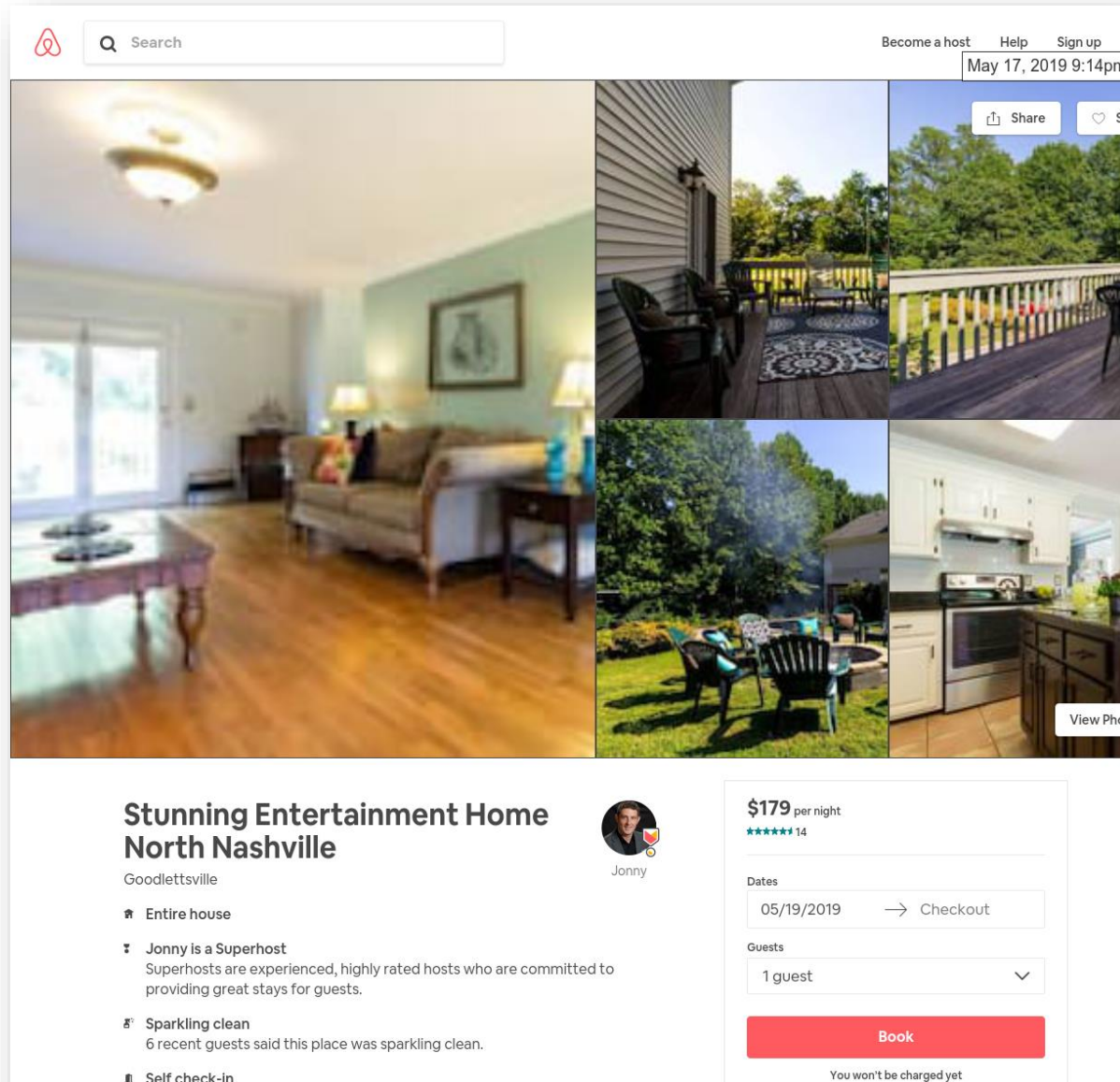
Step 2: We geocode each listing and extract as much information as possible to allow our AI models to narrow down the list of possible address/owner matches



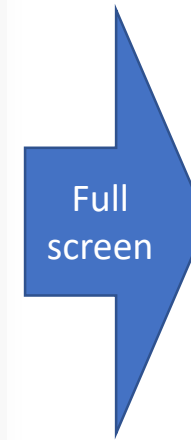
Step 3: We combine AI and human analysts to identify the exact addresses and owner information for each identifiable STR



Address Identification: While scanning each STR platform every 3 days, Host Compliance captures listing status, metadata and full-screen screenshots which are time-stamped and made available to our clients in real time



The screenshot shows an Airbnb listing for a property in Goodlettsville, Tennessee. The listing is titled "Stunning Entertainment Home North Nashville" and is hosted by Jonny, a Superhost. The property is an entire house, priced at \$179 per night, and has a 4.9-star rating from 14 reviews. The listing includes a search bar, navigation links, and a grid of six photos: a living room, a deck, a kitchen, a pool, a garden, and a bedroom. The listing details include the price, dates (05/19/2019), guests (1), and a "Book" button.



