



WELCOME

Sturgeon Bay Development Tour

MAY
FRIDAY **30** 2025



WELCOME

Michelle Lawrie

Door County Economic Development Corporation



MESSAGE FROM THE MAYOR

David J. Ward
City of Sturgeon Bay



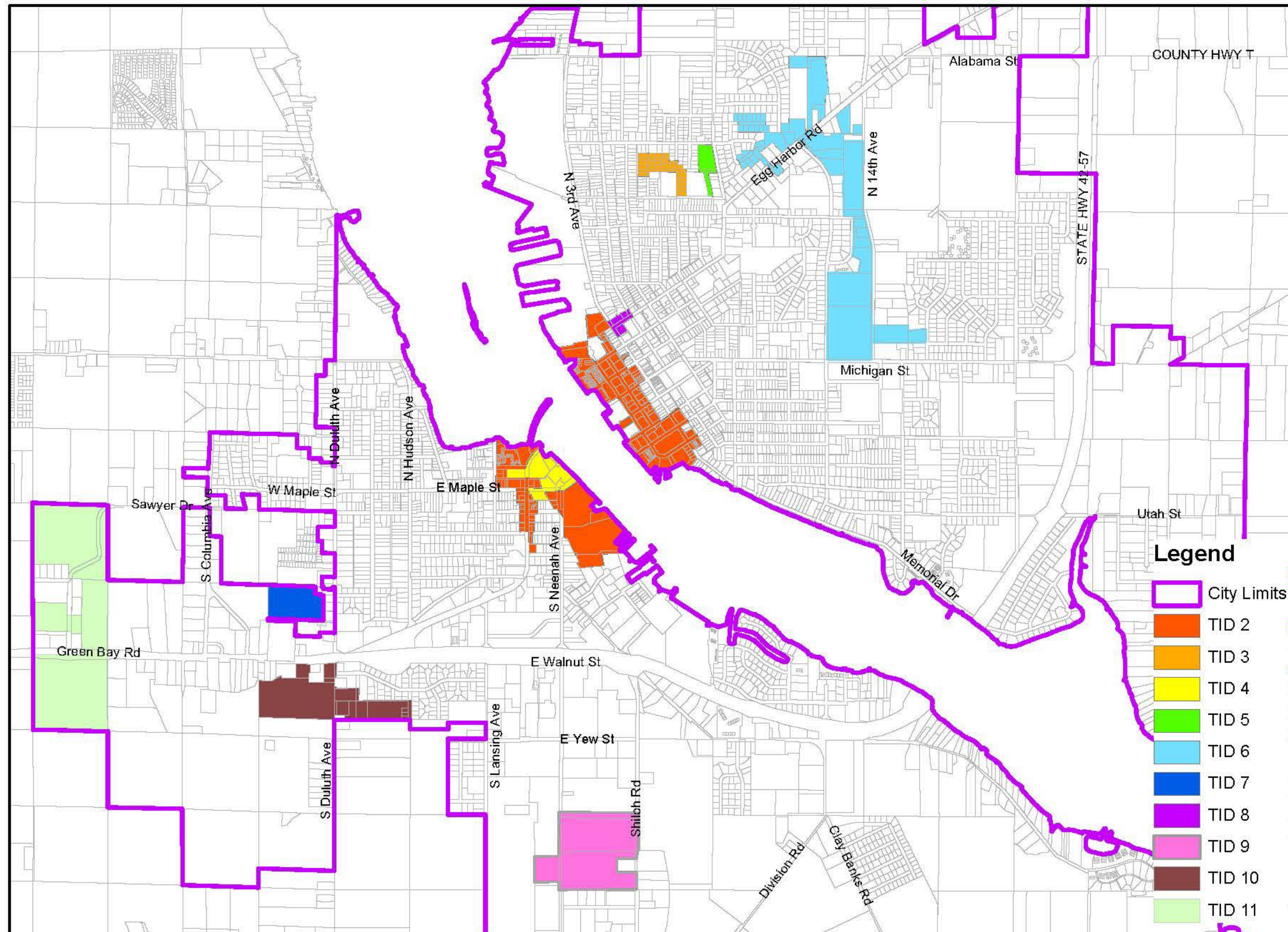
STURGEON BAY OVERVIEW

Josh VanLieshout and Stephanie Servia

City of Sturgeon Bay

Sturgeon Bay Tax Incremental Districts #2-11

October 2024





POWERING STURGEON BAY

Jim Stawicki

Sturgeon Bay Utilities (SBU)



QUALITY EDUCATION IN STURGEON BAY

Dan Tjernagel
Sturgeon Bay School District

School District of Sturgeon Bay

Superintendent Dan Tjernagel



Door County Educational Context

Four mainland school districts - *DPI Sept. 2024 enrollment data*

- **Gibraltar (Fish Creek) 514 students**
- **Sevastopol (Institute) 530 students**
- **Sturgeon Bay 1,026 students**
- **Southern Door (Brussels) 1,014 students**

