

## **DOOR COUNTY ECONOMIC DEVELOPMENT CORPORATION 2011 SUMMARY of MAJOR ACCOMPLISHMENTS**

### **EXISTING BUSINESS ASSISTANCE**

- Responded to 38 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: HTF, Inc.; Jim Olsen Motors; The Cookery; Sail Door County.
- HTF began construction on an expansion of their facility, doubling the size of their Industrial Park plant after purchasing a one acre lot from the City of Sturgeon Bay. The new building will accommodate the company's projected sales growth, which is anticipated to retain 6-8 jobs for the company and create 3-5 new jobs.
- Sail Door County expanded its fleet with the purchase of a 62-foot schooner, which can accommodate up to 25 people.
- DCEDC and Door County Visitor Bureau hosted a *Winning the Future Roundtable with American Business* with 20 local leaders on behalf of the White House Business Council with US Commerce Undersecretary David Kappos.
- In May, WireTech Fabricators was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and Dale and Kristin Seaquist and Jim and Robin Seaquist, owners of Seaquist Orchards were recognized as Door County's Entrepreneurs of the Year for 2011. WireTech subsequently received a Manufacturers Award of Distinction from the Green Bay Area Chamber of Commerce.
- DCEDC staff and volunteers have conducted 15 retention calls with local business owners to date in 2011, 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 three educational/informational sessions on electronic marketing and business succession planning, primarily targeting the tourism industry.

### **ENTREPRENURIAL SERVICES**

- Assisted over 116 entrepreneurs investigating the feasibility and/or start-up of new business ventures. Technology Management Solutions, Door County Distillery, Universal Guardians Inc., Frame Fitz, The Lodge at Leathem Smith, The Draft Haus, Czarnuszka Soup Bar, Peninsula Building Systems, and J. Allen Signs are among the new business ventures established in Door County in 2011.
- The Door County Business Development Center (business incubator) is currently home to 10 businesses with 23 employees. Peninsula Building Systems, Inc. became new Center clients in 2011. Eighteen businesses have graduated from the Center, creating 80 jobs to date.
- The Business Development Center was one of nine Wisconsin Business Incubation Association member sites to receive a complete video conferencing system. The system has been installed in the DCEDC conference room, where it will be available to DCBDC clients, as well as other local companies or organizations.
- Co-sponsored our 10<sup>th</sup> annual entrepreneurial training program for new and existing business owners on how to research and write a comprehensive business plan. The class included 15 participants and, with financial support from local banks, provided a \$1,000 cash award to Arneson Aftermarket for the best business plan developed in the class.
- DCEDC met with 15 entrepreneurs and business owners to date 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 2011, loans totaling \$374,200 were approved for The Draft Haus, Czarnuszka Soup Bar, Kick Coffeehouse, The Cookery and The Lodge at Leathem Smith, leveraging \$2.002 Million in private funds, creating 53 jobs and retaining one job over the next three years. There are currently 22 active loans between the three revolving loan funds.

### **COMMUNITY DEVELOPMENT**

- In light of events at the state capitol, the Door Kewaunee Legislative Days event scheduled for April was postponed to a future date. Twenty-five community and business leaders from both counties made an abbreviated trip to Madison in May to deliver a brief, targeted agenda to state officials and legislative leaders.
- Sturgeon Bay Waterfront Redevelopment Authority and Common Council approved a plan from consultants Vandewalle & Associates for the redevelopment of the city's west side waterfront, which includes the vacant Applebee's and the former Door County Co-op site. The plan calls for several new uses in the area, including a four seasons market; a franchise suite hotel; space for future expansion of the Door County Maritime Museum; and a commercial building for retail and office. Other sites in the immediate vicinity are slated to provide workforce housing and additional lodging or residential development. Next steps are to begin the process of soliciting developers and businesses for projects, and securing grants for walkway extensions and further detailed plans.
- DCEDC Board of Directors passed a resolution in support of the Peninsular Agricultural Research Station and communicated information to state and university officials. The station faces significant cuts to its budget, with closure a distinct possibility. The Station has been part of Door County since 1922 and is the only one in the state that studies specialty crops such as apples, cherries and grapes. Agriculture contributes close to \$200 Million annually to the Door County economy.

