

Sturgeon Bay's Creativity and Leverage of Resources for Economic Development and Tourism

2025 WCMA Summer Conference



June 26, 2025, | 3:15-4:30pm

Adam Ruechel
Vice President
920-433-7373
aruechel@rwbaird.com

Josh VanLieshout
City Administrator
920-746-2900
JVanLieshout@sturgeonbaywi.gov

Discover the *Baird Difference*

Agenda



BAIRD

Sturgeon Bay History/Bio

Community Impacts on Development/Tourism

Community Partnerships/Tourism Drivers

Economic Development

Questions

Sturgeon Bay History/Bio



BAIRD

- Located at midpoint of the 90-mile-long Door Peninsula in Door County.
- Named for the long, fish-shaped bay it borders.
- Settled in 1850 when the first house was built along waterfront.
- Town quickly developed after that , home to more than 200 residents and three sawmills by 1862.
- Source: WHS Library-Archives Staff, 2009



Sturgeon Bay History/Bio



- 19th Century, Sturgeon Bay become a center for stone quarrying, with five quarries shipping limestone to many ports throughout the region for harbor improvements.
- In 1880's, canal was completed linking Sturgeon Bay to Lake Michigan.
- New Passage attracted thousands of ships SB became a center of maritime traffic and shipbuilding.
- Source: WHS Library-Archives Staff, 2009

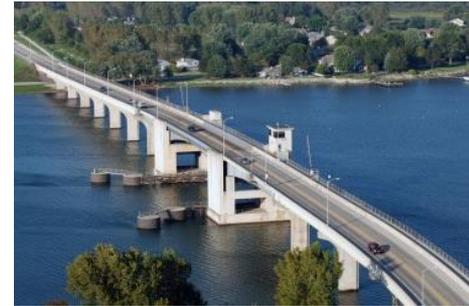


Sturgeon Bay History/Bio



BAIRD

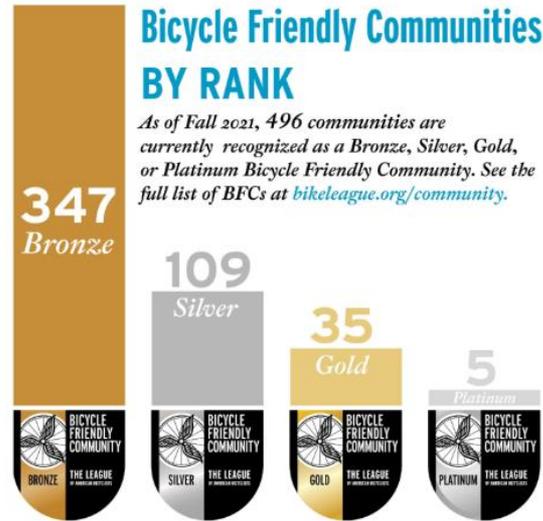
- Incorporation in 1883, Sturgeon Bay is the site of the Sturgeon Bay Bascule Bridge, which connects upper and lower Door County.
- 2024 Wisconsin DOA Population Estimate-9,979
- 2024 Wisconsin DOR Statement of Assessment-\$1,011,393,600
- Source: WHS Library-Archives Staff, 2009



Community Impacts on Development/Tourism



- Bicycle and Pedestrian Advisory Board.
- Bike Friendly Community Program
 - Bronze Award
 - One of only 10 Wisconsin Communities.
- Bird City Wisconsin Community
- Source: City of Sturgeon Bay Website.



STURGEON BAY, WI

BICYCLE FRIENDLY COMMUNITY
Fall 2021
THE LEAGUE OF AMERICAN BICYCLISTS
BRONZE

TOTAL POPULATION
9,646

POPULATION DENSITY
982.2

TOTAL AREA (sq. miles)
9.82

OF LOCAL BICYCLE FRIENDLY BUSINESSES
0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES
0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Sturgeon Bay
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	14%
Bicycle Education in Schools	GOOD	EXCELLENT
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
Bike Month and Bike to Work Events	GOOD	AVERAGE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws and Ordinances	GOOD	NEEDS IMPROVEMENT
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 78K	1 PER 2.4K

CATEGORY SCORES

Category	Score
ENGINEERING <i>Bicycle network and connectivity</i>	1.5/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.9/10
ENCOURAGEMENT <i>Maintaining bicycling culture</i>	2.6/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3.7/10

KEY OUTCOMES

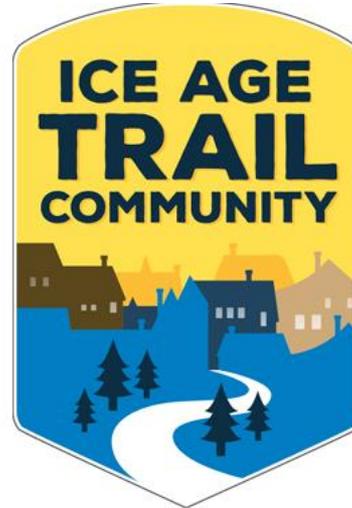
	Average Silver	Sturgeon Bay
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.00%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	RIDERSHIP TOO LOW TO CALCULATE
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0

Community Impacts on Development/Tourism



BAIRD

- Ice Age Trail Community
- Official Coast Guard City
- Tree City
- Source: City of Sturgeon Bay Website.



Community Impacts on Development/Tourism

- Sunset Park Master Plan
- First instigated in 2016.
- Goals and Objectives:
 - Improve Water Quality.
 - Create fish habitat & fishing nodes.
 - Paddle access.
 - Discourage Invasive species.
 - Create multiple funding sources.
- Source: City of Sturgeon Bay Website.



Community Impacts on Development/Tourism



- New Indoor/Outdoor Community Athletic Complex.
- Facility would complement what the Door County YMCA offers.
- Indoor space could host tournaments and provide indoor playground, winter pickleball, canine sports and various activities.
- Outdoor improvements focus on facilities owned jointly by city and school.
- Much needed improvements to Memorial Field athletic complex.
- Source: City of Sturgeon Bay Website.



NEW
INDOOR AND OUTDOOR
COMMUNITY REC COMPLEX

PROVIDE YOUR FEEDBACK

COMMUNITY INPUT WANTED

We're conducting a study to explore new outdoor athletic field options plus a new year-round indoor Rec Center for Door County residents.

Stop by to provide your thoughts and feedback during our Open House.

