



2016 Summary of Major Accomplishments

EXISTING BUSINESS ASSISTANCE

■ Responded to 29 requests for assistance from existing local businesses. Assisted several significant business expansion projects including: **Bay Shipbuilding Company**; **Door County Brewing Company**; **Hatco Corporation**; **Bay Shore Outfitters**; **Cadence, Inc.**; **Jim Olson Ford**; and **Woodrow Engineering**.

■ **Pro Products, Inc.**, a precision CNC machine shop in the Sturgeon Bay Industrial Park, completed construction of a new, 6,000 square foot warehouse facility.

■ **Cadence, Inc.**, a manufacturing partner for medical device, diagnostics, industrial and automotive companies worldwide, completed construction of their new 63,000 square foot, state-of-the-art facility located in the Industrial Park.

■ In April, **Therma-Tron-X** was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and David Eliot and Madeline Johnson, owners of **Peninsula Publishing & Distribution**, were named Entrepreneurs of the Year for 2015.

■ DCEDC staff and volunteers have conducted **29 retention calls with local business owners** in the past 18 months, 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 four educational sessions** on social media marketing, cyber security, and Travel Green certification.

ENTREPRENEURIAL SERVICES

■ Assisted more than 100 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **Grosbeier & Sons Masonry**; **Lott Communications**; **Door Artisan Cheese**; **JB Truck Service**; **Little Sturgeon Motel and RV Park**; **Crate Restaurant**; **Lockwood Gallery**; **Tractor Supply Company**; and **Knight Barry Title Services** are among the varied and exciting new business ventures established in Door County in 2016.

■ The Door County Business Development Center (business incubator) is currently home to 15 businesses with 52 full-time equivalent employees. **LeTroLaq Tooling** and **Strategic Supply Company** became new Center clients in 2016. Twenty-one businesses have graduated from the Center, creating 84 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 19 participants and, with financial support from local banks, provided \$1,200 to Al Duessler, the soon-to-be co-owner of Bay Property Services of Door County LLC, as winner of the cash award for the best business plan developed in the class.

■ Partnered with **Wisconsin Small Business Development Center at UW-GB** counselor Chuck Brys to provide consultation and business planning services to 45 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 2016, one loan totaling \$95,000 was approved for McEvoy's Culinaria, LLC in Sister Bay, leveraging \$440,000 in private funds, creating five jobs over the next three years. There are currently 24 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, transitioned from a direct lending program to a loan guarantee program with Nicolet Bank. The new COIN program, making \$250,000 available to local entrepreneurs, will begin accepting applications soon.

COMMUNITY DEVELOPMENT

■ Celebrated the groundbreaking for the \$7.7 Million **Bay Loft apartments development** on North Madison Avenue in Sturgeon Bay. The development will be the first in the City's Westside Redevelopment area.

■ Continued work with City officials on the implementation of the plan for the **redevelopment of the city's west side waterfront**. The \$8 Million, 76-room hotel development project is delayed by pending litigation which we expect will be resolved in early 2017.

■ DCEDC provided assistance to several local communities on the creation and implementation of their **municipal redevelopment plans**.

■ Worked with the County's **Jingdezhen Sister City Advisory Group** to host a 7-person delegation from China in summer and send a 12-person Wisconsin delegation to China in fall, which included the official dedication of the Door County Square in our Sister City.

■ **Door County Buy Local** continued to grow their membership, hosted seven business networking mixers and forged an affiliation with Shop Local Communities to support business-to-consumer marketing initiatives and provide local businesses access to the Shop Local mobile app. The searchable Buy Local online member database has 253 business listings, and the Buy Local Facebook page has 915 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.

2016 Summary of Major Accomplishments, *continued*

WORKFORCE DEVELOPMENT

■ DCEDC launched the new **Grow Door County – A Workforce for the Future** initiative, redoubling our efforts to attract and retain skilled workers to our area. The plan deals with three key areas:

- “Inspired” Business & Education Partnerships
- Employee Recruitment and Retention
- Workforce Housing

■ DCEDC hosted a Business & Education Summit to unveil the new initiative, which was attended by over 90 business, community and educational leaders.

■ We are working closely with area school districts on the implementation of the state-mandated **Academic and Career Planning initiative**, to better prepare students for post-graduate training and employment using the Inspire model to connect students with the business community.

■ The **Door County Business & Education Partnership (DCBEP)** was awarded a grant from the Raibrook Foundation to purchase “Inspire” software, an ad-on to *Career Cruising*, an online tool used by all Door County schools to assist with Academic and Career Planning.

■ Launched the **NexGen Door County YP Network** to help attract and retain young professionals from all local industries to our community through a regular schedule of events, including professional development, community service projects and social gatherings, throughout the peninsula. Door County also participated in the statewide YPWeek initiative in April.

■ Completed ninth 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. Seventeen companies participated.

■ Partnered with the Door County Visitor Bureau to complete seventh annual wage and benefit survey of local tourism businesses. Sixty-five innkeepers, restaurateurs and retail business owners responded to the survey.

■ DCBEP provided a number of **career awareness programs for area school districts** during the 2015/16 academic year, including over 400 students participating in 8th Grade Career Day. DCBEP also arranged job shadows, business tours of area companies, and provided guest speakers in the classroom to address students on career prospects in a variety of local industries.

■ Three local students completed the **Youth Apprenticeship program**, earning a certificate from the state Department of Workforce Development and 12 college credits.

■ Southern Door School District presented DCEDC their annual **Friend of Education Award** in August, for helping to secure letters of support and \$13,000 in private contributions for their successful \$25,000 Fab Lab Grant application to the Wisconsin Economic Development Corporation.

WORKFORCE HOUSING

■ DCEDC and the Door County Board of Realtors were successful in a \$5,000 grant application to the National Association of Realtors to support the creation of a video to educate viewers about **locally available homebuyer assistance programs**. The video will be released in early 2017.

■ Worked with City of Sturgeon Bay to promote available sites and incentives to several potential developers for the construction of **additional multi-family housing**.

■ Supported the exploration by the Village of Egg Harbor, City of Sturgeon Bay and others into the development of dormitory-style housing for seasonal employees.

■ 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 \$178,426 for 21 down payment assistance and rehabilitation projects in Door County. DCEDC serves as the Door County representative to the Consortium.

DOOR COUNTY TECHNOLOGY COUNCIL

■ Three incumbent local telecom companies will receive more than \$570 million in government subsidies to expand fast Internet service in rural Wisconsin through 2020; in Door County, the program is targeting 3,539 homes and businesses with a total investment of over \$6.8 Million. The money is from the **Connect America Fund II** program administered by the Federal Communications Commission

■ DCEDC began working with the County to support an application to the state Public Service Commission’s **Broadband Forward!** program, which signals to service providers that the local unit of government has taken steps to reduce obstacles to broadband infrastructure investment.

■ The Sturgeon Bay Industrial Park was included in the **statewide list of Gigabit Business parks**, indicating that the park is served by fiber optic high-speed broadband infrastructure; the park is served by fiber from Nsight and Charter.

■ Began discussions with Nsight, Frontier, the County and other partners to develop a Public Service Commission Broadband Expansion Grant application to **connect Washington Island** with a submarine fiber optic cable.

■ Nsight and Door County’s new **high-bandwidth fiber optic network**, expected to be completed by the end of 2017, may be utilized by other municipalities or service providers to deliver broadband services. The purpose of the network is to strengthen County Public Safety communications and provide distribution of information between towns, villages, cities and school districts.