

BUSINESS By NATURE[®]



The Perfect Climate for Business

ECONOMIC DEVELOPMENT CORPORATION

2012 Annual Report

“The Door County
Economic Development
Corporation
is a public/private
partnership
dedicated to improving
the economic vitality
of the County
and its residents.”

Dear Investors and Friends,

Though the last few years have presented many economic challenges, the ability to adapt, refocus, and forge ahead with new strategies are key tactics that separate successful businesses and organizations from the rest of the pack. Door County residents and businesses are renowned for our resilience and determination, and it is these same time-honored qualities and strategies that will lead us back again.

The Board of Directors applauds the scores of individuals and organizations who step up every day to build a better economy for the residents of Door County. If this report inspires you to take part or do more, please contact us to offer your time and talents.

The greatest strengths of this organization are its volunteers and investors. We do not exist without you. On behalf of the entire community, we are grateful and we thank you.

Sincerely,

Dr. David J. Ward,
Chairman

William D. Chaudoir,
Executive Director



2012 Highlights

■ **Jim Olson Motors** established a new Chrysler/Dodge/Jeep dealership in Door County, in a formerly empty building at Highway 42/57 and Duluth Street in Sturgeon Bay. The company also extensively upgraded their Chevrolet/Buick/Cadillac facility. Their investments will create 26 new jobs and help retain 39 existing jobs. DCEDC was able to assist the project using the Sturgeon Bay Revolving Loan Fund.



■ **Renard's Cheese** built an expanded retail and production facility in Southern Door County to accommodate their business growth. DCEDC was able to assist in financing the project utilizing the County of Door Revolving Loan Fund. The new facility has already created ten new jobs.

■ In April, **Wood Orchard** of Egg Harbor was recognized as the Door County Industry of the Year at DCEDC's Annual Meeting, and Dan Schwarz, owner of **Dan's Fish**, was named Door County's Entrepreneur of the Year for 2012.



■ **Anna's Healthcare** constructed a new community based residential facility in Sturgeon Bay. DCEDC was able to assist in financing the senior assisted living project using the County of Door Revolving Loan fund. The new facility is expected to create 40 new jobs.

■ DCEDC worked with City of Sturgeon Bay officials and consultants Vandewalle & Associates to develop a **feasibility study for a four seasons market** on the former Door County Co-op site. Additional elements of the plan for the **redevelopment of the city's west side waterfront** include: a brewpub restaurant; waterfront pier and public boardwalk; workforce housing and possible lodging. We assisted the City with successful applications for grant funds to secure the property, environmental cleanup and other necessary pre-development improvements. The project team is currently working with prospective developers. DCEDC also worked with Sister Bay and Liberty Grove on downtown redevelopment plans.



■ **Door County Buy Local** launched a new website (doorcounty-buylocal.com) that includes a searchable member database to help consumers find local businesses by product or service categories, and also hosted seven business networking mixers throughout the year. The Buy Local program, a 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.

■ DCEDC joined with colleagues from Northeast Wisconsin to launch the **Lakeshore Industry Cluster Initiative** for the Manitowoc, Door, Calumet, Kewaunee and Sheboygan Counties region. The Initiative focuses on four high-growth industry clusters in the region: Manufacturing, Food Processing/Agriculture, Energy and Tourism. The Lakeshore Industry Cluster Initiative has engaged business leaders to help identify and target regional assets and resources that can improve the competitiveness of each of the high-growth sectors.



2012 By The Numbers

52 requests for
business assistance



■ Our staff responded to 52 requests for assistance from existing local businesses. We assisted several significant business expansion projects around the county, including: **Blue Horse Bistro; Dan's Fish, FLS Banners, NEW Industries; Jim Olson Motors; Hatco; Therma-Tron-X; Renard's Cheese; Palmer Johnson Yachts; Red Oak Winery; Wild Tomato Pizza.**

■ DCEDC assisted over 100 entrepreneurs investigating the feasibility and/or start-up of new business ventures. **Be Door County, David Insurance, CHOP Sister Bay, MacReady Artisan Bread Company, Dovetail Trading, EZ V-Jack, and Synergy Geothermal Heating & Cooling** are among the new business ventures established in Door County in 2012.



100 entrepreneurs
investigating ventures

12 businesses
with **53**
fulltime employees



■ The Door County Business Development Center (business incubator) is currently home to 12 businesses with 53 fulltime equivalent employees. **Viewpoint Construction Software and Sallinen Distributing** became new Center clients in 2012.

■ We administer **Revolving Loan Fund programs** for the County of Door, City of Sturgeon Bay and DCEDC. In 2012, loans totaling \$999,000 were approved for **Anna's Healthcare, Blue Horse Bistro, CHOP Sister Bay, James Olson Automotive Group, HTF, and Renard's Cheese Store**, leveraging \$15.9 Million in private funds, **creating 90 jobs and retaining 52 jobs** over the next three years.