THURSDAY
December 19, 2024

4:00-8:00 PM
Open House

DOOR COUNTY FIRE COMPANY
38 S 3rd Ave., Sturgeon Bay



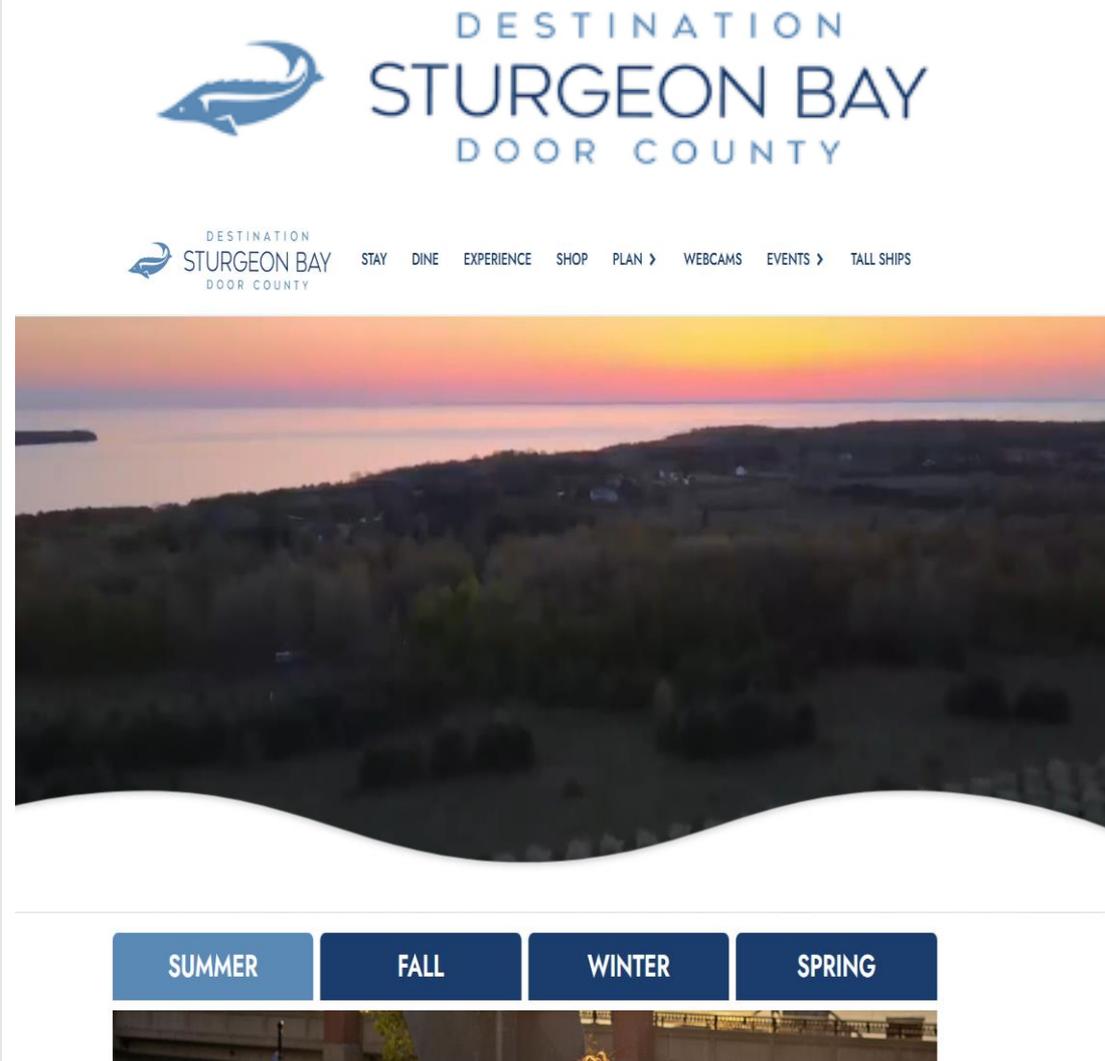
Community Partnerships/Tourism Drivers



BAIRD

- Destination Sturgeon Bay
 - Passionate about creating a first-class visitor experience, helping local businesses grow, and enhancing the quality of life.
 - Fire & Ice Festival
 - Unwrapping Sturgeon Bay
 - Christmas by the Bay
 - Hip, Sip, and Shop
 - Farmers Market.
 - Helpful tips, tricks, and information on places to stay, dining spots, travel spots.
 - Motto: Come for the fun. Stay for the Memories! No Bad Days in Sturgeon Bay.

▪ Source: DSB Website.

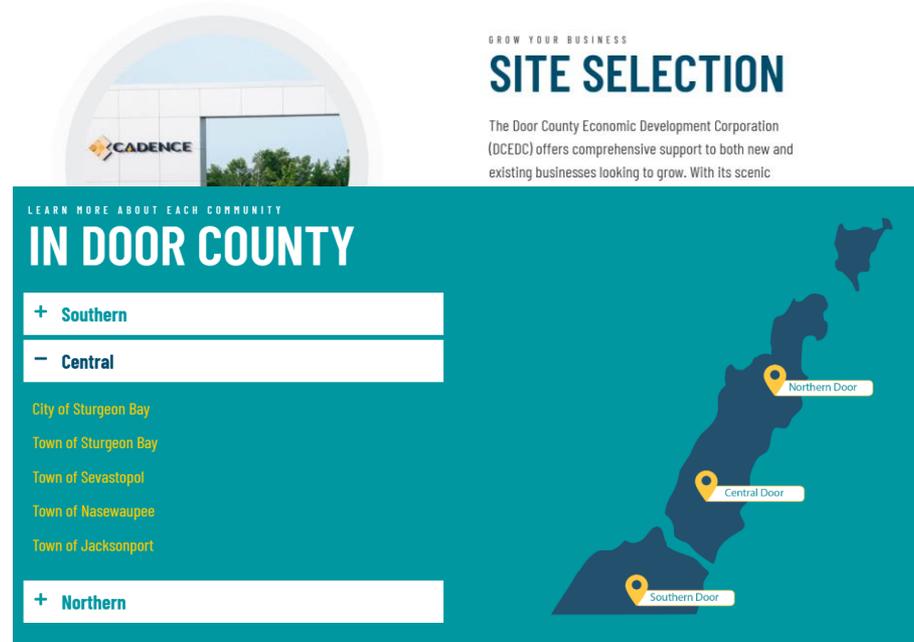


Community Partnerships/Tourism Drivers



BAIRD

- Door County Economic Development Corporation
- For more than 30 years, the Door County Economic Development Corporation (DCEDC) has been working to build a robust economy and elevate the economic vitality of Door County and its residents.
- By collaborating with companies, community leaders, and entrepreneurs, DCEDC builds successful businesses and enriches the region's economic climate. DCEDC is your partner in driving economic prosperity throughout the region



Community Partnerships/Tourism Drivers



BAIRD

- School Districts:
- Sevastopol School District.
- Southern Door School District
- Sturgeon Bay School District



