



Door County 2022

Catalyzing Business by Nature



We must not stop here.



“However sheltered this port, and however calm these waters, we must not anchor here.”

- Walt Whitman, Song to the Open Road

Investors

2019 marks the conclusion of our current economic development campaign. The work of Team DCEDC is not possible without the funding support from both the public and private sector.

We reinvigorated our entrepreneurial development programming, implemented project-management systems that are producing measurable results and made investment in Door County's most crucial need, current and future workforce.

Faced with the loss of loan funds originally intended to invigorate business start-ups and expansions, Team DCEDC oversaw the development of a plan that will not only ensure they were saved, but the program was improved to achieve current economic priorities.

DCEDC continues to collaborate with county school districts in providing career exploration opportunities with support from each district's investment in Inspire Door County.

Team DCEDC is working to ensure smart housing development occurs, providing a level of service that is achieving measurable results.

Thank you for your investment.

DIAMOND \$55,000+



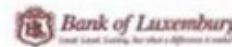
PLATINUM \$5,000 - \$54,999



GOLD \$2,500 - \$4,999



SILVER \$1,000 - \$2,499



BRONZE \$500 - \$999

Alberts Plastering
AT&T
Beacon Marine
C&S Manufacturing Corp.
Capitol Credit Union

Door County Advocate
Door County Co-Op
Door Peninsula Winery
ERA/Starr Realty
Heyrman Construction Co.

Irmel Construction
Keller, Inc.
KerberRose, S.C.
Marine Travelift
Peninsula Building Systems

Piggly Wiggly Sister Bay
Pine Crest Village
Pinkert Law Firm LLP
Roen Salvage Co.

COPPER \$400 & UNDER

Bay Electric Systems
Bayland Buildings, Inc.
Bay Ridge Golf Course
Bridgeport Resort
Chapman Technical Services
Chop/Lure/Pasta Vino
Clippers Mate
The Cookery
Country House Resort
Dan's Fish, Inc.
DC Printing
DeLeers Construction
Door County Brewing Company
Door County Eye Associates

Door County Hardware
Door County Lavender & Lemon
Door Landscape & Nursery
Eagle Mechanical
Flanigan Distributing
Foremost Management
SG Benefits
Going Garbage & Recycling, Inc.
HTF, Inc.
Hometown Bank
Huehn's Funeral Home
Jim Olson Motors, Inc.
JR Vacation Rentals & Cleaning Service
Just In Time Corporation

Key Industrial Plastics, Inc.
Lampert Lumber
LeFevre Tire & Auto
MWS Associates
Meissner Landscape
Northland Steel Co., Inc.
Northstar Consulting, LLC
Schnitz Insurance LLC
Segway the Door Tours
Simon Creek Vineyards
Soil Specialists, Ltd.
Stangel Accounting & Tax Office, S.C.
Staudenmeier Chiropractic
Stoneman-Schopf Agency, Inc.

Sturgeon Bay Metal Products
Tannenbaum Holiday Shoppe
True North Real Estate, LLC
Tweek Marketing
Van's Lumber & Custom Builders, Inc.
Viking Electric Supply, Inc.
Waseda Farms
Washington Island Ferry Line
Welcome Home Realty
Wild Tomato Pizza
Woodrow Engineering

IN-KIND

Boettcher Communications
Door County Visitor Bureau

MasterCare
Schenck Business Solutions

Stone Harbor
Sturgeon Bay Visitor Center

Accomplishments



Manufacturing Day a Success

By Jim Lundstrom, Peninsula Pulse – November 2nd, 2018

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Photo by Len Villano

Among the visitors at Marine Travelitt during Manufacturing Day on Oct. 27 was Morgan Huesnerfuss.

Unlike most others taking advantage of the tours to learn about the industrial and manufacturing work being done in Sturgeon Bay, as an employee of ExaTech, one of the dozen businesses that opened doors to the public for Manufacturing Day, Huesnerfuss is well aware of the good work done in Sturgeon Bay's industrial park.



