

Door County Coastal Byway



Annual Report

July 2017

Dear Member & Friends of the Door County Coastal Byway,

I am pleased to present to our municipal members, partners and the Door County community our 2017 Annual Report on the activities, financial position and what lies ahead for the Door County Coastal Byway (DCCB).

With five Scenic Byways in the State of Wisconsin, our DCCB is unique and well deserving to have been awarded this valued designation. Our efforts are aimed at the continued awareness of this 66-mile journey following Highway 42 and 57 up and down the Door County peninsula.

Tourism overall and enhancements to the visitor experience while touring the Door County Coastal Byway loop, as well as the rest of Door County not included in the loop, is up. The increase in revenues is borne out in a dramatic increase in Wisconsin sale tax and room tax revenues. Likewise, the Wisconsin Department of Transportation (DOT) traffic count data reflects significant increase according to the Northern Door traffic counters near Juddville and especially the Grove Road counter on STH 57 just north of the AC Tap in Baileys Harbor.

The Door County Coastal Byway is but a link in the chain to improve the quality of year-around life here on the Peninsula. By various agencies and organizations in Door County working together, we can preserve, promote and protect our communities, the land around us and the things we hold dear to our heart, all while welcoming visitors and guests to share this unique place we call home.

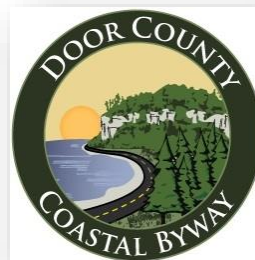
Sincerely,

DOOR COUNTY COASTAL BYWAY COUNCIL



Ann Miller, Chair

Door County Coastal Byway Council
185 East Walnut Street
Sturgeon Bay WI 54235
Telephone: (920) 743-3113



Door County Coastal Byway Council

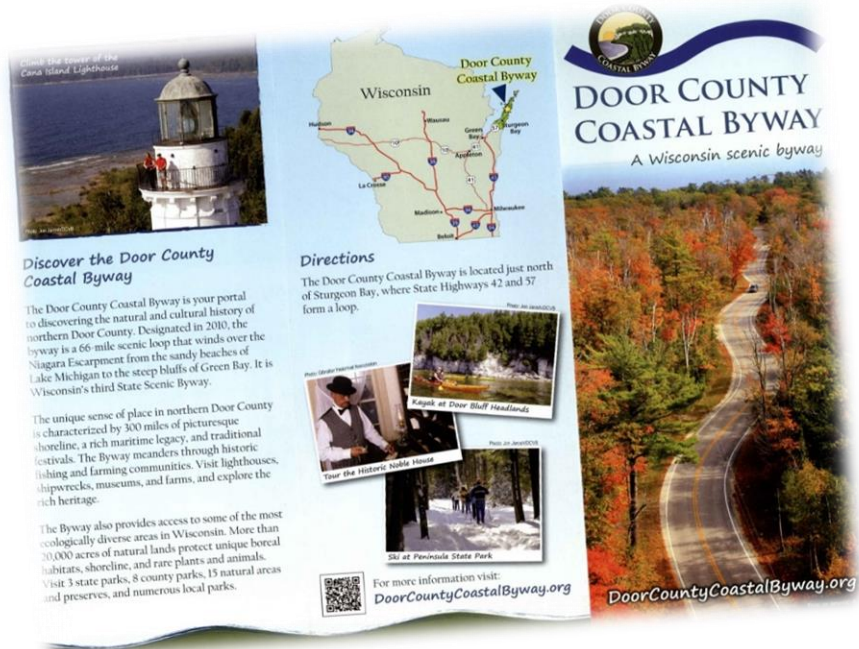
The DCCB Council is comprised of member representatives from each of the eight Byway member communities who entered into an intergovernmental agreement. Council members work together as a team because we know there is strength in numbers. Local organizations and governmental entities are encouraged to bring projects and ideas to our monthly meetings. If the Byway Council can in any way be of assistance or lend our support as a group to a concept before us, please let us know.

- Chairman Ann Miller
- Vice Chairman Kriss Schorer
- Secretary Chuck Tice
- Treasurer Beth Hagen

(terms expire July 2017)

Partners & Friends

- Door County Economic Development Corporation
- Door County Land Trust
- Door County Visitor Bureau
- The Nature Conservancy



Our Municipal Members

Town of Baileys Harbor

2392 County F, P. O. Box 308
Baileys Harbor WI 54202
Telephone: (920) 839-9509
Email: admin@townofbaileysharbor.com
Website: www.TownofBaileysHarbor.com
Council Member: Kriss Schorer
Alternate: Sue Jarosh

Village of Egg Harbor

7860 State Highway 42, P. O. Box 175
Egg Harbor WI 54202
Telephone: (920) 868-3334
Email: lohnesorge@villageofeggharbor.org
Website: www.VillageofEggHarbor.org
Council Member: Megan Vandermause