SOUTHERN DOOR COUNTY SCHOOL DISTRICT
Engage. Empower. Excel

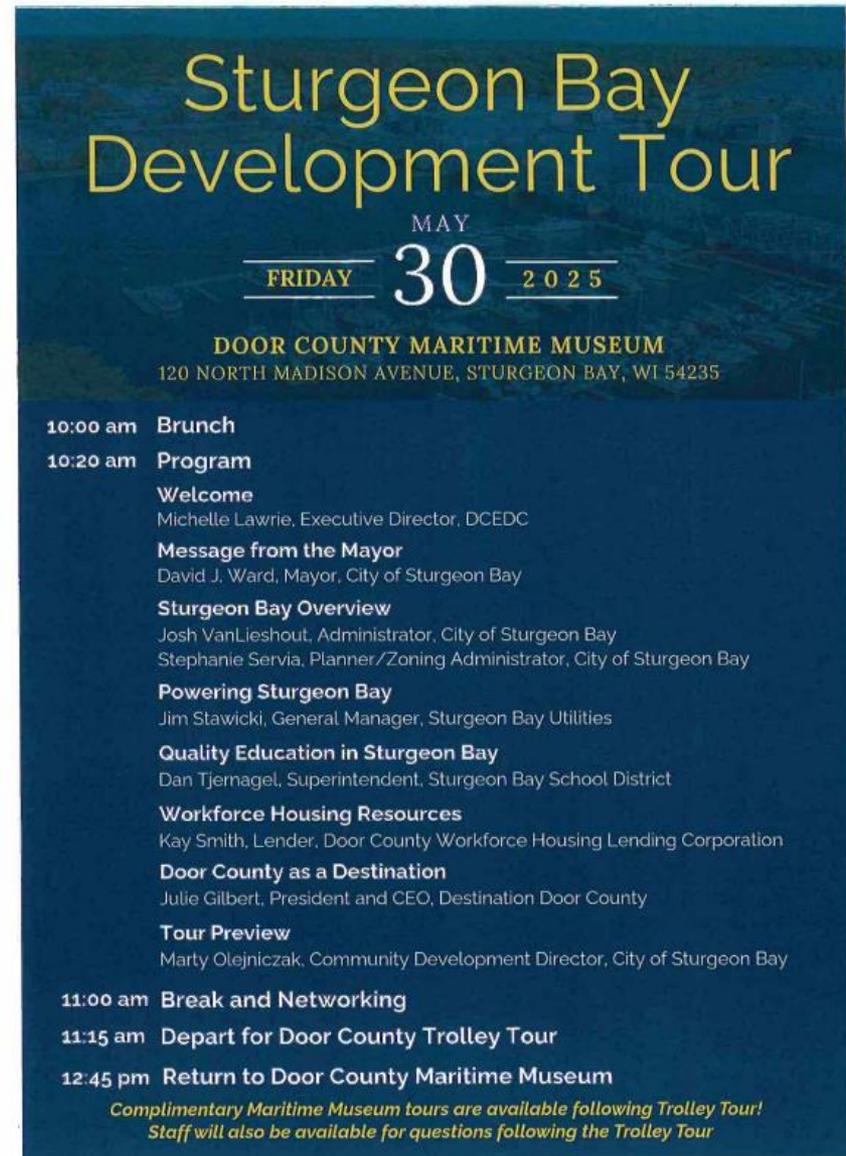


STURGEON BAY
SCHOOLS

Anchored in Excellence

- Sturgeon Bay Development Tour
- The Door County Economic Development Corporation (DCEDC) proudly hosted the 2025 Sturgeon Bay Development Tour on Friday, May 30, welcoming local and statewide development partners for an in-depth look at the city's expanding potential.
- Designed to showcase opportunities across residential, commercial, and industrial sectors, the event highlighted why Sturgeon Bay is an increasingly attractive destination for strategic investment and development.

- Source: DCEDC Website.



**Sturgeon Bay
Development Tour**

MAY
FRIDAY 30 2025

DOOR COUNTY MARITIME MUSEUM
120 NORTH MADISON AVENUE, STURGEON BAY, WI 54235

10:00 am Brunch

10:20 am Program

Welcome
Michelle Lawrie, Executive Director, DCEDC

Message from the Mayor
David J. Ward, Mayor, City of Sturgeon Bay

Sturgeon Bay Overview
Josh VanLieshout, Administrator, City of Sturgeon Bay
Stephanie Servia, Planner/Zoning Administrator, City of Sturgeon Bay

Powering Sturgeon Bay
Jim Stawicki, General Manager, Sturgeon Bay Utilities

Quality Education in Sturgeon Bay
Dan Tjernagel, Superintendent, Sturgeon Bay School District

Workforce Housing Resources
Kay Smith, Lender, Door County Workforce Housing Lending Corporation

Door County as a Destination
Julie Gilbert, President and CEO, Destination Door County

Tour Preview
Marty Olejniczak, Community Development Director, City of Sturgeon Bay

11:00 am Break and Networking

11:15 am Depart for Door County Trolley Tour

12:45 pm Return to Door County Maritime Museum

*Complimentary Maritime Museum tours are available following Trolley Tour!
Staff will also be available for questions following the Trolley Tour*

Economic Development-Sturgeon Bay Development Tour



WHY STURGEON BAY

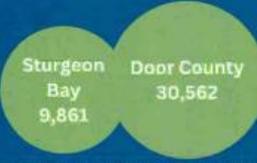
"Kwik Trip chose Sturgeon Bay for its first area store in 2022, and added another store in the City in 2023, due to the growing population and amount of annual visitors to Door County. The City team and officials made the development process straight forward and we greatly appreciate the warm reception from the community."

Troy Mieziva, Director of Real Estate
Kwik Trip, Inc.



POPULATION

PRIMARY RESIDENTS



Source: American Community Survey 2023

VISITATION

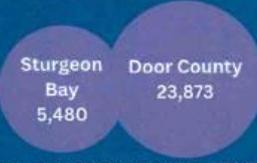


Source: Tourism Economics



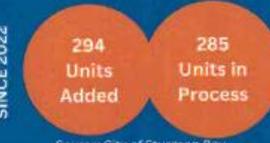
HOUSING

EXISTING UNITS 2022



Source: American Community Survey 2018-2022

MULTIFAMILY UNITS IN STURGEON BAY SINCE 2022



Source: City of Sturgeon Bay

TOP EMPLOYERS

EMPLOYER	FTE
Door County Medical Center	600
Fincantieri Bay Shipbuilding	600
Hatco Corporation	360
County of Door	325
Therma-Tron-X	270
Sturgeon Bay School District	230
N.E.W. Industries	206
Marina Travelift & Exactech	170
Door County YMCA	100
WireTech Fabricators	100

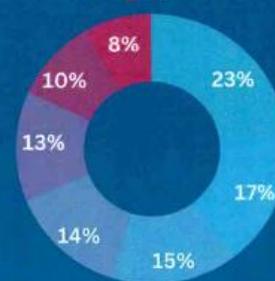
Source: Door County Economic Development Corporation

CONTACT US

Michelle Lawrie
Door County Economic Development Corporation
185 East Walnut Street
Sturgeon Bay, WI 54235
920.743.3113 x 1
michelle@doorcountybusiness.com

WORKFORCE OCCUPATIONS

- Manufacturing
- Healthcare
- Professional Services
- Retail Trade
- Accommodations
- Public Administration
- Other



Source: Quarterly Census of Employment and Wages, Bureau of Labor and Statistics (2023 Q4)

Economic Development-Sturgeon Bay Development Tour

Housing Starts in Sturgeon Bay – 2019 to April 2025

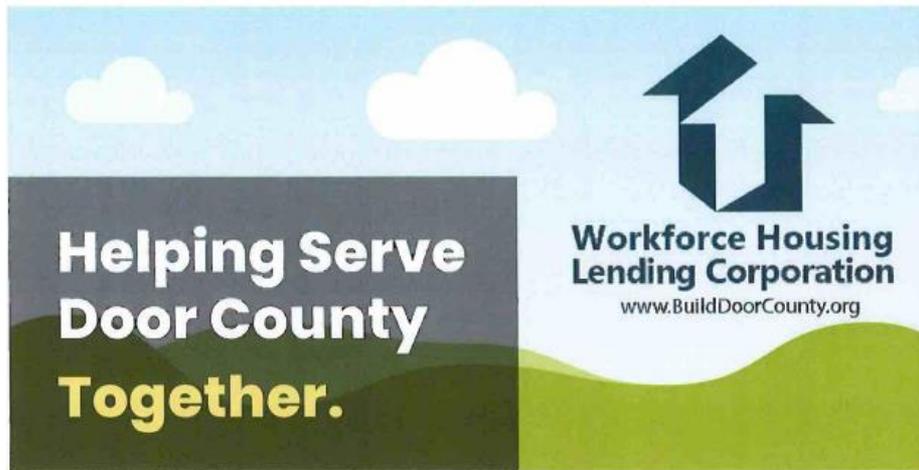
	2019	2020	2021	2022	2023	2024	2025 (1Q)
New Single-Family Dwellings	10	8	12	13	20	19	4
New Two-Family Dwellings	2 (4 units)	2 (4 units)	-	1 (2 units)	2 (4 units)	2 (4 units)	-
Manufactured Home Park Units	4	4	9	8	3	3	-
Multiple-Family Dwellings	3 (32 units)	-	2 (25 units)	12 (130 units)	8 (65 units)	2 (6 units)	1 (8 units)
Conversions to Residential	-	2	2	1	3	-	-
Accessory Dwelling Units	-	-	-	-	-	1	-

Totals for 2019 thru 1st Q 2025

New Single-Family Dwellings = 86
 New Two-Family Dwellings = 9 (18 units)
 Manufactured Home Park Units = 31
 Multiple-Family Dwellings = 28 (266 units)
 Conversions to Residential = 8
 Accessory Dwelling Units = 1

Notes:

1. Reflective of permits within the City of Sturgeon Bay only.
2. New dwellings shown are not net new dwellings due to demolitions, conversions of existing units to other uses, etc.
3. Manufactured home park units are placed on existing parking pads (e.g. replacements) and do not indicate that any MHP has increased in size.



Helping Serve Door County Together.

Workforce Housing Lending Corporation
www.BuildDoorCounty.org

OUR PLATFORM

- Financial Incentives have been created for developers to build rental units in Door County that are within the price range of Door County's working families.
- Subordinate/gap financing is available for mixed-income and modest-income projects at attractive, below market rates.
- Assisted units must serve year-round residents (who meet income criteria) for at least 20 years. Other (negotiable) terms, conditions, and possibilities apply.