A vertical screenshot of a full-screen listing page, showing the same listing details as the main screenshot but in a narrow, vertical format.

Address Identification: The data and screenshots we collect are made available to authorized city personnel in an easy to use online dashboard and records management system

Matched property listing

Address Match Verification Report
13733 Heidi Way, Truckee, CA, United States Active Identified PRINT

VRBO - 321.579566.1126883

Listing Details

Listing URL	https://www.homeaway.com/vacation-rental/p579566vb
Listing Status	Active
Host Compliance Listing ID	hmc321.579566.1126883
Listing Title	Mountain Hideaway With Modern Conveniences. Pet-Friendly.
Listing Info Last Captured	May 06, 2017
Screenshot Last Captured	May 04, 2017
Price	\$200/night

Owner Address
 90 Fair Oaks St
 San Francisco, CA 94110, US

Registration / Permit Number
 1064

Revenue

Documented, Last 12 Months	\$2,000
Estimated, Last 12 Months	\$5,871

Matched Details

Analyst: LYY3

Explanation: House number visible in listing photo and full name matches tax records.

Owner Name Match

Identified Address: 13733 Heidi Way, Truckee, CA, United States

Identified Unit Number: None

Identified Latitude, Longitude: 39.342317, -120.236335

Parcel Number: 4446001000

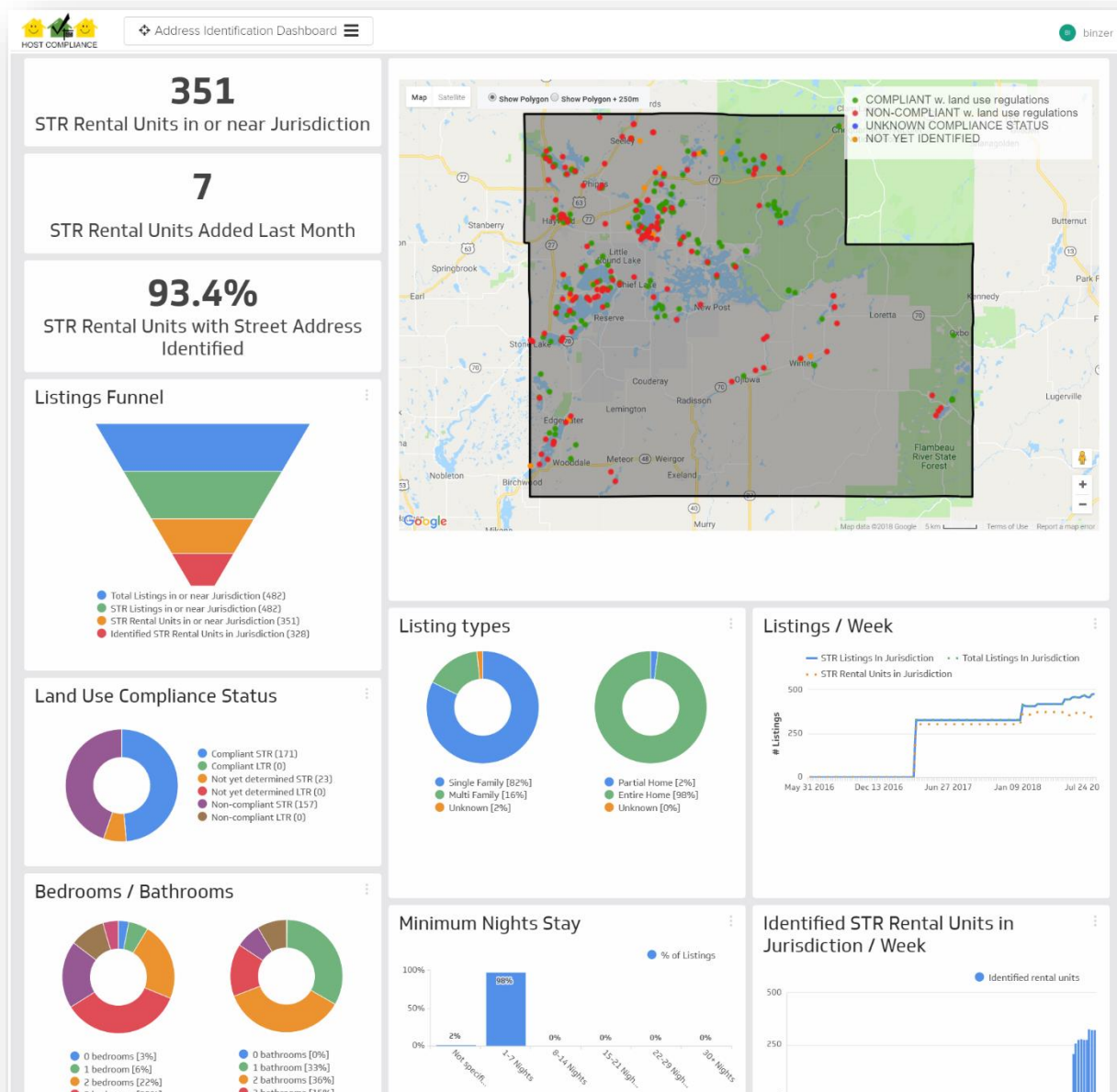
Owner Name: SCHAEFER MAX W

Matching 3rd Party Sources

Listing Photos: Same exterior.



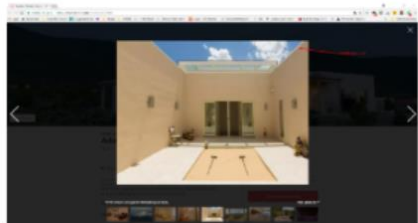
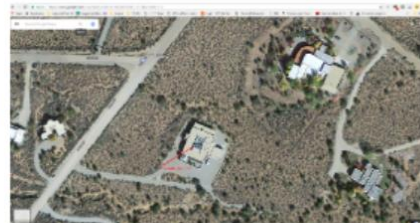
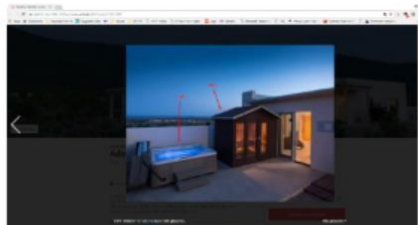

Source: https://www.bing.com/search?q=...&form=OPR&TSD&pc=OPER

Address Identification: Host Compliance's software provides real-time dashboards that makes it easy for staff and elected officials to understand the current state of Fox Cities short-term rental market



Address Identification: Host Compliance can support Bisbee's enforcement needs with clear evidence and signed declarations, affidavits and expert testimony

Example of Searchable Evidence

Listing Photos	Matching 3rd Party Sources
	
The retractable glass roof matches.	
	
The retractable glass roof matches.	
	
The hot tub and sauna match.	

Example of Legal Declaration

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CITY OF IMPERIAL BEACH-ADMINISTRATIVE CITATION APPEAL

In the Appeal Of Citation Number [REDACTED]	Code Enforcement Case [REDACTED]