- The Door County Buy Local program grew membership to nearly 150 members in 2011 and hosted seven business networking mixers. The program, a grass-roots economic development initiative, seeks to strengthen local businesses, increase employment opportunities and educate the public about the importance of buying locally whenever possible.
- The Federal Highway Administration awarded \$355,000 in grants to two Door County Coastal Byways projects: enhancement for public access to Lake Michigan at Anclam Park in Baileys Harbor and development of a comprehensive interpretive master plan to better convey the Byway story with assistance from a professional firm.
- DCEDC helped organize and facilitate seven Door and Kewaunee County wineries to form the Door County Wine Trail, Inc. The wine trail is designed to expand the Door County wine market with new and experienced wine drinkers, while also growing the industry and continuing to support the local economy.
- 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 enhance shore support facilities for the Coast Guard cutter *Mobile Bay*.
- DCEDC and Mike Ward of Waypoint Private Capital, Inc. began the process identifying and developing potential investment opportunities for the Door County Opportunity Fund. 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.

## **WORKFORCE DEVELOPMENT**

- DCEDC completed its fourth 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. 16 companies participated: twelve from Door and four from Kewaunee.
- DCEDC partnered with the Door County Visitor Bureau to complete a second annual wage and benefit survey of local tourism businesses. 54 innkeepers, restaurateurs and retail business owners responded to the survey.
- The Door/Kewaunee Business & Education Partnership (DKBEP) provided a number of career awareness programming for area school districts, including over 340 students participating in the 8<sup>th</sup> Grade Career Fair and more than 500 3<sup>rd</sup>-5<sup>th</sup> graders in the Careers on Wheels program. DKBEP also arranged for job shadows for almost 100 high school students, had 276 students embarking on business tours of 18 area companies, and provided guest speakers in the classroom to address more than 145 students on career prospects in a variety of local industries.
- DKBEP and NWTC unveiled a Computer Integrated Mobile Manufacturing Lab, which will address the need for CNC (computer numeric control) education in the schools, to expose local youth to exciting and rewarding CNC careers, and to grow the local workforce. In the future, the lab may also be available to area businesses for on-site customized incumbent workforce training programs.
- Fourteen high school students representing Gibraltar, Sevastopol, Sturgeon Bay, and Southern Door school districts joined forces to build a home from start to finish during the 2010-11 school year. Participants were involved in all aspects of home construction, and each earned 16 credits for advanced placement in the Wood Tech Technical Diploma program at NWTC. 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**

- 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. Construction is also underway on two 8-unit rental buildings along Country Walk Drive.
- Wisconsin Partnership for Housing Development agreed to provide technical assistance in setting up a Door County Housing Trust to provide long-term attainable housing units in Door County.
- Action Realty hosted a ribbon cutting and open house for the recently completed model homes on the former WireTech factory site in Sturgeon Bay. The two homes are the first in a 17-lot workforce housing development. The City of Sturgeon Bay has created a Down Payment Assistance Program which will provide a \$5,000.00, zero-percent interest, forgivable loan to help fund the down payment needs for the first nine qualified home buyers in the development.
- Attainable Housing Committee members began the process of compiling data for development of a Housing Needs Analysis for Door County. The purpose of the study is to analyze the housing market and housing trends, document housing conditions and provide an action plan to meet the demands that exist.

## **DOOR COUNTY TECHNOLOGY COUNCIL**

- Cellcom began building a new fiber optic network in Door County. The network will deliver high-speed Internet access, increase capacity for data services, expand the wireless network and prepare the network for wireless 4G technology in the entire county. DCEDC and Cellcom worked with city and county representatives to plot a fiber route into Sturgeon Bay that can provide telecommunications services to high-demand users, including the Sturgeon Bay Industrial Park, the hospital, shipyards and others that could benefit from this ultra-high broadband network. The rest of the county will benefit from enhanced wireless services, including high-speed voice and data services.
- Frontier Communications began offering DSL service in Northern Door. The first areas served are near the company's exchanges in Jacksonport, Egg Harbor, Baileys Harbor, Sister Bay and Washington Island. Ephraim, Gills Rock and parts of Fish Creek will get DSL service in 2012.