Two PreK - 8 private schools—both in Sturgeon Bay

- **St. John Bosco Catholic School**
- **St. Peter's Lutheran School**



School District of Sturgeon Bay

- **Serve Sturgeon Bay plus Part of Town of Sevastopol minus part of City that has been annexed (West side)**
- **Fincantieri, DCMC, Industrial Park, County, City, small businesses, YMCA, Boys & Girls Club, & more**
 - **Job opportunities & experiences for our students**
 - **Summer & weekend opportunities for our staff**
- **Our district is known for . . .**
 - **Wide range of academic offerings & success**
 - **Wide range of co-curricular opportunities**
 - **Systemic approach to supporting all students' learning**
 - **A leader in the State in terms of early literacy**
 - **Observation from a parent to one of our principals**
- **Class of 2025 plans: 55% 4-year; 18% 2-year; 18% work,**



School District of Sturgeon Bay - Community

- **Supportive Community**
 - Programs (Art, Athletics, Music, Clubs - ex. Clipper Clays)
 - Special Fundraising Efforts (Elem. playgrounds, Greenhouse, & more)
 - Educational programming operational referenda since 2007
 - Capital Referendum as recently as 2020
- **Great amenities & quality of life (Parks, YMCA, water, etc.)**
 - Unique place - Quick anecdote about the YMCA
- **Great blend of school, district, & community pride**
- **As a district, we serve families—families need housing.**
- **Employers need workforce—workers need housing, and places for their kids to learn and grow.**



**Thank you for your time &
interest in Sturgeon Bay.**

**Together we can continue
to make our community
strong for years to come.**

Dan Tjernagel

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920-746-2801





WORKFORCE HOUSING RESOURCES

Kay Smith

Door County Workforce Housing Lending Corporation



A Collaboration between the Door County Community Foundation and NeighborWorks Green Bay

Our Focus

is to address the issue of affordable workforce housing in Door County and provide creative and effective solutions.



WHAT WE DO

The Workforce Housing Lending Corporation (WHLC), is a 501(c)(3) charitable organization that was created to bring a ***new*** approach to the challenge Door County faces with a lack of affordable workforce housing.

The first step toward realizing ***our vision*** is to provide financial incentives for private developers to build affordable rental units that are ***within the price range of Door County's working families***. The affordable units might constitute the entirety of a construction project or may involve a negotiated number of affordable units set aside as a part of a larger development.



Helping Serve Door County Together

In December 2021, the Board of Directors of the Wisconsin Housing and Economic Development Authority (WHEDA) approved a matching investment of \$1.5million in the WHLC pilot program. Contributions from The Door County Community Foundation, the County of Door, and local community supporters comprise the initial loan pool. Through the use of this leveraged loan structure, estimates are that over the life of the initial loan pool, our \$3 million will help facilitate the construction of as many as 700 new rental units.



OUR PLATFORM

- WHLC provides subordinate/gap loans for mixed-income and modest-income projects serving households generally earning 80% of the area median income.**
- The affordable rate units must serve year-round residents who meet income criteria for at least 20 years.

2025

Door County Income Limits Summary

Median Family Income	Income Limit Category	1 Person HH	2 Person HH	3 Person HH	4 Person HH
\$103,700*	Low (80%)	\$56,500	\$64,550	\$72,600	\$80,650

**80% of AMI means a Qualified Occupant earning not more than eighty percent (80%) of the Area Median Income.

*Based on WI State HUD Income Limits Effective 4.25.25

Door County Specific

This new layer of financing is only available if the project is built in Door County. The loans offered by WHLC were designed collaboratively by private housing developers, non-profit affordable housing experts, and government officials. These loans may be customized to suit the needs of individual construction projects and offer (negotiable) terms and conditions.



DOOR COUNTY INSUFFICIENCIES

- In Door County, someone would need an hourly wage of **\$19.67** to afford a 2-bedroom rental home at the Fair Market Rent. (See next slide)
- At minimum wage, someone would need **2.7** full time jobs in order to afford a 2 bedroom fair market rental (\$1,023 in 2024) in Door County.
- **The estimated hourly mean renter wage in 2024 in Door County was \$14.64.**



HUD FY 2025 FAIR MARKET RENT DOCUMENTATION SYSTEM

Final FY 2025 & Final FY 2024 FMRs By Unit Bedrooms

Year	<u>Efficiency</u>	<u>One-Bedroom</u>	Two-Bedroom	<u>Three-Bedroom</u>	<u>Four-Bedroom</u>
FY 2025 FMR	\$803	\$864	\$1,134	\$1,371	\$1,503
<u>FY 2024 FMR</u>	\$717	\$779	\$1,023	\$1,261	\$1,385

**WHLC also researches
and partners with
additional resources
available to developers
to promote
Door County builds**

***(Ex. WHEDA Restore Main
Street, Vacancy to Vitality,
and Infrastructure loans)***





For More Information Visit
www.BuildDoorCounty.org

**If you are a developer or employer
seeking financing options:**

Contact the Workforce Housing Lending
Corporation: kay@builddoorcounty.org
920.770.0830

**If you would like to provide financial
support for WHLC:**

Contact the Door County Community
Foundation: whlc@givedoorcounty.org
920.746.1786

Thank you!

Resources & Links

Door County Community Foundation: www.givedoorcounty.org

Door County Economic Development Corp: www.doorcounty.com

Wisconsin Housing Economic Development Authority: www.wheda.com

Workforce Housing Lending Corp: www.bulldoorcounty.org

Housing & Urban Development (HUD): www.hud.gov

Thank you for attending!



DOOR COUNTY AS A DESTINATION

Julie Gilbert
Destination Door County



TOUR PREVIEW

Marty Olejniczak
City of Sturgeon Bay



BREAK and TOUR

Sturgeon Bay Development Tour