Appellant, vs. CITY OF IMPERIAL BEACH, Respondent.	DECLARATION OF ULRİK BINZER [IMAGED FILE] Hearing Officer: [REDACTED] Hearing Date: May 30, 2018 Hearing Time: 10:00 a.m. Hearing Location: Mayor's Office 825 Imperial Beach Blvd, Imperial Beach, CA 91932

I, Ulrik Binzer, declare as follows:

1. I am the Chief Executive Officer of Host Compliance, LLC. I have personal knowledge of all the matters stated herein and, if called as a witness, I could competently testify thereto.
2. Host Compliance, LLC ("Host Compliance") is a California Limited Liability Company that was formed on October 15, 2015 with its principal place of business located at 735 Market Street, Floor 4, San Francisco, CA 94920. I have worked for Host Compliance since its inception.
3. As the, CEO, my duties at Host Compliance include managing all aspect of the Company's operations. I am also the Founder and CEO of Host Compliance. I previously served

1
DECLARATION OF ULRİK BINZER

Address Identification: All data is made available in detailed data reports that can be customized to Bisbee's exact needs and easily downloaded into Excel/CSV format

HOST COMPLIANCE | Rental Units | binzer

Quick Search | Showing 1 to 50 of 507 entries

Host Compliance Rental Unit ID	Parcel Number	Land Use Compliance Status	Has an Advertised Listing	Identification Status	First Activity	First Identified	Last Posted/R eposted	Mailability Status	First Mailing Date	Last Mailing Date	Address	Identified Unit Number	Owner Name	Listings	Last Documented Stay	Registration Number	Most-Likely Jurisdiction	Max Sleeping Capacity	Number of Complaints	Add/View Comments
zYMYaP bqEuAA 58gU		NON-COMPLIANT: Assessor record identified and we don't find a registration	Yes	Street address identified; Owner identified	More than one year ago	Last 31-60 days	More than one year ago	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A	N/A	Round Lake town	6	0	
ORuYpM PBGBF1 czRW		COMPLIANT: There is a valid registration	Yes	Street address identified; Owner identified	Last 181-365 days	Last 31-60 days	Last 181-365 days	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A		Round Lake town	7	0	
retQkg M81gpg pMID		COMPLIANT: There is a valid registration	Yes	Street address identified; Owner identified	Last 61-120 days	Last 31-60 days	Last 61-120 days	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A		Round Lake town	10	0	