WHY CHOOSE US?

To learn more or to schedule a consultation, contact us today.

Funding program made possible by: the County of Door, the Wisconsin Housing and Economic Development Authority and Community Support.



OUR STORY

The Workforce Housing Lending Corp. (WHLC) is a 501(c)(3) charitable organization that is jointly governed by the Door County Community Foundation and Neighborworks Green Bay. WHLC was formed to increase the availability of affordable workforce housing in Door County, WI.

OUR VISION

Our vision is simple. Every fully employed person can afford a safe, quality place to live.

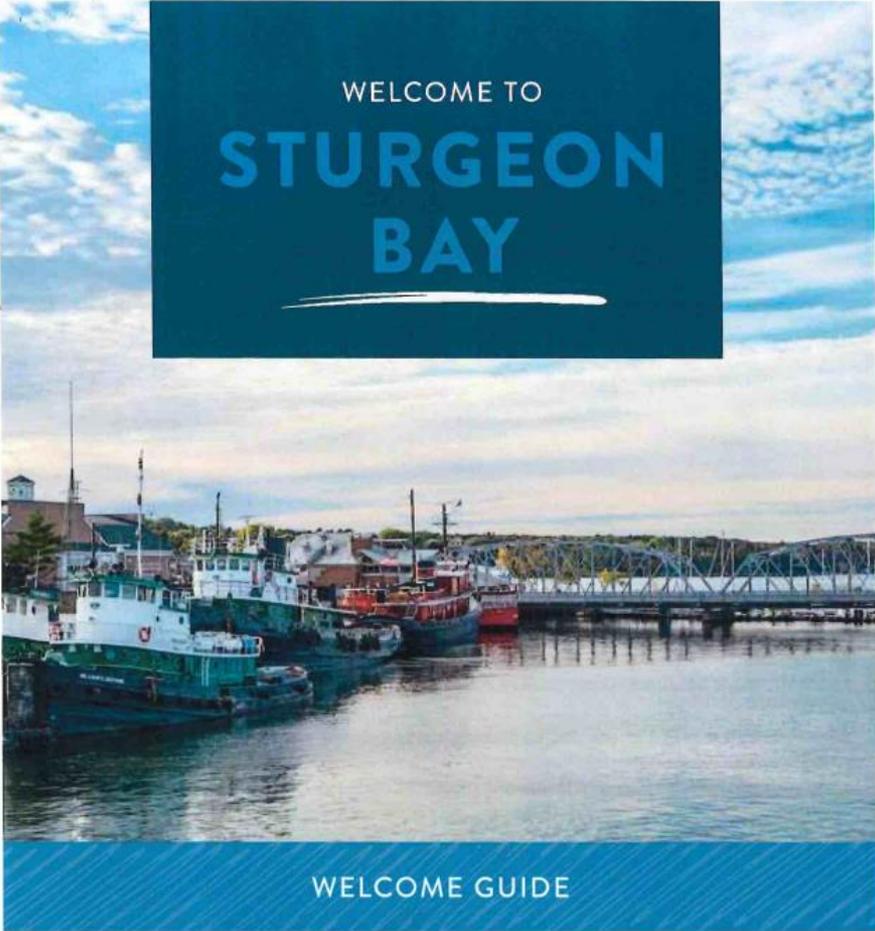
OUR MISSION

Our mission is ambitious. We are increasing the availability of workforce housing in Door County and potentially all of Northeast Wisconsin.



www.builddoorcounty.org 920.770.0830
kay@builddoorcounty.org





WELCOME TO **STURGEON BAY**

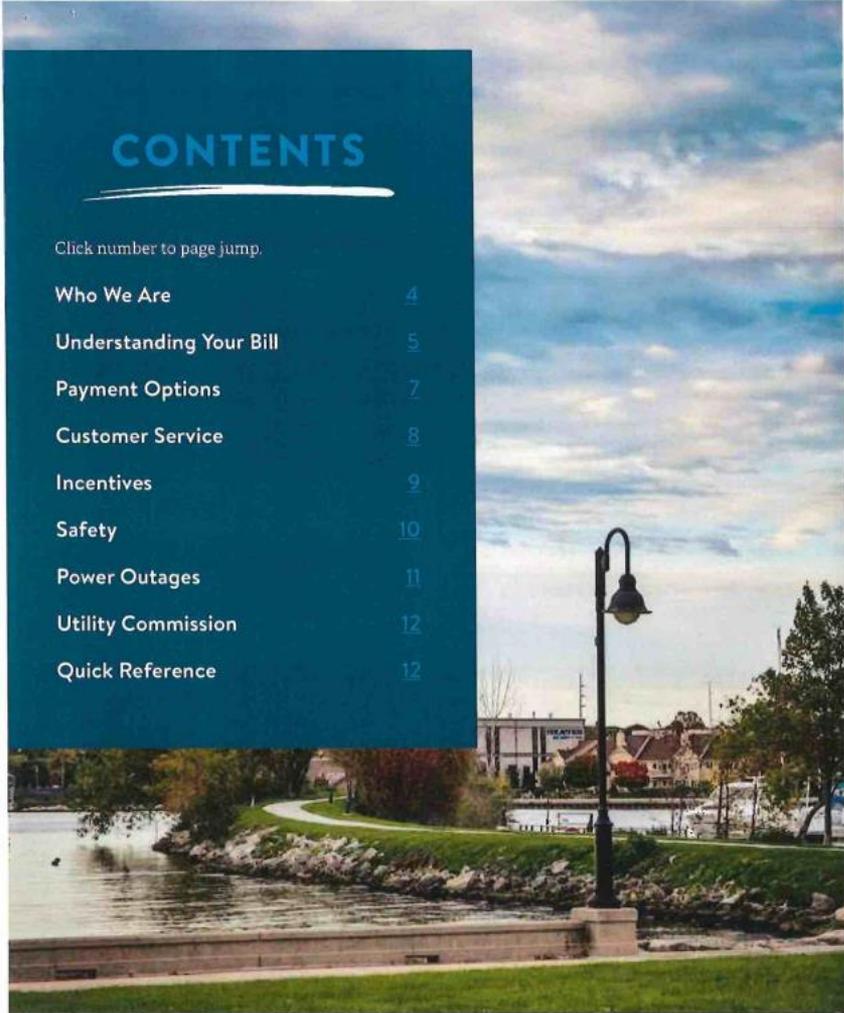
WELCOME GUIDE



sbunet.com • (920) 746-2820

At Sturgeon Bay Utilities, we join forces with other local, not-for-profit utilities through WPPI Energy to share resources and lower costs.

SHARED STRENGTH THROUGH @WPPI ENERGY



CONTENTS

Click number to page jump.

Who We Are	4
Understanding Your Bill	5
Payment Options	7
Customer Service	8
Incentives	9
Safety	10
Power Outages	11
Utility Commission	12
Quick Reference	12

WASTEWATER RATES

Effective 1/1/2025

General Sewage Service – Metered (\$mg-l)	
Meter Size	Monthly Service Charge
3/4 in. meter	\$ 14.40
7/8 in. meter	\$ 14.40
1 in. meter	\$ 35.99
1 1/2 in. meter	\$ 71.98
2 in. meter	\$ 103.65
3 in. meter	\$ 194.35
4 in. meter	\$ 323.91

Plus Volume Charge

Per 1,000 gallons	\$ 6.28	per month
-------------------	---------	-----------

FIRE PROTECTION CHARGE

Effective 10/1/2023

General Service (F-1)	
Meter Size	Monthly Service Charge
3/4 in. meter	\$ 9.00
7/8 in. meter	\$ 9.00
1 in. meter	\$ 22.00
1 1/4 in. meter	\$ 33.00
1 1/2 in. meter	\$ 45.00
2 in. meter	\$ 71.00
3 in. meter	\$ 134.00
4 in. meter	\$ 223.00
6 in. meter	\$ 447.00
8 in. meter	\$ 715.00
10 in. meter	\$ 1,072.00
12 in. meter	\$ 1,430.00

CUSTOMER CHARGE

This monthly charge covers some of the fixed costs of being connected to the local electricity grid including meters, poles and wires.