Housing Analysis Shows Apartment Shortage in Door County

Posted on February 5, 2019 by Roger Levendusky

North and central Door County are collectively hundreds of apartments short of what is needed to meet the present demand. That information can be found in the newly released Door County Housing Analysis. Last year, the Door County Economic Development Corporation, along with support from the private sector, hired Aecom, an engineering firm that provides design and management services to study the

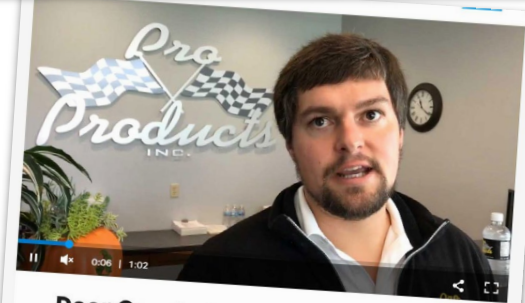
DCEDC Using Surveys in Hope to Improve Broadband in Door County

Posted on October 1, 2018 by Roger Levendusky

The Door County Economic Development Corporation is expanding its leadership role in bringing about the creation of a plan for improving broadband in Door County. Jim Schuessler, Executive Director of the county economic development agency, says reliable and fast broadband is a foundational requirement, not a luxury. Schuessler says the agency will provide each municipality with a template to survey its citizens

Green Bay Press Gazette.

PART OF THE USA TODAY NETWORK



Door County Manufacturing Day

Steven Hurley of Pro Products in Sturgeon Bay discusses modern manufacturing and the need for talent. NATHAN PHELPS

4:33 p.m. CST Nov. 6, 2018

T.J. Maxx store moves into last mall vacancy, aims to fill void left by Younkers, Shopko

Madison's One Barrel Brewing opens craft beer tap room in Egg Harbor



Door County economy linked to internet access, affordable housing, sufficient workers



(Photo: Tina M. Gahr/USA TODAY NETWORK-Wisconsin)

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STURGEON BAY - Where most people see a challenge or problem, Jim Schuessler sees opportunity.

Schuessler is the new director of the Door County Economic Development Corporation and is greeted every work day by a list of eight challenges written

on a white board facing his desk.

Door County Daily News.com

Nicolet Broadcasting, Inc. 30 N 18th Ste 8, Sturgeon Bay, WI 54235 (920)746-9430

Door County Daily News.com February 5

Analysis: Door County housing supply not meeting need.

<https://www.facebook.com/dc.dn.1/videos/1505709079561751/>

Old West Side School to be developed for housing

Posted about one month ago by Paul Schmitt

The Sturgeon Bay Plan Commission considered a preliminary plan for developing the old West Side School into an apartment complex at a Thursday meeting. Northpointe Development from Oshkosh purchased from Shipyard Partners who had bought the historic building from the city in 2004. The development calls for



converting the old building along with an addition, according to Mayor David Ward, who also chairs the plan commission.

doorcountyadvocate

Think you have the perfect plan for a business in Door County?



CONNECT TWITTER LINKEDIN COMMENT EMAIL MORE

STURGEON BAY - For years Courtney Janson and Mike Weber shared a mutual dream of starting a small business in Door County. While they were busy with careers elsewhere — Weber working as an analyst and Janson as an accountant — the couple didn't lose sight of their dreams.

As their plan to launch a do-it-yourself craft-making studio evolved, they sought professional advice by enrolling in the Entrepreneur Training Program at the Sturgeon Bay Northern Wisconsin Technical

Working together, we must face headwinds...



LABOR FORCE NEEDS

THREAT:

Door County's Labor Force numbers have declined 9.7% over the past decade



POPULATION DECLINE

THREAT:

Door County's population is not growing; both Sturgeon Bay and the county have declined since 2000



NEW NET CONSTRUCTION

THREAT:

State policy constrains local municipalities from providing necessary services



CHALLENGING DEMOGRAPHICS

THREAT:

Door County's median age is growing at four times the national average



Pillars of progress.

Door County's economic success will be built on the strength and stability of five pillars. These pillars are the priorities critical to shaping and advancing our county:



***BUSINESS RETENTION
& EXPANSION***



***CAREER
EXPLORATION
& POST
SECONDARY
OPTIONS***



***WORLD-CLASS
MARKETING***



***COMMUNITY
DEVELOPMENT***



***INNOVATIVE
START-UP
ECOSYSTEM***

Together, these pillars form the foundation necessary for a sustainable, vibrant, and economic Door County.



