



ECONOMIC DEVELOPMENT CORPORATION

EXISTING BUSINESS ASSISTANCE

■ Responded to 34 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: **Door County Brewing; Pro Products, Inc.; Therma-Tron-X; Jim Olson Automotive Group; Renard's Cheese/Rosewood Dairy; DC YMCA Child Care; Pine Crest Village; CenterPointe Marina; Boys & Girls Club of Door County.**

■ **Therma-Tron-X** constructed a 26,800 square foot addition to their existing plant in the Sturgeon Bay Industrial Park. The addition increased the facility's size to 192,500 square feet.

■ **Door County Brewing** opened their tasting room and boutique brewery in Baileys Harbor. DCEDC was able to assist in financing the project utilizing our Revolving Loan Fund program.

■ **Wild Tomato Pizza** expanded by adding Bier Zot and Macho Taco Cantina in Sister Bay. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund program.

■ **Renard's Cheese** expanded by purchasing the retail store on Highway S, along with 100% of the Rosewood Dairy cheese production facility. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund program.

■ **Pro Products, Inc.**, a precision CNC machine shop in the Sturgeon Bay Industrial Park, purchased a new lot and began construction of their new, 40,000 square foot facility, expected to be completed by December 2014.

■ **Jim Olson Automotive Group** expanded by purchasing the Ford/Lincoln dealership in Sturgeon Bay. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund program.

■ In May, **Hatco Corporation** was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and AJ Frank, owner of **Door County Trolley Company**, was named Entrepreneur of the Year for 2014. Hatco went on to win a Manufacturers Award of Distinction from the Green Bay Area Chamber.

■ DCEDC staff and volunteers have conducted **19 retention calls with local business owners** to date in 2014, to thank them for doing business in the county and to assist them in resolving any issues constraining their growth.

■ **Cadence, Inc.** joined the local business community with its purchase of the former Plainfield Stamping. Cadence manufactures the elements of complex minimally invasive surgical devices. The acquisition positions Cadence as a top global provider of technologies and services in advanced surgical products. DCEDC assisted the company in securing financial incentives from the Wisconsin Economic Development Corporation.

2014 Summary of Major Accomplishments

■ DCEDC and Door County Visitor Bureau hosted **four educational sessions** on social media marketing, workforce training grants, workplace wellness and workforce training resources.

ENTREPRENURIAL SERVICES

■ Assisted more than 120 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **Door County Fire Company, Starboard Brewery, Door County Broadband, Bier Zot/Macho Taco, The Foxglove Inn, Bank of Luxemburg, Rummele's Jewelry, Frozen Spoon Frozen Yogurt, CVS, Fragrant Isle Lavender Farm, Sunflour Artisan Bakery, Chives Door County, Cherryland Chiropractic, Get "Real" Café, and Andria's Dancin' On the Door School of Dance** are among the varied and exciting new business ventures established in Door County in 2014.

■ The Door County Business Development Center (business incubator) is currently home to 14 businesses with 56 fulltime equivalent employees. **Better Avenues** and **Semling Distributing** became new Center clients in 2014, while the **Boys & Girls Club** graduated to their own facility. Nineteen businesses have graduated from the Center, creating 90 jobs to date.

■ Co-sponsored our 13th annual **entrepreneurial training program** for new and existing business owners on how to research and write a comprehensive business plan. The class included 12 participants and, with financial support from local banks, provided \$1,000 to Tami Polster Walls, owner of **Wisconsin Family Visitation Center**, and Dorothea Carson, owner of **CW Family Solutions LLC**, as joint winners of the cash award for the best business plans developed in the class.

■ Partnered with **UW-GB Small Business Development Center** counselor Chuck Brys to provide consultation and business planning services to 48 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 2014, loans totaling \$915,000 were approved for Wild Tomato - Sister Bay, Door County Brewing Company, Rosewood Dairy and James Olson Automotive Group, leveraging \$2.9M in private funds, **creating 62 jobs and retaining 14 jobs** over the next three years. There are currently 28 active loans between the three revolving loan funds.

■ The Door County Community Foundation launched the **Door County Community Opportunity Investment Network (COIN)** micro-loan and mentoring program for local businesses, administered by DCEDC. Bearded Heart Coffee in Baileys Harbor was the first successful program applicant.