Village of Ephraim

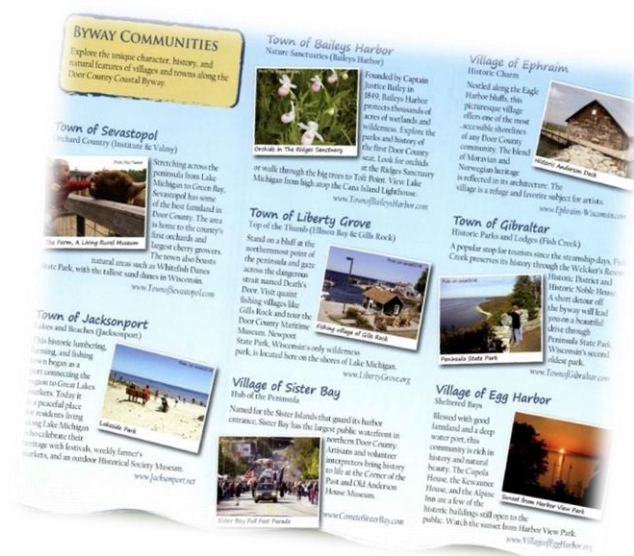
10005 Norway, P. O. Box 138
Ephraim WI 54211
Telephone: (920) 854-5501
Email: office@ephrain-wisconsin.com
Website: www.Ephraim-Wisconsin.com
Council Member: Bob Plansky
Alternate: John Held

Town of Gibraltar

4097 State Highway 42, P. O. Box 850
Fish Creek WI 54212
Telephone: (920) 868-1714
Email: clerk@townofgibraltar.us
Website: www.TownofGibraltar.com
Council Member: Beth Hagen

Town of Sevastopol

4528 State Highway 57
Sturgeon Bay WI 54235
Telephone: (920) 746-1230
Email: office@townofsevastopol.com
Website: www.townofsevastopol.com
Council Member: Chuck Tice



Town of Jacksonport

3365 County Rd V
Sturgeon Bay WI 54235
Telephone: (920) 823-8136
Email: jtownclerk@jportfd.com
Website: www.Jacksonport.net
Council Member: Al Birnschein

Town of Liberty Grove

11161 Old State Rd
Sister Bay WI 54234
Telephone: (920) 854-2934
Email: tlibertygrove@dcwis.com
Website: www.LibertyGrove.org
Council Member: Ann Miller

Village of Sister Bay

2383 Maple Dr, P. O. Box 769
Sister Bay WI 54234
Telephone: (920) 854-4118
Email: janal.suppanz@sisterbaywi.gov
Website: www.sisterbaywi.gov
Council Member: Kathy Enquist

Marketing & Recap of Activities

Why Travel the DCCB? The designation of either a Scenic or Historic Byway at State or National levels signals to travelers along its route that they are in store for a much closer personal connection to the route ahead and the communities in the area. Travelers are assured that in order to be chosen as a Byway, a set of standards must be met in either the scenic or historic aspects of the area.

In the application process, Byway candidates are required to list amenities along the route. That would encompass conveniences, comforts and prerequisites available to travelers, such as lodging, restaurants, shops, cultural and natural features, all to enhance the journey experience. The Door County Coastal Byway scored high in these categories! Any negative distractions from the scenic aspect of the route must be monitored according to Federal Highway Administrative Law.

The goal is to connect the traveler to the route at such a personal level that positive experiences encourage the visitors to return for subsequent visits. This, in turn, provides economic benefit to the communities involved.

Marketing. The DCCB distributes 10,000 plus brochures yearly, promoting Byway member communities, their events and the amenities they feature. Brochures are updated each printing as requested by partner communities to keep our information current.

The DCCB has produced two versions of our brochure, which is distributed locally and at many of the State of Wisconsin Welcome Centers. The latest updates reflect the unified marketing themes laid out in our DCCB Interpretive Master Plan.

The Door County Economic Development Center oversees website activity and the social media aspects of our Byway.

Website. Our original website concept design at www.doorcountycoastalbyway.com was recently upgraded to match the thematic layouts and goals recommended in the Door County Coastal Byway Interpretive Master Plan. Our site includes links to each participant community, as well as to the Door County Visitor Bureau. Visitors to the website can find information on our organization, our 12 Interpretive Kiosks, plus amenities and activities. A link to the 2013 DCCB Interpretive Master Plan consisting of 155 pages is available there. We also have in place the opportunity for guests to our website to contribute to our organization to help underwrite our projects.



