Door County 2022

Catalyzing Business by Nature
Accomplishments

Manufacturing Day a Success

Housing Analysis Shows Apartment Shortage in Door County

DCEDC Using Surveys in Hope to Improve Broadband in Door County

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

Old West Side School to be developed for housing

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

Think you have the perfect plan for a business in Door County?
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
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.
Working together, we must face headwinds...

**LABOR FORCE NEEDS**
Door County’s Labor Force numbers have declined 9.7% over the past decade.

**POPULATION DECLINE**
Door County’s population is not growing; both Sturgeon Bay and the county have declined since 2000.

**NEW NET CONSTRUCTION**
State policy constrains local municipalities from providing necessary services.

**CHALLENGING DEMOGRAPHICS**
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.
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.

**Door County 2022 Goals**

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

“It takes planning and resources to turn a great idea into a successful business. We love to work with entrepreneurs—helping develop solid business plans and achieving efficient financing solutions—to turn their dreams into reality.”

Tom Strong, Business Development Specialist Team DCEDC
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 Berhnoft - Village of Sister Bay
Rob Burke - UW-Extension
Jack Moneypenny - 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