



2015 Summary of Major Accomplishments

EXISTING BUSINESS ASSISTANCE

■ Responded to 36 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: **Bay Shipbuilding Company**; **Door County Brewing**; **Pro Products, Inc.**; **Therma-Tron-X**; **Cadence, Inc.**; **Dogma Grooming Salon**; **Sonny's Pizzeria**; **Segway Door County**; and **Woodrow Engineering**.

■ **Therma-Tron-X** purchased a 3-acre site and began construction on a 34,000 square foot addition to their existing plant in the Sturgeon Bay Industrial Park, and secured an option for an additional 4.4 acre parcel to accommodate future growth.

■ **Segway Door County** expanded by purchasing a new location in Fish Creek. 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, completed construction of their new, 40,000 square foot facility.

■ **Murrock Landscaping** purchased a new lot in the Industrial Park and starting building a 7,000 square foot addition.

■ In April, **Jim Olson Automotive Group** was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and the Lautenbach family, owners of **Orchard Country Winery & Market**, were named Entrepreneurs of the Year for 2014.

■ DCEDC staff and volunteers have conducted **20 retention calls with local business owners** to date in 2015, 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 eight educational sessions** on social media marketing, business financing, workforce training grants, succession planning, the Affordable Care Act and broadband telecommunications, including sessions on Washington Island.

ENTREPRENEURIAL SERVICES

■ Assisted more than 100 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **A Cut Above Salon**, **Colleen's Heritage Bakery**, **Door County Farm Market**, **Fireside Restaurant**, **Integrated Health Services of Door County**, **The Tin Plate Restaurant**, **Door County Love Artisan Granola**, **Pier & Waterfront Solutions**, and **Bernie's Well & Water** are among the varied and exciting new business ventures established in Door County in 2015.

■ The Door County Business Development Center (business incubator) is currently home to 16 businesses with 58 fulltime equivalent employees. **Mike Wieck Sales, Inc.** and **Connections, IRIS Consultant Agency by Lutheran Social Services** became new Center clients in 2015. Twenty businesses have graduated from the Center, creating 90 jobs to date.

■ Co-sponsored our 15th annual **entrepreneurial training program** for new and existing business owners on how to research and write a comprehensive business plan. The class included 16 participants and, with financial support from local banks, provided \$1,200 to Dr. Zach Paul, owner of **Integrated Health Services of Door County**, as winner of the cash award 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 41 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 2015, loans totaling \$344,000 were approved for Door County Brewing, The Tin Plate, Segway Door County and Sonny's Pizzeria, leveraging \$1.8M in private funds, **creating 25 jobs and retaining 39 jobs** over the next three years. There are currently 26 active loans between the three revolving loan funds.

■ The Door County Community Foundation's **Door County Community Opportunity Investment Network (COIN)** micro-loan and mentoring program for local businesses, administered by DCEDC, provided loans totaling \$61,000 to Dogma Grooming, A Cut Above and Colleen's Heritage Bakery; the projects leveraged \$89,000 in private funds.

COMMUNITY DEVELOPMENT

■ DCEDC helped administer the successful **Door Kewaunee Legislative Days** in May. Ninety adult delegates and 40 student delegates traveled to Madison to deliver our legislative agenda to elected officials and key state agencies. The lead issue was "Protecting the Public's Drinking Water in At-Risk Karst Geo-Region," along with several other topics.

■ **The state budget** included several initiatives from our legislative agenda, including restoration of funding for the Wisconsin Transportation Harbor Assistance Program at \$13 Million and the Knowles-Nelson Stewardship Program at \$33 Million annually.

■ Legislative Days 2015 included a highly successful **showcase of Door and Kewaunee County foods**, presenting local food offerings at several stations during the event.

■ Worked with City officials on the implementation of the plan for the **redevelopment of the city's west side waterfront**. \$8 Million, 76-room hotel development proposal approved by City Council with mid-2016 estimated construction start. Negotiations are in process with developers for Smet/Titletown brewpub and 42-unit apartment project.

2015 Summary of Major Accomplishments, *continued*

■ Worked with the County's **Jingdezhen Sister City Advisory Group** to host a seven-person delegation from China in summer and send a one-person delegation to China in fall. Work continues on plans for a Door County Square in our Sister City.

■ **Door County Buy Local** continued to grow their membership and hosted seven business networking mixers. The searchable online member database has 245 business listings, and the Buy Local Facebook page has 815 followers. The 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.

■ Launched the **Door County Young Professionals Network** with two events in 2015. The purpose of the Young Professionals Network is to help attract and retain young professionals through social, educational and community service programming.

WORKFORCE DEVELOPMENT

■ DCEDC and a number of local companies produced and released a **talent attraction video** which highlights the positive aspects of work and life in Door County, to assist local firms in recruiting the skilled workforce required for their continued growth. The video features interviews with Door County employers and employees, talking about their impressions of the County, recreational amenities, the various communities in Door County, healthcare, schools and community engagement. The video is available for all local businesses to use for their talent recruitment efforts.

■ To complement the talent attraction video, other strategies to assist local companies in **workforce recruitment** are under consideration, including a digital magazine, which will highlight the aspects of life in Door County that can assist local companies in recruiting. The digital publication will be available in 2016.

■ Completed eighth 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. Twelve companies participated: seven from Door and five from Kewaunee.

■ Partnered with the Door County Visitor Bureau to complete sixth annual **wage and benefit survey of local tourism businesses**. Fifty-eight 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 2014/15 academic year, including over 350 students participating in 8th Grade Career Day. DKBEP also arranged job shadows for over 110 high school students, had nearly 775 students on business tours of 50 area companies, and provided guest speakers in the classroom to address more than 750 students on

career prospects in a variety of local industries. Throughout the year, 75 area businesses participated in some sort of DKBEP programming.

■ Eight high school students representing Gibraltar, Sevastopol, Sturgeon Bay and Southern Door School districts joined forces to build a **1,550 square foot custom residential home in Sturgeon Bay** during the 2014/15 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.

■ DKBEP and The Women's Fund of Door County collaborated to promote science, technology, engineering and mathematics (STEM) awareness for area youth with the first-ever **Door/Kewaunee Science & Engineering Festival featuring Mind Trekkers** at Southern Door High School, which drew 2,000 people over two days.

ATTAINABLE HOUSING

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

■ The ten-county **Regional Housing Consortium** program has expended \$121,161 for 13 projects in Door County - \$59,400 in down payment assistance for nine home purchases; balance was for rehabilitation projects. DCEDC serves as the Door County representative to the Consortium.

■ Supported the Village of Egg Harbor's work with a developer on a proposed **45-unit multi-family housing development** located near the intersection of Church Street and County Highway E.

DOOR COUNTY TECHNOLOGY COUNCIL

■ In September, the Door County Board of Supervisors voted in favor of a new telecommunications tower ordinance, which could have an impact on broadband deployment. The new ordinance creates a new chapter in County Zoning, affecting all 14 towns. They also voted to maintain the current \$500 fee for new tower applications. The DCEDC Tech Council will work with service providers and County staff to mitigate the effects of the new ordinance on broadband providers.

■ AT&T secured sites for new cellular towers in Egg Harbor and Baileys Harbor; they are working with Ephraim to find a location.