Wisconsin Scenic Byway signage

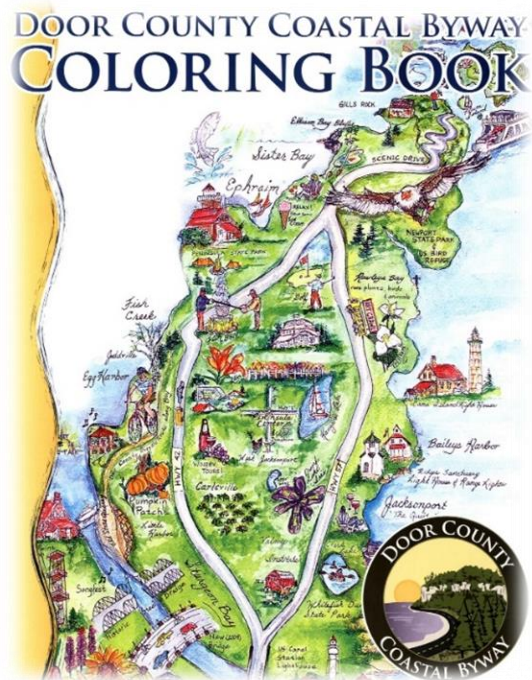
Parade Entries. Chuck Tice, Town of Sevastopol Council Representative, hand built a full-sized portable kiosk that could be set onto a large trailer to be pulled in various parades, promoting the Coastal Byway to spectators along the parade route. The kiosk made appearances in many local parades to get the word out about our organization and its activities.



DCCB Entry in St. Patrick's Day Parade 2013

DCCB Coloring Book. DCCB Council went to print with 5000 copies of our 37-page Coloring Book to be distributed with packs of crayons, free of charge to visitors to Door County with children. Each municipality was represented with three pages dedicated to each Byway interpretive kiosk location in communities, utilizing individualized story themes told at each location. Many local artists stepped forward donating their artistic drawings featuring iconic cultural, historical and natural amenities throughout the Byway route for use in the book. The book was formatted locally.

The coloring books and crayon sets were distributed through DCCB member tourist information centers, Council members and high traffic businesses along the route. The majority of costs were underwritten by the 68 advertising spots offered locally by several volunteers pounding the pavement to make it happen. Artists and advertisers are looking forward to a second edition in 2018 featuring some new art work.



What's Ahead

Effectiveness of goals, objectives and strategies. Working together, we can accomplish significant enhancements to our Byway Communities.

The DCCB Mission Statement is as follows: “Through programs, projects, and initiatives, the DCCB organization and partners foster a strong sense of stewardship and pride in the byway and work collaboratively to protect the natural, cultural and historic resources; preserve the local quality of life; develop interpretive media and programs that enhance the visitor experience; and promote and market the byway to increase tourism and economic vitality in the DCCB area.

Direct improvements and protections along the Byway Route as a result of support from Federal Scenic Byway Grants include: The Grand View Overlook on the top of the South hill entrance to Ellison Bay has been permanently protected for public use. Anclam Park in Baileys Harbor has received upgrades designed to expand public use of the park in a variety of ways. The Door County Coastal Byway Interpretive Master Plan and associated network of Interpretive Experience Kiosks go hand in hand. Funding assistance was obtained in part for the Ridges Sanctuary Cook-Albert Fuller Interpretive Center and the handicap boardwalk system.

Indirect assistance in the form of letters of support from the Byway Council for various projects along the Byway seeking funding from outside sources included: Town of Jacksonport seeking funding for expansion of Lakeside Park through the purchase of the land adjacent and to the south of the existing park, Neptune Dive Club Port Des Mort water access staircase project and the Chief Oshkosh amphitheater renovation project.

Also, currently in the works is a “Discovery Center” across from the Grand View Overlook in Ellison Bay. GEO-DC (Greater Escarpment Organization of Door County) is renovating an existing building to promote the Niagara Escarpment and its historical and natural influences on our area. The group plans to have hands on projects and programs to educate and encourage people of all ages about the significance of this rare geological feature and the impact it has on our lives here.

There has been some interest in preserving our iconic stone fences along the Byway and working with the Wisconsin Historical Society for consideration of placement in the Wisconsin Historic Preservation Database. Member municipalities, local historical organizations and private property owners are in the process of evaluating the merits of such a project.

Financial Report
Revenues & Expenditures
 January 1, 2016 – June 30, 2017

Note: The DCCB Bylaws do not state an accounting period, whether annual or fiscal. It does indicate that a financial report of revenues and expenditures should be submitted to member municipalities for review and comment.

Beginning Cash Balance 1/1/2016 \$23,399.17

Revenues:

Municipality Member Contributions	2016	\$1,800.00	
Municipality Member Contributions	2017	\$1,500.00	
Coloring Book Sponsors	2016	\$3,200.00	
			\$6,500.00

Expenditures:

Postage	2016	(\$35.48)	
Paper Boy - rack service	2016	(\$575.00)	
Town Web Design - website annual	2016	(\$420.00)	
Seaway Printing - coloring book	2016	(\$3,444.26)	
Design DC - coloring book design	2016	(\$650.00)	
Direct Source - crayons coloring book	2016	(\$540.30)	
Jim Schorer – Uhaul rental	2016	(\$24.21)	
Christy Ohman - coloring book artwork	2016	(\$10.00)	
Paper Boy - rack service	2017	(\$700.00)	
Town Web Design - website annual	2017	(\$420.00)	

(\$6,819.25)

Cash Balance 6/30/2017 **\$23,079.92**



“Welcome to Door County Coastal Byway” kiosk – Town of Sevastopol