



## **FOR IMMEDIATE RELEASE**

### **Door County Economic Development Adjustment Plan Now Available On-line**

Wednesday June 29, 2005

The Door County Economic Development Corporation announced today that the recently completed Door County Economic Development Adjustment Plan is now available on-line at the organization's website: <http://www.doorcountybusiness.com/PDF/DoorCounty-FinalReport.pdf>. The plan, which was released to the public during the DCEDC annual investors meeting on April 25<sup>th</sup>, presents a comprehensive snapshot of the current Door County economy, and suggests seven specific strategies and a number of distinct action steps to pursue the economic goals established by research and community input during the creation of the plan. In developing the goals and strategies for Door County, the study also laid out primary market opportunities and contains a detailed demographic and economic analysis of Door County. The plan's principle authors were NorthStar Economics, Inc. and Grant Thornton, LLP, both of Madison.

Subsequent to the plan's release, the DCEDC Board of Directors has begun the process of prioritizing the strategies and action steps outlined in the document. The top three priority strategies include: the expansion of economic development around key existing business clusters that have demonstrated market opportunities (manufacturing, shipbuilding, healthcare and marine services); moving Door County towards a New Economy model that includes and supports seed capital formation, higher educational attainment, new business start-ups, networking, and technology infrastructure and technology/innovative product flow; and developing programs and initiatives that raise the education and skill level of the future workforce, designing programs that attract new workers to Door County and encouraging programs that explore the full utilization of older workers. Priority action steps include reactivation of the DCEDC Workforce Task Force, continued implementation of the Sturgeon Bay Shipbuilding Cluster Master Plan, establishment of a local equity seed capital program and continued improvement in telecommunications infrastructure and broadband access.

DCEDC will be leading many of these initiatives and also requesting assistance from other local organizations to implement the recommendations from the Plan. Members of the public are also encouraged to contact DCEDC to aid in the on-going implementation process.

"We are excited to be able to share the results of our planning process with the community," DCEDC Executive Director Bill Chaudoir recently said. "A great deal of work went into this project during the past year, with a lot of people contributing. The plan will help guide the future growth of the Door County economy for many years to come. Since the plan calls for an emphasis on New Economy businesses for Door County, we're happy to be able to make the entire document available electronically."

Founded in 1989, the Door County Economic Development Corporation is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Door County Economic Development Corporation is located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street, Sturgeon Bay. For more information, please contact DCEDC at (920) 743-3113, on the web at [www.doorcountybusiness.com](http://www.doorcountybusiness.com) or by email at [sam@doorcountybusiness.com](mailto:sam@doorcountybusiness.com).