



## 2012 Summary of Major Accomplishments

### EXISTING BUSINESS ASSISTANCE

■ Responded to 52 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: **Blue Horse Bistro**; **NEW Industries**; **Jim Olson Motors**; **Hatco**; **Therma-Tron-X**; **Renard's Cheese**; **Wild Tomato Pizza**.

■ **Jim Olson Motors** established a Chrysler/Dodge/Jeep dealership in Door County. The new venture will create 26 new jobs and help retain 39 existing jobs. DCEDC was able to assist the project using the Sturgeon Bay Revolving Loan Fund.

■ Assisted **Palmer Johnson Yachts** negotiate an amendment of their loan agreement with the state and Door County to incent the company to rehire more than 100 workers.

■ **Renard's Cheese** built an expanded retail facility to accommodate their business growth. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund. The new facility will create 4 new jobs.

■ In April, **Wood Orchard** was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and Dan Schwarz, owner of **Dan's Fish**, was named Door County's Entrepreneur of the Year for 2012.

■ DCEDC staff and volunteers have conducted **28 retention calls with local business owners** to date in 2012, to thank them for doing business in the county and to assist them in resolving any issues constraining their growth.

■ In our on-going work to improve the economic climate in the area, DCEDC initiated a **brief online survey** to identify any barriers to business growth that may exist in Door County. The results of the survey will be shared with the public at a later date, and DCEDC will work with the appropriate entities to alleviate any barriers that are identified by the survey.

■ DCEDC and Door County Visitor Bureau hosted five educational sessions on electronic marketing and healthcare reform.

### ENTREPRENURIAL SERVICES

■ Assisted over 100 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **David Insurance**, **The Chop**, **MacReady Artisan Bread Company**, **Dovetail Trading**, **EZ V-Jack**, and **Synergy Geothermal Heating & Cooling** are among the new business ventures established in Door County in 2012.

■ The Door County Business Development Center (business incubator) is currently home to 12 businesses with 53 fulltime equivalent employees. **Viewpoint Construction Software** and **Sallinen Distributing** became new Center clients in 2012. Eighteen businesses have graduated from the Center, creating 80 jobs to date.

■ **Anna's Healthcare** constructed a new CBRF assisted living facility in Sturgeon Bay. DCEDC was able to assist in financing

the project using the County of Door Revolving Loan fund. The new facility is expected to create 40 new jobs.

■ Co-sponsored our 11th 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 **Black Eyed Bean Market** for the best business plan developed in the class.

■ Four Door County business entrepreneurs were named semi-finalists in the **Northeast Wisconsin Business Plan Contest**; winner will be announced in December.

■ Partnered with **UW-GB Small Business Development Center** counselor Chuck Brys to provide consultation and business planning services to 33 Door County business owners and entrepreneurs

### BUSINESS FINANCING

■ Administered **Revolving Loan Fund programs** for the County of Door, City of Sturgeon Bay and DCEDC. In 2012, loans totaling \$999,000 were approved for **Anna's Healthcare**, **Blue Horse Bistro**, **The Chop**, **James Olson Automotive Group**, **HTF**, and **Renard's Cheese Store**, leveraging \$15.9 Million in private funds, **creating 90 jobs and retaining 52 jobs** over the next three years. There are currently 22 active loans between the three revolving loan funds.

### COMMUNITY DEVELOPMENT

■ Worked with City officials and consultants Vandewalle & Associates to develop a **feasibility study for a four seasons market** on the former Door County Co-op site. Additional elements of the plan for the **redevelopment of the city's west side waterfront** include: a brewpub restaurant; waterfront pier and public boardwalk; workforce housing and possible lodging. Assisting the City with applications for grant funds to secure the property, environmental cleanup and other necessary pre-development improvements. The project team is working with prospective developers.

■ Assisted Sturgeon Bay in the selection of a developer for a vacant site on Egg Harbor Road; a **Maurice's clothing and other retail shops** will open in 2013.

■ Worked with City officials, Sturgeon Bay Visitors Center and Wisconsin DOT to plan for the 2013 closure of the Bayview Bridge and detour route during construction. DCEDC and the City also created a **microloan fund for exterior facade and storefront improvements** for businesses located along the official detour route of STH 42/57.

■ Worked with the **Sister Bay Economic Development Committee** on a redevelopment report, providing creative ideas, suggestions and alternatives that would improve the local economy and create jobs, including leveraging the village's considerable waterfront investments. The Village released a request for proposals soliciting a consultant to assist in the preparation of a redevelopment plan for the downtown area, and applied for a state planning grant for the study.

