



2013 Summary of Major Accomplishments

EXISTING BUSINESS ASSISTANCE

■ Responded to 43 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: **Hatco**; **Patricia Shops**; **Wild Tomato**; **Pro Products**; **US Cellular**; **DC Floral**; **Washington Island Ferry Line**; **Therma-Tron-X**; **Door County Traders**; **Drink Coffee**.

■ **Hatco** constructed a 65,000 square foot addition to their existing plant in the Sturgeon Bay Industrial Park. The addition increased the facility's size to 250,000 square feet and will bring the total number of full-time employees to 375.

■ **Door County Traders** relocated to a new and expanded facility on Third Avenue in Sturgeon Bay. DCEDC was able to assist in financing the project utilizing the City Revolving Loan Fund program.

■ **Drink Coffee** relocated to a new building in Sister Bay. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund program.

■ **Washington Island Ferry Line** expanded by purchasing the Rock Island Karfi ferry route.

■ In May, **Renard's Cheese and Deli** was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and the Wienke Family, owners of **Wienke's Market**, were named Entrepreneurs of the Year for 2013.

■ DCEDC staff and volunteers have conducted 12 **retention calls with local business owners** to date in 2013, 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 seven educational sessions** on electronic marketing, healthcare reform, federal procurement, food safety, and unemployment insurance, including two sessions on Washington Island.

ENTREPRENEURIAL SERVICES

■ Assisted nearly 130 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **Max Supper Club**, **136 Restaurant and Wine Bar**, **Maurice's**, **Edible Door magazine**, **Niste Box food truck**, **Tweak Marketing & Development**, **Hidden Acres Farms**, **Door County Brewing**, **Door 44 Winery**, and **Motel 57** are among the varied and exciting new business ventures established in Door County in 2013.

■ The Door County Business Development Center (business incubator) is currently home to 16 businesses with 69 fulltime equivalent employees. **Padgett Business Solutions**, **Life Preserver Wellness Shop** and **Door Peninsula Technical Support Services** became new Center clients in 2013. Eighteen businesses have graduated from the Center, creating 80 jobs to date.

■ Downtown **Sister Bay** saw the establishment of at least **five new businesses** during 2013: **Spot**, **Cupcake Heaven**, **Mon Ami resale**, **Door County Creamery** and **Viva Real Live Food Bar**.

■ Co-sponsored our 12th annual **entrepreneurial training program** for new and existing business owners on how to research and write a comprehensive business plan. The class included 11 participants and, with financial support from local banks, provided a \$1,000 cash award to **Angela Lensch Jewelry** for the best business plan developed in the class.

■ Partnered with **UW-GB Small Business Development Center** counselor Chuck Brys to provide consultation and business planning services to 53 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 2013, loans totaling \$185,000 were approved for **Scaturio's Baking Co.**, **Drink Coffee**, **Door County Traders**, **Foxglove Inn** and **Dancing Bear**, leveraging \$819,500 in private funds, **creating 6.5 jobs and retaining 9.5 jobs** over the next three years. There are currently 24 active loans between the three revolving loan funds.

■ Worked with regional organizations and state officials to explore RLF regionalization and the defederalization of RLF program dollars to provide greater flexibility to local RLF administrators.

■ Began work with the Door County Community foundation on the establishment and administration of the **Door County Community Opportunity Investment Network (COIN)**, a new micro-loan program for local businesses.

COMMUNITY DEVELOPMENT

■ DCEDC helped administer the successful **Door Kewaunee Legislative Days** in May. Nearly 100 delegates traveled to Madison to deliver our legislative agenda to elected officials and key state agencies. The lead issue was the economic impact of low lake water levels on communities, along with several other topics.

■ Rep. Bies organized a **legislative briefing and four informational and listening sessions** at locations around the state regarding the impacts of low lake water levels, involving multiple state agencies.

■ **The state budget** included several initiatives from our legislative agenda, including additional state aid to public school districts, increasing the Historic State Tax Credit and restored Land Conservation staffing grants.