Address Identification: Host Compliance's system makes it easy to track the status of individual rentals and create case notes as needed

HOST COMPLIANCE Rental Units

Add or review comments

ulrik.binzer@hostcompliance.com on August 14th, 2018 at 09:44am wrote:
 The property owner was visited on 4/17/2018 and was notified that he is in non-compliance

2ACFC589-ADAD-4859-8C55-5808C3FF88E7.JPG

Write your comment or note and click 'Add comment' button to save it. You can attach files below.

Drag and drop files or click to select

Add Comment

Host Compliance Rental Unit ID	Pa Nu	COMPLIA	Yes	Yes	Street address identified; Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly mailable	More than one year ago	More than one year ago	USA	N/A		N/A	948	N/A	N/A	TOWN OF TRUCKEE	Truckee	2		Not provided	N/A	
--------------------------------	-------	---------	-----	-----	---	------------------------	------------------------	------------------------	-------------------------------------	------------------------	------------------------	-----	-----	--	-----	-----	-----	-----	-----------------	---------	---	--	--------------	-----	--

Address Identification: All our data can be easily filtered, sorted and grouped in real-time

The screenshot displays a web application interface for 'HOST COMPLIANCE'. At the top, there is a navigation bar with a home icon, 'Rental Units', and a user profile 'ulrik.binzer'. Below this is a search bar and a filter indicator: '1 filter(s) applied: Showing 1 to 50 of 1,689 entries'. A 'Pre-Defined Filter Combinations' dropdown is visible, along with several filter dropdowns: 'Has an Advertised Listing (f)', 'Meets STR Definition (Any)', 'Land Use Compliance Status (Any)', 'First Activity (Any)', 'First Identified (Any)', 'Last Mailing Date (Any)', 'Identification Status (Any)', 'Mailability Status (Any)', and 'Registration Number (Any)'. A 'Has an Advertised Listing = Yes' filter is active, with a 'Clear all filters' option.

A 'Select Filters...' dialog box is open, listing various filter categories with checkboxes:

- Land Use Compliance Status
- Has an Advertised Listing
- Meets STR Definition
- Identification Status
- First Activity
- First Identified
- Last Posted/Reposted
- Mailability Status
- First Mailing Date
- Last Mailing Date
- Identified Unit Number
- Last Documented Stay
- Registration Numbers on Listings
- Case Number
- Vacation Rental District
- Most-Likely Jurisdiction
- Max Sleeping Capacity
- Registration Holder
- Registration Holder Mailing Address
- Zoning or Use Code

The main data table has the following columns: Host Compliance Rental Unit ID, Parcel Number, Land Use Compliance Status, Has an Advertised Listing, Meets STR Definition, Identification Status, First Activity, First Identified, Last Posted/Reposted, Mailability Status, First Mailing Date, Last Mailing Date, Address, Identification Status, Registration Numbers on Listings, Case Number, Vacation Rental District, Most-Likely Jurisdiction, Max Sleeping Capacity, Registration Holder, Registration Holder Mailing Address, Zoning or Use Code, and Add/View Comments. The table contains three rows of data:

Host Compliance Rental Unit ID	Parcel Number	Land Use Compliance Status	Has an Advertised Listing	Meets STR Definition	Identification Status	First Activity	First Identified	Last Posted/Reposted	Mailability Status	First Mailing Date	Last Mailing Date	Address	Identification Status	Registration Numbers on Listings	Case Number	Vacation Rental District	Most-Likely Jurisdiction	Max Sleeping Capacity	Registration Holder	Registration Holder Mailing Address	Zoning or Use Code	Add/View Comments
gLXi3IcOEjraEpp		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified; Owner identified	Last 181-365 days	Last 181-365 days	Last 181-365 days	Rental unit owner directly mailable	N/A	N/A		N/A	N/A	N/A	TOWN OF TRUCKEE	Truckee	14		Not provided	N/A	
J9aWL2aREWVJMK		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified; Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly mailable	More than one year ago	More than one year ago		N/A	N/A	N/A	TOWN OF TRUCKEE	Truckee	2	Lauren Shearer	Not provided	N/A	
gESLIAlOfb8Tatxy		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified; Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly mailable	N/A	N/A		N/A	N/A	N/A	TOWN OF TRUCKEE	Truckee	4	Brian Biega	Not provided	N/A	