## 2012 Summary of Major Accomplishments, *continued*

- UW-Ext. and DCEDC facilitated and prepared a **visioning report for downtown Ellison Bay** on behalf of the Liberty Grove Economic Sustainability Committee.

- Joined the **Lakeshore Industry Cluster Initiative** for the Manitowoc, Door, Calumet, Kewaunee and Sheboygan Counties region. Local industry leaders in Manufacturing, Food Processing/Agriculture, Energy and Tourism will help to identify and target regional assets and resources that can improve the competitiveness of each of the high-growth sectors.

- **Door County Buy Local** launched a new website with searchable member database 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.

- **Door County Coastal Byway Council** hired consultant from UW- Stevens Point to prepare an interpretive master plan; DCEDC serves as administrator of the grant funds and treasurer of the Coastal Byway Council.

- The Federal Highway Administration awarded **\$554,900 in Coastal Byway grants** to The Ridges Sanctuary.

- Collaborating on the preparation of an application for **Coast Guard City status for Sturgeon Bay**. We are also working with the City to relocate and enhance shore support facilities for the Coast Guard cutter *Mobile Bay*.

### WORKFORCE DEVELOPMENT

- Completed fifth annual **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. Fifteen companies participated: ten from Door and five from Kewaunee.

- Partnered with the Door County Visitor Bureau to complete third annual **wage and benefit survey of local tourism businesses**. Fifty-one innkeepers, restaurateurs and retail business owners responded to the survey, which also included questions on local food product use in area restaurants.

- The **Door/Kewaunee Business & Education Partnership (DKBEP)** provided a number of career awareness programs for area school districts during the 2011/12 academic year, including over 380 students participating in the 8th Grade Career Day and more than 450 3rd-5th graders in the Tool Time program. DKBEP also arranged for job shadows for over 100 high school students, had 270 students embarking on business tours of 30 area companies, and provided guest speakers in the classroom to address more than 230 students on career prospects in a variety of local industries.

- In Fall 2011 DKBEP and NWTC unveiled a **Computer Integrated Mobile Manufacturing Lab**, which addresses the need for CNC (computer numeric control) education in the schools. The primary goals are to expose local youth to CNC careers and grow the local workforce. Local school districts are working with NWTC in providing customized CNC curriculum relevant to the high school student. The Mobile Lab makes two visits to Door County each week throughout the year. Participating students from Southern Door and Sturgeon Bay schools will

receive transcribed credit in the two-year program. Upon graduation, students will be able to enter the local workforce with the potential to earn competitive wages and benefits, or continue their education.

- Twelve high school students representing Kewaunee, Algoma, Luxemburg-Casco, Sturgeon Bay, and Southern Door school districts joined forces to build a 4,000 square foot custom **“mancave” at Pagel’s Ponderosa Dairy in Kewaunee** during the 2011-12 school year. Participants were involved in all aspects of home construction, and each earned 16 credits for advanced placement in the Wood Tech 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** continued construction on a **48-unit condo development in Sister Bay**. In most cases, the units are being sold to year-round members of the Northern Door workforce. Construction was completed on two 8-unit rental buildings along Country Walk Drive, which filled immediately.

- Wisconsin Partnership for Housing Development provided technical assistance in establishing a **Door County Housing Trust** to provide long-term attainable housing units in Door County and an initial board of directors was founded.

- Continued administration of the **City of Sturgeon Bay Down Payment Assistance Program**, which provides \$5,000.00, zero-percent interest, forgivable loans to help fund the down payment needs for the first nine qualified home buyers in the Sunset Hills #2 development. Seven homes have been built and five sold on the former WireTech site.

- 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 identified demands.

### DOOR COUNTY TECHNOLOGY COUNCIL

- **Cellcom** completed the first leg of their **new fiber optic network** in Door County, from Green Bay to Sturgeon Bay, and began working on deployment from Sturgeon Bay to Gills Rock. The company subsequently launched **wireless 4G technology in the entire county**. The new network will deliver high-speed Internet access, increase capacity for data services and expand the wireless network.

- **Frontier Communications** continued to expand its **DSL service in Northern Door**, including significant investments on Washington Island.

- **NEWWIS/Door County Computer** continued to expand their **point-to-point wireless network** around the county, filling in service gaps in areas such as West Jacksonport and Sand Bay in Liberty Grove.