OTHER CHARGES

Insufficient Funds: \$25.00
Late Payment Fee: 1% of outstanding balance

POWER COST ADJUSTMENT CLAUSE (PCAC)

All energy sales are subject to a positive or negative power cost adjustment charge equivalent to the amount of which the current cost of power (per kWh of sales) is greater or less than the base cost of power purchased and produced (per kWh).

COMMITMENT TO COMMUNITY

As required by state law, the Commitment to Community fee is collected to fund low-income programs and energy conservation programs.

To find out more about these programs contact Sturgeon Bay Utilities or visit our website at www.sbunet.com

RECONNECTION CHARGES

Regular Hours: Mon-Fri	\$ 50.00 Electric
	\$ 50.00 Water
After Regular Hours	\$ 80.00

REFUSE RATES & COMPOST CHARGE

Effective 12/1/2024

Refuse User Fee - per month	\$ 13.40
Compost Yard Waste Fee - per month	\$ 2.00



At Sturgeon Bay Utilities our mission is simple and straight forward: We are here to provide low-cost, reliable electric, water and sewer service with a hometown, personal touch.

We're proud to be your locally owned and operated utility.

RATE SUMMARY



230 E. Vine Street • PO Box 27
Sturgeon Bay, WI 54235

sbunet.com (920) 746-2820
Digger's Hotline 811 or (800) 242-8511

SHARED STRENGTH THROUGH @ WPPI ENERGY

Economic Development-Sturgeon Bay Development Tour

ELECTRIC RATES

Effective 6/15/2021

Residential Service (Rg-1)		
Year-Round		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge	\$ 0.0985	per kWh

Residential Service - Optional Time-of-Day (Rg-2)		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge - On-Peak	\$ 0.1615	per kWh
Energy Charge - Off-Peak	\$ 0.0595	per kWh

General Service (Gs-1) Customer demand less than 20 kW		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge	\$ 0.1031	per kWh

General Service - Optional Time-of-Day (Gs-2)		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge - On-Peak	\$ 0.1635	per kWh
Energy Charge - Off-Peak	\$ 0.0615	per kWh

Area Lighting (Ms-1)		
Customer Charge (per lamp)	\$ 5.00	per month
Energy Charge	\$ 0.0688	per kWh

On-peak hours: 6am to 8pm Monday through Friday excluding holidays as specified below.

Off-peak hours: All times not specified as on-peak including all day Saturday and Sunday and the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day, or the day designated to be celebrated as such.

One year term minimum is required for time-of-day rates.

Large General Service (Gs-3) Customer demand greater than 20 kW		
Customer Charge	\$ 30.00	per month
Distribution Demand Charge	\$ 1.00	per kW of distribution demand
Demand Charge	\$ 5.90	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0950	per kWh
Energy Charge - Off-Peak	\$ 0.0650	per kWh

Small Power Time of Day Service (Cp-1 TOD) Customer demand greater than 50 kW		
Customer Charge	\$ 50.00	per month
Distribution Demand Charge	\$ 1.00	per kW of distribution demand
Demand Charge	\$ 8.00	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0810	per kWh
Energy Charge - Off-Peak	\$ 0.0510	per kWh

Large Power Time of Day Service (Cp-2) Customer demand greater than 200 kW		
Customer Charge	\$ 125.00	per month
Distribution Demand Charge	\$ 1.50	per kW of distribution demand
Demand Charge	\$ 9.50	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0730	per kWh
Energy Charge - Off-Peak	\$ 0.0435	per kWh

Industrial Power Time of Day Service (Cp-3) Customer demand greater than 1,000 kW		
Customer Charge	\$ 250.00	per month
Distribution Demand Charge	\$ 1.50	per kW of distribution demand
Demand Charge	\$ 11.75	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0680	per kWh
Energy Charge - Off-Peak	\$ 0.0385	per kWh

WATER RATES

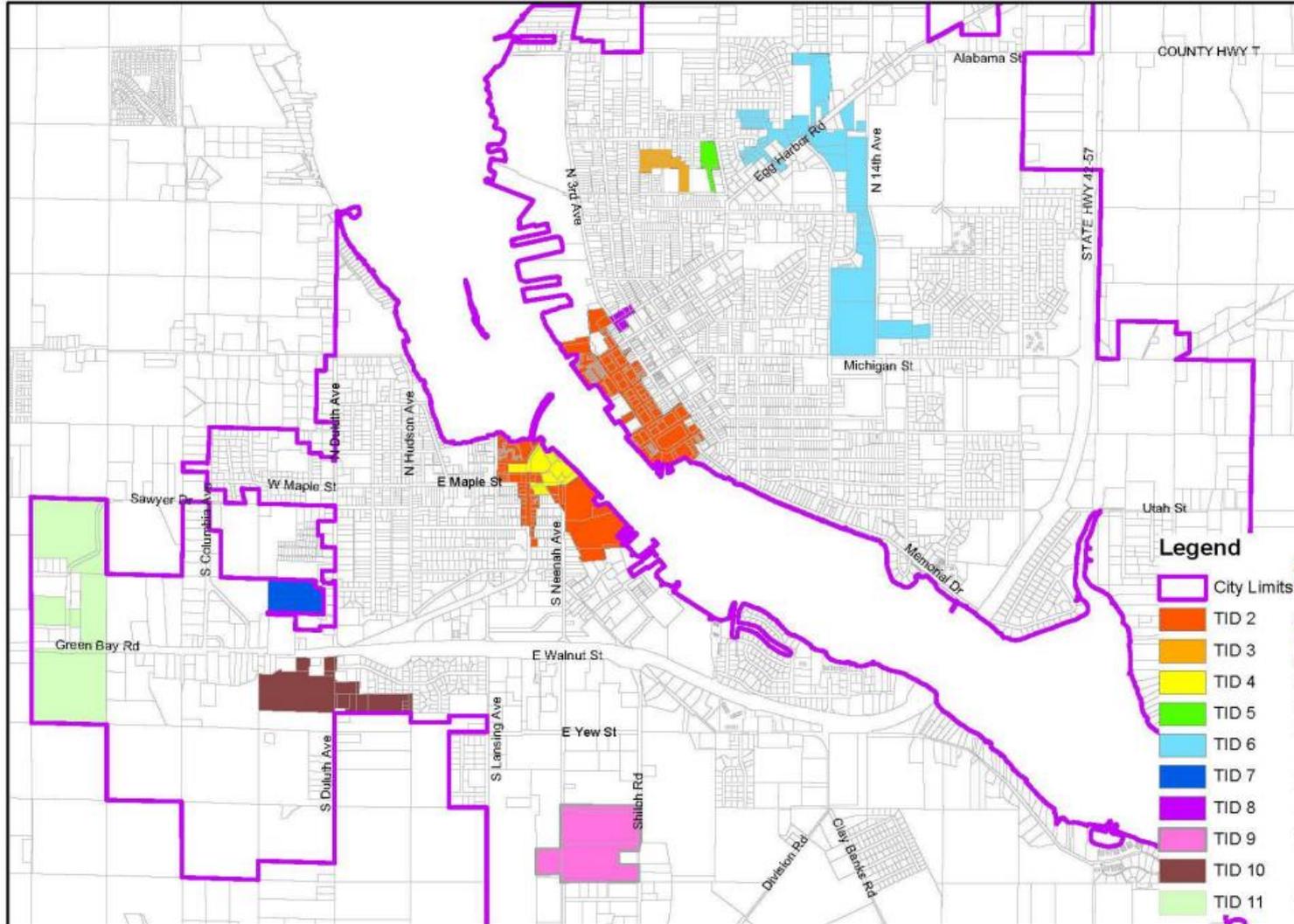
Effective 10/1/2023

General Service - Metered (Mg-1)	
Meter Size	Monthly Service Charge
5/8 in. meter	\$ 10.00
3/4 in. meter	\$ 10.00
1 in. meter	\$ 15.00
1 1/4 in. meter	\$ 20.00
1 1/2 in. meter	\$ 25.00
2 in. meter	\$ 37.00
3 in. meter	\$ 59.00
4 in. meter	\$ 87.00
6 in. meter	\$ 150.00
8 in. meter	\$ 224.00
10 in. meter	\$ 321.00
12 in. meter	\$ 417.00