\$999,000
in Revolving
Loans Approved

380 students in 8th
Grade Career Day
450 3rd - 5th graders
in Tool Time



■ The **Door/Kewaunee Business & Education Partnership (DKBEP)** provided a number of career awareness programs for area school districts during the 2011/12 academic year, including over 380 students participating in the 8th Grade Career Day and more than 450 3rd-5th graders in the Tool Time program. DKBEP also arranged for job shadows for over 100 high school students, had 270 students embarking on business tours of 30 area companies, and provided guest speakers in the classroom to address more than 230 students on career prospects in a variety of local industries.

■ Private developer **Keith Garot** continued construction on a **48-unit condo development in Sister Bay**. In most cases, the Stony Ridge units are being sold to year-round members of the Northern Door workforce. Construction was also completed on two 8-unit rental buildings along Country Walk Drive, which filled immediately. DCEDC provided support for this project through our Attainable Housing Committee, including letters of support to the Village Plan Commission. In Sturgeon Bay, the Sunset Hill #2 subdivision (former WireTech site) currently has seven completed homes, and DCEDC has approved five buyers for \$5,000 in down payment assistance.



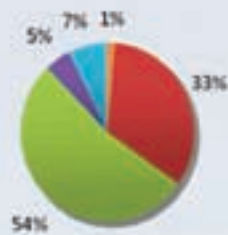
66
new housing units

96 miles of
fiber optic cable

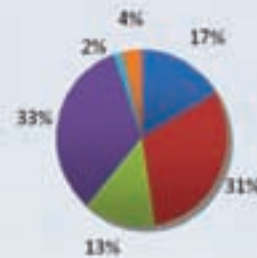


■ **Cellcom** laid 96 miles of fiber optic cable as they completed the first leg of their **new fiber optic telecommunications network** in Door County, from Green Bay to Sturgeon Bay, and began working on deployment from Sturgeon Bay to Gills Rock. The company subsequently launched **wireless 4G technology in the entire county**. The new network will deliver high-speed Internet access, increase capacity for data services and expand the wireless network. Cellcom worked closely with the DCEDC Technology Council to plot a fiber route that can provide advanced telecommunication services to high-demand users, including the Sturgeon Bay Industrial Park, the hospital, shipyards and others that could benefit from this ultra-high broadband network. DCEDC also worked with **Door County Computer and Frontier Communications** as they expanded their offerings in Door County.

While developing and administering an aggressive economic development program, DCEDC strives to control costs and direct resources where they are most beneficial. The graphs were developed using figures from our year-end financial statements. Revenue for 2012 totaled \$301,173 and expenses totaled \$303,626.



2012 Expenses



2012 Revenue



DCEDC 2012 Investors

Because economic development in the Door County Peninsula is good for all businesses, existing companies are an important source of financial support for DCEDC. These private funds are combined with local government investments, grants and contract service fees to provide the money necessary for DCEDC to fulfill our mission "to improve the economic vitality of the county and its residents."

Diamond (\$55,000 & up) County of Door

Platinum (\$5,000 - \$54,999)

Bay Shipbuilding Company City of Sturgeon Bay Sturgeon Bay Utilities

Gold (\$2,500 - \$4,999)

Baylake Bank Ministry Door County Medical Center Palmer Johnson Yachts LLC
Hatco Corporation Nsight/Cellcom Wisconsin Public Service

Silver (\$1,000 - \$2,499)

American Transmission Company Marine Travelift/ExacTech Village of Sister Bay
Associated Bank N.E.W. Industries WireTech Fabricators
Be's Coffee & Vending Therma-Tron-X Wulf Brothers

Bronze (\$500 - \$999)

Alberts Plastering Keller, Inc. Peninsula Building Systems
Bank of Luxemburg Kerber, Rose & Associates Pioneer Credit Union
C&S Manufacturing Corp. Main Street Market Portside Builders
Door County Advocate Northeast WI Technical College Roen Salvage Co.
Door Peninsula Winery & Distillery Northstar Economics Stone Harbor Resort
Frontier Communications

Copper (\$499 & under)

Bayland Buildings, Inc.	Door County Mustard	Just In Time Corporation	Robert W. Baird & Co.
Boettcher Communications	Eagle Mechanical	Key Industrial Plastics	Simon Creek Vineyards
Bridgeport Resort	ERA/Starr Realty	LeFevre Tire & Auto	Soik Communications
Citizens Bank	Flanigan Distributing	LfpDesign! LLC	Stoneman Schopf Agency
The Cookery	Foremost Management	Little Fish Studios	Sturgeon Bay Metal Products, Inc.
Country Ovens	Going Garbage & Recycling	May Realty	True North Real Estate
Dan's Fish, Inc.	Hedeen International	McDonald's	Van's Lumber and Builders
DC Printing, LLC	Heyman Construction Co.	Meissner Landscape	Viking Electric
Door County Coffee & Tea Co.	HTF, Inc.	Northland Steel Co. Inc.	W.E. Builders
Door County Eye Associates	Huehns Funeral Home	North Shore Bank	Washington Island Ferry Line
Door County Hardware	Insurance Center of Sturgeon Bay	Pine Crest Village	Welcome Home Realty
Door Landscape & Nursery	Jim Olson Motors, Inc.	Premier Search Associates	Woodrow Engineering
Door County Lavender & Lemon	JR Vacation Rentals	Pro Products	Young Automotive

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