COMMUNITY DEVELOPMENT

■ Worked with City officials on the implementation of the plan for the **redevelopment of the city's west side water-**

2014 Summary of Major Accomplishments, *continued*

front. Development proposals for a brewpub restaurant and boutique hotel were announced. The City is also seeking grant funds for a waterfront park, pier and public boardwalk, as well as pursuing potential developers for workforce housing.

- Worked with the County's **Jingdezhen Sister City Ad Hoc Informal Advisory Group** to continue to strengthen the ongoing relationship and solicit and train the October 2014 Door County delegation to China.

- The **Lakeshore Industry Cluster Initiative** for the Manitowoc, Door, Calumet, Kewaunee and Sheboygan Counties region held an Agriculture cluster subcommittee hops growing workshop in March and hosted a Manufacturing cluster meeting at Bay Shipbuilding. The Initiative also launched an online manufacturing directory to facilitate supply chain connections within the region.

- **Door County Buy Local** continued to grow their membership and hosted seven business networking mixers. The searchable online member database has 225 business listings, and the Buy Local Facebook page has 650 followers. This 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** completed construction of 12 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.

- In May, the City of Sturgeon Bay was **officially declared a US Coast Guard City**, one of 16 around the country and the only one in Wisconsin. The City, DCEDC and the Coast Guard also collaborated to relocate and enhance shore support facilities for the Coast Guard cutter *Mobile Bay*, constructed by local company Peninsula Building Systems.

WORKFORCE DEVELOPMENT

- DCEDC and a small group of employers and HR personnel met several times to discuss various **talent attraction strategies** to assist local companies in workforce recruitment initiatives; one of the options discussed was the production of a video piece. Filmmaker Brett Kosmider with Boreal Sky was engaged to create the film, which will highlight the aspects of life in Door County that can assist local companies in recruiting. The video will be available in early 2015.

- Completed seventh 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 fifth 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 2013/14

academic year, including over 340 students participating in 8th Grade Career Day. DKBEP also arranged job shadows for over 50 high school students, had nearly 600 students embarking on business tours of 50 area companies, and provided guest speakers in the classroom to address more than 700 students on career prospects in a variety of local industries. Throughout the year, 70 area businesses participated in some sort of DKBEP programming.

- Nine high school students representing Kewaunee, Luxemburg Casco and Sturgeon Bay school districts joined forces to build a **2,300 square foot custom residential home in Luxemburg** during the 2013/14 school year. Participants were involved in all aspects of home construction, and each earned 16 credits for advanced placement in the Structural Systems program at NWTC. Students who participate in the program have the opportunity to become skilled in all trade areas associated with home construction and manufacturing, with the goal of continuing their education or joining the local workforce. Since 2007/08, more than 80 students have gone through the program.

ATTAINABLE HOUSING

- 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 all qualified home buyers in the Sunset Hills #2 development. Twelve homes have been constructed on the former WireTech site, with only five lots remaining.

- A ten-county **Regional Housing Consortium** began accepting applications for a grant-funded \$1.9 Million housing loan program, providing down-payment assistance and rehab financing for income-eligible households. More than \$85,000 was obligated to seven local projects. DCEDC serves as the Door County representative to the Consortium.

- Attainable Housing Committee continued to work on the development of a Housing Needs Analysis for Door County and provide an action plan to meet identified **demand for additional rental housing units countywide**.

- 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

DOOR COUNTY TECHNOLOGY COUNCIL

- **Door County Broadband** completed the acquisition of DCWis/NEWWIS in April, and moved their offices from Juddville to Baileys Harbor. The company is in the process of applying to the FCC for 10 new microwave links to support their network from Nasewaupee to Gills Rock, continuing on to Washington Island. The company is working on five new tower builds, including a 125' tower near Sherwood Point that would help to serve the Bay Shore Drive area

- DCEDC worked closely with AT&T as the company looked for sites for **new cellular phone tower locations** to provide better coverage for their customers who visit the peninsula. They established temporary towers in Baileys Harbor and the town of Egg Harbor and are looking for permanent sites in those municipalities, as well as the Village of Ephraim.