

DOOR COUNTY ECONOMIC DEVELOPMENT CORPORATION 2010 SUMMARY of MAJOR ACCOMPLISHMENTS

EXISTING BUSINESS ASSISTANCE

- Responded to 59 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: WireTech Fabricators, Therma-Tron-X and Ministry Door County Medical Center.
- 2010 saw relocation of WireTech Fabricators to a state-of-the-art facility in the Sturgeon Bay Industrial Park and the start of redevelopment of their former site for workforce housing. City of Sturgeon Bay acquired the former WireTech site and prepared it for development of 17-lot Sunset Hills #2 subdivision. Homes will be built on the site starting in early 2011.
- Bay Shipbuilding and their parent company Fincantieri Marine Group completed construction of the first section of a new floating dry dock, as part of the on-going implementation of the Sturgeon Bay Shipbuilding Cluster Master Plan, with the second section to be completed by the end of 2012. FMG/Bay Ship also constructed a new 3,500 square foot weld training center and a 17,000 square foot pipe shop in the shipyard. They also announced that they have been approved for a \$2.8 Million federal economic stimulus grant. They will provide a 25% match for the grant that will fund new manufacturing equipment; DCEDC assisted with the grant application. Overall, Fincantieri has committed \$7.8 Million for capital improvements at Bay Ship.
- In April, Roen Salvage Company was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and Kris and JJ Johnson, owners of three iconic Northern Door restaurants, were recognized as Door County's Entrepreneurs of the Year for 2010.
- DCEDC staff and volunteers have conducted 24 business retention calls to date in 2010, to thank them for doing business in the county and to assist them in resolving any issues constraining their growth.
- DCEDC and Door County Visitor Bureau hosted five educational/informational sessions on marketing, health care and telecommunications targeting the Northern Door business community and the tourism industry.

ENTREPRENEURIAL SERVICES

- Assisted over 170 entrepreneurs investigating the feasibility and/or start-up of new business ventures. Mariner Club of Door County, G&J Glassworks, Kayaking Adventures Door County, Lo Artisan Distillery, Door County Distillery, Tracey Construction, Floormart of Door County and Kitty O'Reilly's are among the new business ventures established in Door County in 2010.
- The Door County Business Development Center (business incubator) is currently home to 10 businesses with 22 employees. Dust Free Sanders and the Jim Larsen Boys and Girls Clubs of Door County became new Center clients in 2010. Eighteen businesses have graduated from the Center, creating 80 jobs to date.
- Co-sponsored a 10-session entrepreneurial training program for new and existing business owners on how to write a business plan. The class included 13 participants and, with financial support from local banks, provided a \$1,000 cash award and an advertising package to the best business plan from the class; winner to be announced in January 2011.
- DCEDC met with 17 entrepreneurs and business owners during monthly off-season office hours in Northern Door County, to help strengthen important sectors of the economy around the entire County, including the tourism industry.

BUSINESS FINANCING

- Administered Revolving Loan Fund programs for the County of Door, City of Sturgeon Bay and DCEDC. In 2010, loans totaling \$825,000 were approved for HTF, Inc., Captain Commodore, Kitty O'Reilly's, Lo Artisan Distillery, Therma-Tron-X, Trillium Herbal Company, and WireTech, leveraging \$1.959 Million in private funds, creating 37 jobs and retaining 135 jobs over the next three years. There are currently 24 active loans between the three revolving loan funds.

COMMUNITY DEVELOPMENT

- The new Door County Buy Local program started in 2010 is a grass-roots economic development initiative that seeks to strengthen local businesses, increase employment opportunities and educate the public about the importance of buying locally whenever possible
- DCEDC is collaborating with others on the preparation of an application for Coast Guard City status for Sturgeon Bay. We are also working with the City on an initiative to relocate and build a new storage facility for the Guard in the vicinity of Sawyer Park and the Maple-Oregon Bridge.
- DCEDC received a \$15,000 grant from the Wisconsin Housing and Economic Development Authority to provide free paint and fix-up rebates for exterior property improvements to specific properties in the former WireTech neighborhood. Property owners were eligible to receive grants of up to \$800 for exterior paint and exterior repairs. Twenty applications to the program were approved and projects completed.
- DCEDC participated with the County of Door in the production of ten streaming online videos highlighting what Door County offers to visitors, residents and businesses. The videos will appear on the DCEDC and County websites in 2011.
- DCEDC, County of Door and City endorsed the Wisconsin Economic Development Association's Be Bold: Wisconsin Competitiveness Study, which calls for change in the delivery of economic development services at the state level.