■ DCEDC organized and hosted two days of local meetings for members of the state **Department of Administration Office of Business Development**, including a roundtable event with 20 local businesses, and a meeting with representatives from local wineries to learn about state barriers limiting their growth.

■ Worked with City officials and consultants Vandewalle & Associates on the implementation of the plan for the **redevelop-**

2013 Summary of Major Accomplishments, *continued*

opment of the city's west side waterfront on the former Door County Co-op site. The city approved the creation of a TIF district to help finance the multiple aspects of the project, which include: a four seasons market; a brewpub restaurant; waterfront pier and public boardwalk; workforce housing; and possible lodging. Assisted the City with successful applications for grant funds to secure the property, environmental cleanup and other pre-development improvements, including saving the historic granary building. The project team is working with prospective developers.

- The City of Sturgeon Bay purchased an additional **25 acres for expansion of the Industrial Park**, which subsequently facilitated an expansion by Therma-Tron-X.

- Wisconsin Public Service **relocated gas lines and built a new natural gas gate station** which will facilitate additional growth in the Industrial Park.

- Worked with the **Sister Bay Economic Development Committee** and consultants Vandewalle on the release of a Downtown Redevelopment Plan, which targets six potential sites for redevelopment and improved public facilities.

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

- **Door County Buy Local** continued to grow their website with searchable member database, hosted seven business networking mixers, and launched a Buy Local shopping promotion for the holiday season. 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** began erecting federal grant-financed informational kiosks around the 66-mile byway route; DCEDC serves as administrator of the grant funds and treasurer of the Coastal Byway Council.

- Collaborated on the successful submission 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 sixth 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. Fourteen companies participated: nine from Door and five from Kewaunee.

- Partnered with the Door County Visitor Bureau to complete fourth annual **wage and benefit survey of local tourism businesses**. Thirty-one innkeepers, restaurateurs and retail business owners responded to the survey.

- The **Door/Kewaunee Business & Education Partnership (DKBEP)** provided a number of career awareness programs for

area school districts during the 2012/13 academic year, including over 320 students participating in the 8th Grade Career Day. DKBEP also arranged for job shadows for over 100 high school students, had nearly 1000 students embarking on business tours of 50 area companies (an increase of 360% from the previous year), and provided guest speakers in the classroom to address more than 328 students on career prospects in a variety of local industries. Throughout the year, 66 different area businesses participated in some sort of DKBEP programming.

- Thirteen high school students representing Gibraltar, Sevastopol, Sturgeon Bay, and Southern Door school districts joined forces to build a 1,300 square foot custom residential home in Valmy during the 2012/13 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

- The **Door County Housing Partnership** was established to provide long-term attainable housing units in Door County. An initial board of directors was founded, including DCEDC staff.

- Continued administration of the **City of Sturgeon Bay Down Payment Assistance Program**, which provides \$5,000, zero-percent interest, forgivable loans to help fund the down payment needs for all seventeen qualified home buyers in the Sunset Hills #2 development. Nine homes have been built and sold on the former WireTech site.

- Door County and DCEDC joined a ten-county **Regional Housing Consortium** that will begin administration of a state housing grant by the end of the year. Door County will receive \$137,400, primarily for down payment assistance.

- Attainable Housing Committee continued to work on the 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. Initial findings show a need for additional rental housing units countywide.

DOOR COUNTY TECHNOLOGY COUNCIL

- Cellcom completed deployment of their **new fiber optic network** in Door County, from Green Bay to Gills Rock. The new network delivers high-speed Internet access, increased capacity for data services and expands the wireless network.

- The County Board approved **new communications tower height limits**, which will allow local service providers to reach a greater number of unserved areas of the county with broadband connectivity.

- Using data from the state Public Service Commission, the **County GIS map now has a telecommunications layer**. The map shows what service providers and data speeds are available at a specific site or property within the county and also shows the service coverage area for each of the providers in the county.