



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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DCEDC LAUNCHES "BEACON FOR BUSINESS" A BUSINESS RETENTION & EXPANSION PROGRAM FOR DOOR COUNTY BUSINESSES

STURGEON BAY, WI - The Door County Economic Development Corporation launches 'Beacon for Business. Beacon for Business is a business retention and expansion program designed to shine a light for businesses to follow, guide industry on the peninsula, light the path for entrepreneurs, and help the community navigate the storms and sunrises of economic development.

The program is centered around bringing focused and strategic support to businesses, both large and small and will provide support for businesses across all industries in Door County. Julie Schmelzer, Director of Business Development states; *"Almost 70% of our businesses have fewer than four employees. We need to make sure those employers are just as successful as the larger companies. No one business is better than the other--we're all in this together and we need to support each other. One way DCEDC can help is to ensure everyone is aware of the tools available to them to be successful."*

DCEDC, through the Beacon for Business program has the ability to connect and support businesses with resources locally, regionally and even nationally. Schmelzer adds *"In no case do we, the Captains of the BR&E Program, want to see a business shipwrecked or without a paddle. We will throw a life raft when needed. But first and foremost, we want to shine a beacon for them to make it safely to the shores of success."*

Two core goals of the new Beacon for Business program will ensure every business in Door County is aware of the resources available to help them succeed...not only remain in business, but to improve profits, efficiencies and opportunities for expansion. Secondly, the program will work to address any relative concerns raised by the business and help to trouble-shoot for success.

"Support and nurturing of all existing businesses regardless of size and sector is the most important component of a viable economic development program", noted Steve Jenkins, Executive Director of the Door County Economic Development Corporation. *"COVID-19 clearly underscored the need for our smallest businesses to receive attention but all sectors of the County's economy can benefit from the "Beacon for Business" program and are encouraged to take advantage of its services."*



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The main contact for the Beacon for Business Program is Julie Schmelzer, Director of Business Development at DCEDC, she will begin reaching out to Door County businesses and municipalities in the coming weeks regarding the program.

To contact Julie for business development and support, she can be reached via email at julie@doorcountybusiness.com or by phone at 920-743-3113 xt. 201.

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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