Plus Water Volume Charge		
First 10,000 gallons/mo	\$ 4.45	per 1,000 gallons
Next 290,000 gallons/mo	\$ 4.25	per 1,000 gallons
Over 700,000 gallons/mo	\$ 3.90	per 1,000 gallons
Over 1 million gallons/mo	\$ 3.20	per 1,000 gallons

Economic Development-Sturgeon Bay Tax Incremental Districts

Sturgeon Bay Tax Incremental Districts #2-11 October 2024



Economic Development-Sturgeon Bay Tax Incremental Districts

TID #	District Type	Base Year	Maximum Life	2024 Value Increment	Project Descriptions/Detail
2	10/1/1995-Distressed	1994	2031	\$ 95,889,400.00	Streetscape Improvements, infrastructure improvements, waterfront improvements, parking improvements
3	Blight	2008	2035	\$ 5,630,300.00	Demolition of WireTech site and redevelopment of site for future development.
4	Blight	2013	2040	\$ 8,241,600.00	Brew Pub, Granary Market, Hotel, Residential Development.
5	Mixed-Use	2021	2041	\$ 5,269,800.00	Redevelopment of Sunset School property and school parking lot into housing.
6	Mixed-Use	2022	4043	\$ 7,023,000.00	Assist residential and commercial development along and near Egg Harbor Road.
7	Mixed-Use	2022	2042	\$ 8,109,400.00	Residential development, park improvements, infrastructure improvements near Target Store.
8	Mixed-Use	2023	2044	\$ 756,800.00	Music Performance and Lessons Development with studio apartments, future commercial redevelopment.
9	Industrial after 10/01/2004	2024	2044	\$ -	Industrial flex space buildings and future industrial development/expansion.
10	Mixed-Use	2023	2043	\$ 5,353,600.00	workforce housing subdivison, stree improvements, Kwik Trip, future commercial possibilities.
11	Mixed-Use	2024	2044	\$ -	Future large retail store, apartment complex, single-family residential housing.

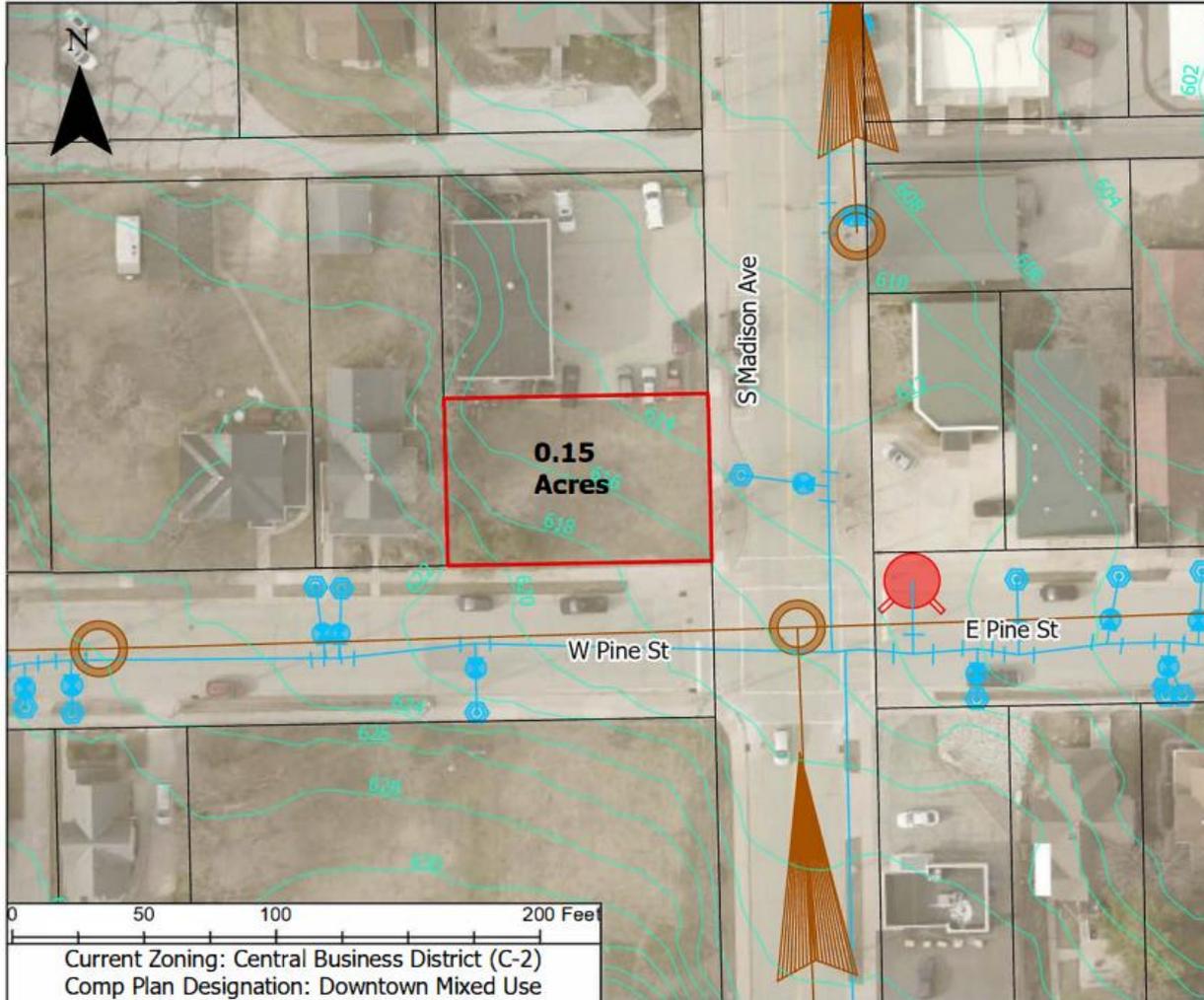
Economic Development-Development Site Opportunities



Development Tour Site # 1 S Madison Ave / W Pine St



Parcel #281-46-65021803



Legend

- Parcel
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
City of Sturgeon Bay
Contact:
Stephanie Servia
(920)746-2907
sservia@sturgeonbaywi.gov

