



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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NATIONAL HISPANIC HERITAGE MONTH

STURGEON BAY, WI - National Hispanic Heritage Month is September 15 through October 15, 2021. The month is set aside to recognize the achievements of Hispanics and honor and celebrate their contributions to our Nation. Locally, our Hispanic population has grown, and their contributions to our economy are evident.

"While we have many Hispanics working on farms and orchards, and in the hospitality industry, we are seeing more and more Hispanic entrepreneurs. This past year we were grateful to meet with the new owners of El Sazon Family Restaurant in Sturgeon Bay", said Julie Schmelzer, Director of Business Development at the Door County Economic Development Corporation. "Benny and his wife offer authentic Mexican cuisine, something many people love and there was a demand for in our community. I was impressed at how eager they are to be part of our business culture."

Schmelzer notes there are very few Hispanic businesses in the county, and we have a way to go before the county can claim they have a diverse business climate. "We have a few, but we need to encourage and support more diversity. Not just by supporting Hispanic businesses, but by encouraging other minorities as well to step forward, take a chance, and be successful". Schmelzer added the Economic Development Corporation is available to help minorities get started, and has an eager team to help with business planning, mentoring and other processes businesses typical utilize.

The most recent US Census revealed the county's Hispanic population increased 70% since 2010. Currently the Hispanic and Latino people account for 3.8% of the county's population.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation in Door County.

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