- DCEDC assisted in securing almost \$9 Million in federal stimulus funds from the US Army Corps of Engineers used for rebuilding the south wall of the Sturgeon Bay canal and dredging the Sturgeon Bay shipping channel.
- Meetings between Mike Ward of Waypoint Private Capital, Inc. and Jim Flannigan of Granite Hall Partners has begun the process of attracting investors to the Door County Opportunity Fund in May 2011. It is hoped that making seed financing available in the area will encourage and entice entrepreneurs to start or relocate promising businesses to the peninsula.
- DCEDC assisted the City with a grant application to the state Department of Commerce to prepare a redevelopment plan for the City's Westside downtown waterfront, including the vacant Applebee's and Door County Co-op properties.

WORKFORCE DEVELOPMENT

- DCEDC hosted our first-ever national keynote speaker for our Annual Investors Meeting. Rutgers University Prof. Patrick Carr, author of *Hollowing Out the Middle: The Rural Brain Drain and What it Means for America*, discussed the findings in his book, how loss of our youth might impact Door County and suggested possible strategies to fight it.
- The DCEDC Workforce Taskforce completed its third wages and benefits survey of local manufacturing companies from Door and Kewaunee Counties. The data collected enables companies to better understand the local labor market and keep employee compensation packages competitive. 17 companies participated: twelve from Door and five from Kewaunee.
- DCEDC partnered with the Door County Visitor Bureau to initiate a wage and benefit survey of local tourism businesses. Sixty innkeepers, restaurateurs and retail business owners responded to the survey.
- The Door/Kewaunee Business & Education Partnership (DKBEP) collaborated to establish a High School Certified Nursing Assistant Program, offered to high school juniors who may be interested in pursuing a career in health care. The goal of the program is to provide students the opportunity to explore various health related careers while helping to grow the regional healthcare industry's skilled workforce. Nine Door and Kewaunee students participated in the program.
- DCEDC led the committee that drafted a proposal to NWTC management for the establishment of a CNC (computer numeric control) manufacturing regional training center. The proposal included participating school districts articulating credits with NWTC for the Machine Tool Prep Certificate, customized training for dislocated workers, business employees, and high school graduates, and the eventual establishment of an advanced CNC training center in either Door or Kewaunee County.
- The third DKBEP High School Home Construction Program, which included eleven juniors and seniors from three Door and Kewaunee County school districts, completed a ranch style home in May 2010. Students who participate in the program have the opportunity to become skilled in all trade areas associated with home construction, with the goal of continuing their education or joining the local workforce.

ATTAINABLE HOUSING

- DCEDC served on a Housing Trust Committee to explore the potential for establishing a housing trust to provide long-term attainable housing units in Door County, including participation in a Housing Trust 101 training course in Sister Bay, organized by the National Community Land Network.
- The County Planning and Zoning Department identified three potential changes to improve workforce housing development: 1) allowing smaller lots in municipal core areas with sewer; 2) providing density bonuses to developers for creating clustered housing; and 3) allowing attached or detached accessory dwelling units. The County Board will vote on the proposed changes in February 2011.
- Private developer Keith Garot began construction on a new condo development in Sister Bay. He is building 8-unit duplexes. He plans to eventually build six buildings, for a total of 48 units. In most cases, the units are being sold to year-round members of the Northern Door workforce, including employees of Al Johnson's, Wilson's, the AC Tap and others.
- Participated in on-going education programming for members of the Door County REALTOR and lender community, to make them aware of locally available programs to promote and support homeownership.

DOOR COUNTY TECHNOLOGY COUNCIL

- DCEDC worked closely with Nsight/Cellcom on a federal Recovery Act broadband grant application, providing support, survey data and business contacts with the local community. The application was not funded, but the company remains dedicated to investing resources to improve their telecommunications backbone in Door County.
- Northern Door got a new local phone service provider when Frontier Communications purchased the territory from Verizon in July 2010. With more than 4 million customers in 27 states, Frontier is the largest provider of communications services to rural America. Frontier announced that they will begin offering DSL service to Northern Door in June 2011.
- DCEDC assisted the County of Door in preparing the appropriate materials and submitting an application in response to a Request for Information when Google announced a plan to launch an experiment to test ultra-high speed broadband networks via fiber-to-the-home connections in one or more trial locations across the country.
- DCWis.com (Door County Computer) relocated their wireless service point tower to a location on the east side of Sturgeon Bay, allowing them to provide 10-100+ Mb wireless service to the Industrial Park. DCEDC assisted DCWis in marketing the service to SBIP tenant companies. DCWis is also in the process of deploying a Wi-Fi network around the County, including a Wi-Fi mesh covering downtown Baileys Harbor.
- Continued communications with incumbent service providers to advocate for upgraded services and increased infrastructure improvements.