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI
54235
(920) 746-2910

Photo Date: April 2023



Development Tour Site # 2 Columbia Avenue at Highway 42-57



Parcels
#281-66-12001511B
#281-66-12001508C

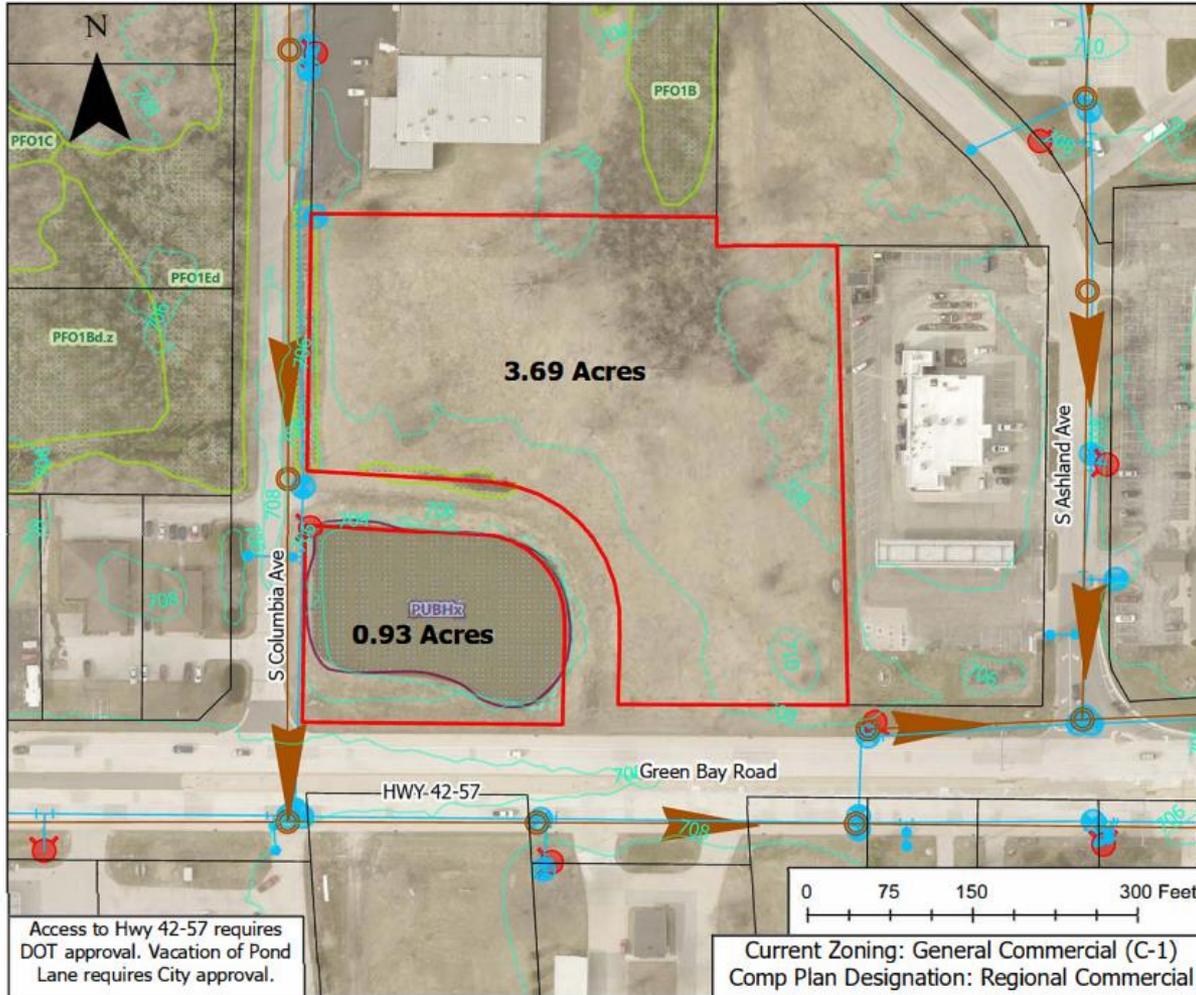
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- Subject Properties
- Water Line
- Sewer Line

Owner:
Carmen Rofalikos Trust
Contact: Bayland Buildings-
Dave Phillips
(920)498-9300
dphillips@bayland
buildings.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site #3 Highway 42-57 / S Douglas Avenue



Parcels
#281-66-13000211
#281-66-13000207

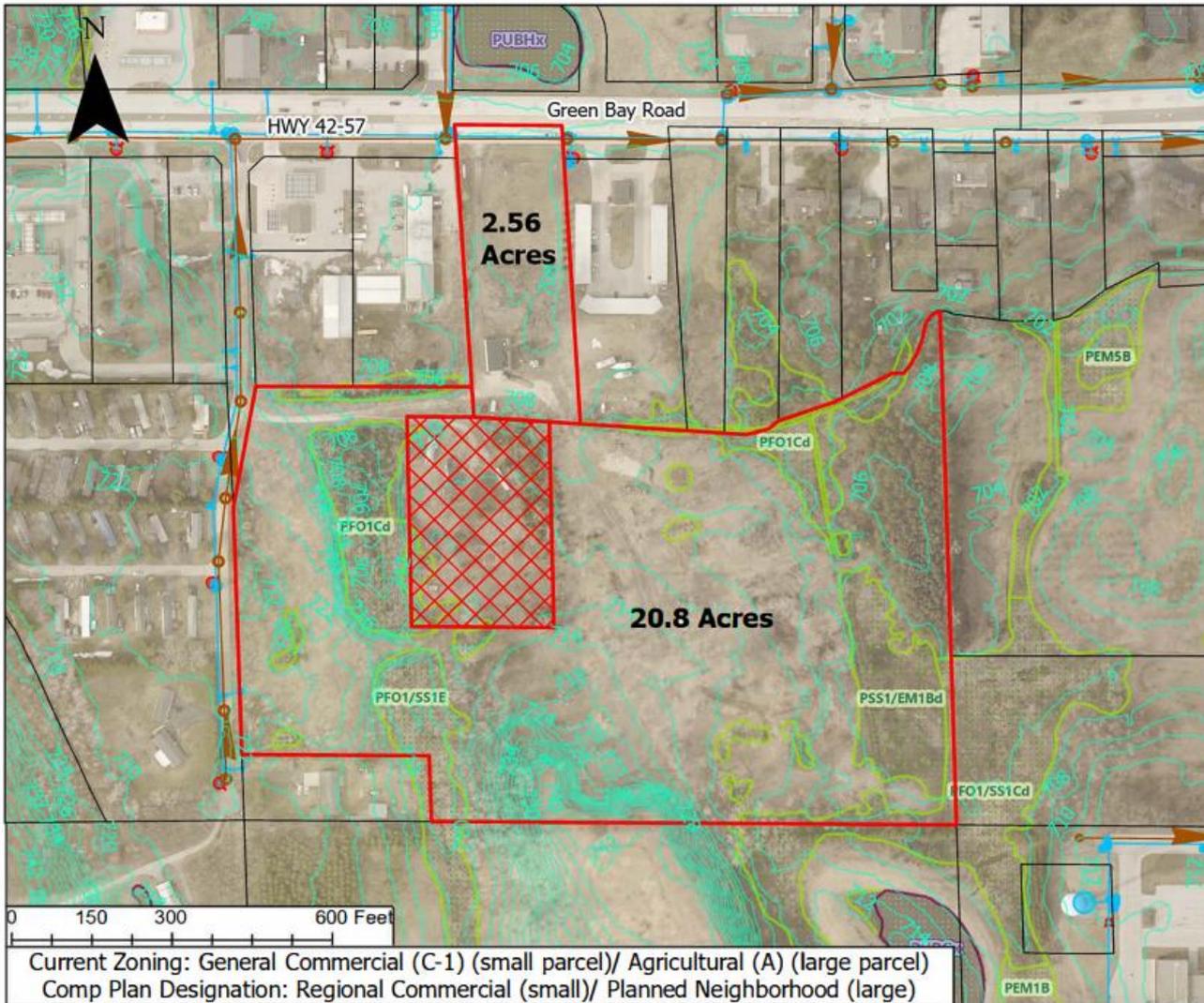
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- Subject Property
- Not Included
- Water Line
- Sewer Line

Owner:
Nielson Properties LLC
Contact:
Rick Nielson
(920)742-7917
rickn@bayelec.com or
Bayland Buildings-
(920)498-9300

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Current Zoning: General Commercial (C-1) (small parcel)/ Agricultural (A) (large parcel)
Comp Plan Designation: Regional Commercial (small)/ Planned Neighborhood (large)

