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## BUSINESS *by* NATURE

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### Entrepreneurship On The Door County Peninsula

#### Marine Travelift

When most people think about Door County, it's usually as a vacation destination. How often do they think about it as the home of a worldwide leader in advanced manufacturing, a company with more than 230 employees and a global dealer network? A company whose unique products were featured last year on TV's History Channel? A company recognized with the [Door County Industry of the Year Award for 2006?](#)

50 years ago, the founders of [Marine Travelift](#) had the idea that a boat could be lifted out of the water with less stress on the hull while safely and quickly moving it around a boatyard or marina with minimum labor and then just as easily put back into the water. This idea launched a revolution in boat handling. In addition to mobile boat hoists, the company makes self-propelled transporters, marine forklifts and hatch cover cranes. Marine Travelift also makes mobile, rubber tired, industrial gantry cranes under the Shuttlelift brand. From its first self-propelled, 7-ton mobile boat hoist in 1957, to the giant 800 metric ton units currently in service, Marine Travelift now has more than 3,600 boat hoists in use around the world.

All constructed in Door County.

The Door County Peninsula is home to Marine Travelift, Shuttlelift and a distinctive and successful community of business leaders and entrepreneurs. They have discovered that Door County is much more than a wonderful place to vacation. It's also a beautiful place to live and an excellent environment for business. To learn more about Marine Travelift and Shuttlelift, click on the links below to view their promotional videos:

[http://files.marinetraavelift.com/marketing/video/mti\\_co\\_overview.wmv](http://files.marinetraavelift.com/marketing/video/mti_co_overview.wmv)

[http://files.shuttlelift.com/marketing/video/sli\\_co\\_overview.wmv](http://files.shuttlelift.com/marketing/video/sli_co_overview.wmv)

#### Bridges and Highways

The Wisconsin Department of Transportation is very busy in Door County right now with two major projects with Fall 2008 target completion dates.

WisDOT is developing [State Highway 57](#) as a four-lane divided highway, allowing for uninterrupted travel from Green Bay to Sturgeon Bay. Highway 57 serves as a principal artery connecting to I-43 from Milwaukee, US 41 from the Fox Valley and WIS 29 from western Wisconsin. The new divided highway will improve safety and lower shipping time and costs for those moving goods and services to and from the Peninsula.

WisDOT is also currently undertaking [two major bridge projects](#) in Sturgeon Bay. The first project involves constructing a new bridge from Maple Street to Oregon Street. The second project, reconditioning the existing Michigan Street bridge, will begin once the Maple to Oregon Street bridge is completed.

Both the four lane highway and the new Maple-Oregon bridge are scheduled to be open to traffic later this year, dramatically improving the transportation infrastructure in Door County.

#### Contact DCEDC!

We invite you to learn more about doing business on the Door County Peninsula. The [DCEDC staff](#) stands ready to answer any questions you may have about starting, expanding or relocating your business to Door County.



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