Door County 2022 Goals

Team DCEDC's five pillars focus on catalyzing & sustaining our county's success. To achieve this, we are focused on specific metrics to benchmark success.



+750

Labor force

Labor force is declining by nearly 2% over the past two years. Executing a broad range of programming promoting career opportunities with countywide businesses, recruiting first-rate talent, and growing our county's labor force by five percent.



110

Annual Youth Apprenticeships in Door County schools

Working with the Ahnapee Regional Youth Apprenticeship Team DCEDC will work with local school districts and countywide employers to help provide real-world career experiences, including for students seeking two-year & four-year degrees.



300

New apartments in Northern & Central Door County

Providing workforce housing will help grow local school districts and reduce commuting. Additional housing will help increase county labor force ranks.

Recruit. Retain. **Inspire.**



"For Team DCEDC, executing workforce attraction and retention strategies requires an all hands on deck mindset. The advancement of these strategies is critical to shaping the future of Door County's economic landscape."



*Jim Schuessler,
Executive Director
Team DCEDC*





Live Door County

A vibrant community to call home.

[FIND A CAREER](#)

Millions come to visit.
The lucky ones get to stay.

Why not you?

Door County combines the natural splendor of lakes and forests with a relaxed lifestyle, safe neighborhoods, excellent schools, a diverse economy, and a business climate that supports entrepreneurs as well as established businesses looking to grow.

You've dreamed of a friendly place to raise your family that offers an active outdoor lifestyle, great schools, a lively arts and culture scene, and good jobs. Door County is your place to call home.

[▶ FIND A CAREER](#)

Marketing Innovation.

Team DCEDC's key marketing strategies are focused on recruiting new talent to Door County. With the launch of our workforce attraction website in late Fall of 2019, our outreach efforts will be directly targeted via digital mediums to key demographic groups that we need to grow in Door County to advance our economic climate.

Marketing efforts also center around entrepreneurial collaboration and creation of marketing and outreach plans.



"The marketing landscape is changing, along with the way people consume information. Many marketers are turning to highly targeted digital campaigns with the ability to reach the masses and achieve the desired objective while maintaining a lower budget than traditional channels."



Kelsey Fox,
Workforce Development Specialist
Team DCEDC



Inspiring start-ups & innovation.

Door County combines the natural splendor of lakes and forests with a relaxed lifestyle, safe neighborhoods, excellent schools, a diverse economy and a business climate that supports entrepreneurs as well as established businesses looking to grow.



Economic Development: Door County is the perfect place to start or grow your business.



We must not anchor here.

Door County is ***founded upon a legacy of innovation and inspiration.*** The work that must be accomplished is challenging, important and attainable.

Together, the goals we will achieve will help ensure a sustainable Door County.
Invest in Door County 2022.



2019 Board Members

Our Board of Directors is comprised of business and community leaders that have given their time, talent, and support to guide Team DCEDC.

Executive Committee

Patti Vickman, Chair - Southern Door Schools
Todd Thayse, Vice-Chair - Fincantieri Bay Shipbuilding
Jeff Miller, Treasurer - Nicolet National Bank
Darren Voigt, Past Chair - Bank of Luxemburg
Jim Schuessler - Secretary

Directors

Helen Bacon - County of Door
Nate Bell - Village of Sister Bay
Ann Renard - Renard's Cheese
Kathy Schultz - County of Door
MaryKay Shumway - Kellstrom-Ray Agency
David Ward - Sturgeon Bay Mayor
Doug Wilson - Door County Coffee
Gerald Worrick - Door County Medical Center

Ex-Officio Directors

Beau Bernhoft - Village of Sister Bay
Rob Burke - UW-Extension
Jack Money Penny - Door County Visitor Bureau
Ken Pabich - County of Door
Pam Seiler - Sturgeon Bay Visitor Center
Jim Stawicki - Sturgeon Bay Utilities
Dale Swanson - Wisconsin Public Service Corp
Cheryl Tieman - Northeast WI Technical College
Josh VanLieshout - City of Sturgeon Bay



Workforce Development | Site Selection
Non-Traditional Finance | Entrepreneurial
Development