Economic Development-Development Site Opportunities



Development Tour Site # 4 Kwik Trip Excess Land



Parcels
#281-66-13000110
#281-66-13000103

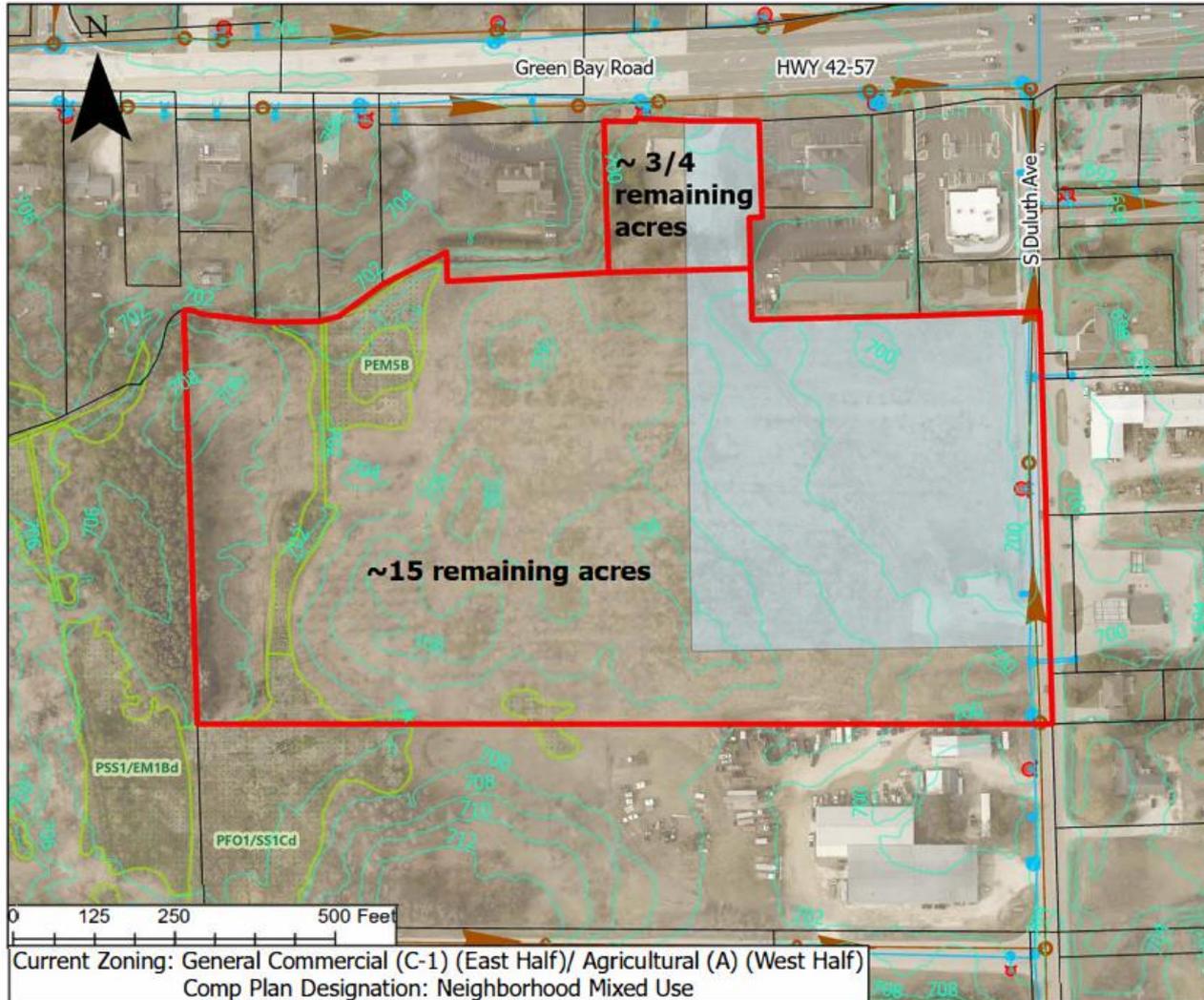
Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- Approx Kwik Trip Site
- Subject Properties
- Water Line
- Sewer Line

Owner:
Kwik Trip Inc
Contact:
Troy Mleziva
(608) 792-7443
tmleziva@kwiktrip.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 5 Overbeck- S Duluth Ave



Parcels
#024-02-18272622C
#024-02-18272622C1

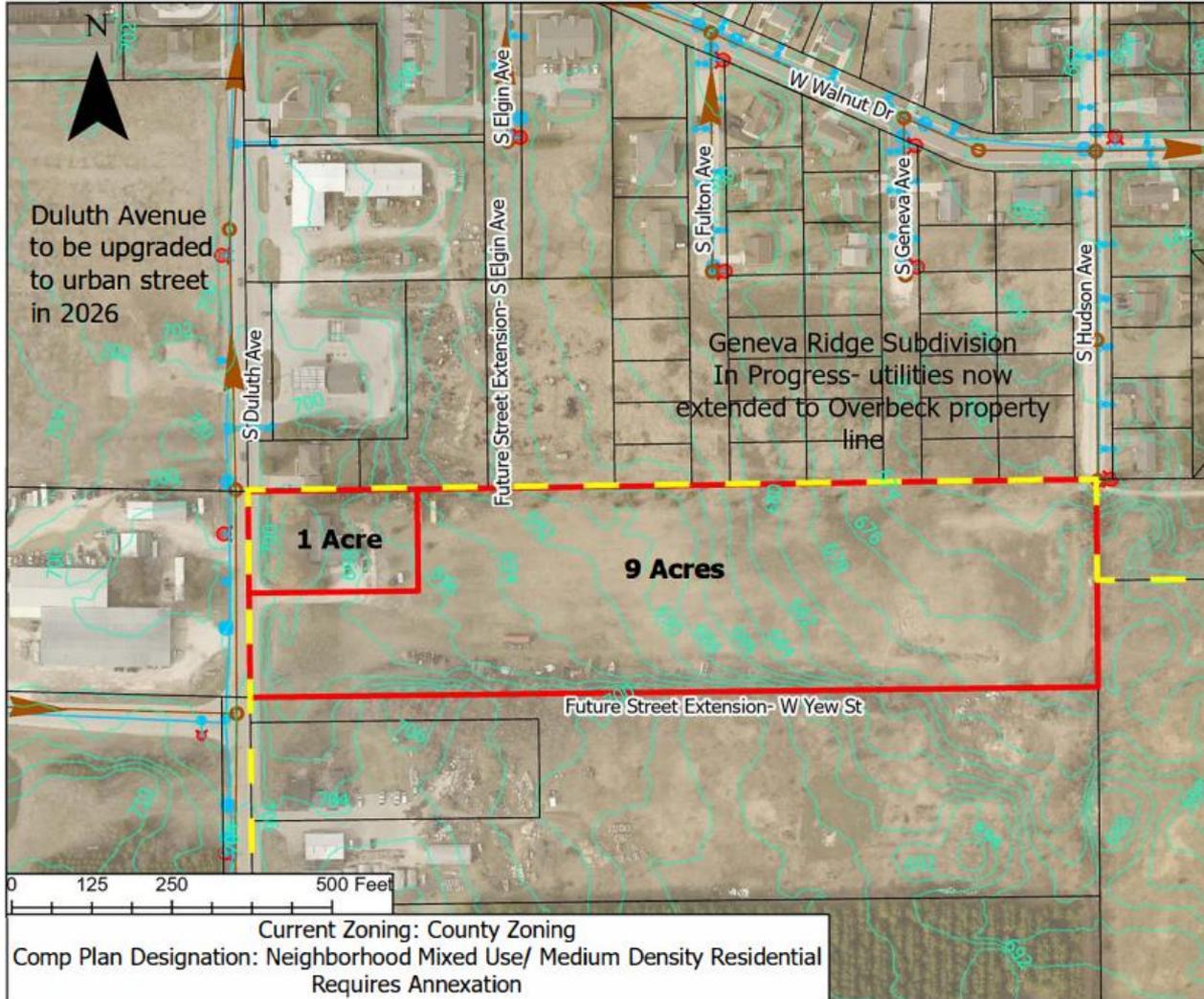
Legend

- Parcel
- 2 ft Contours
- City Limits
- Subject Property
- Water Line
- Sewer Line

Owner:
William Overbeck
Contact:
Willie Schartner
(920) 495-1218
wschartner@charter.net

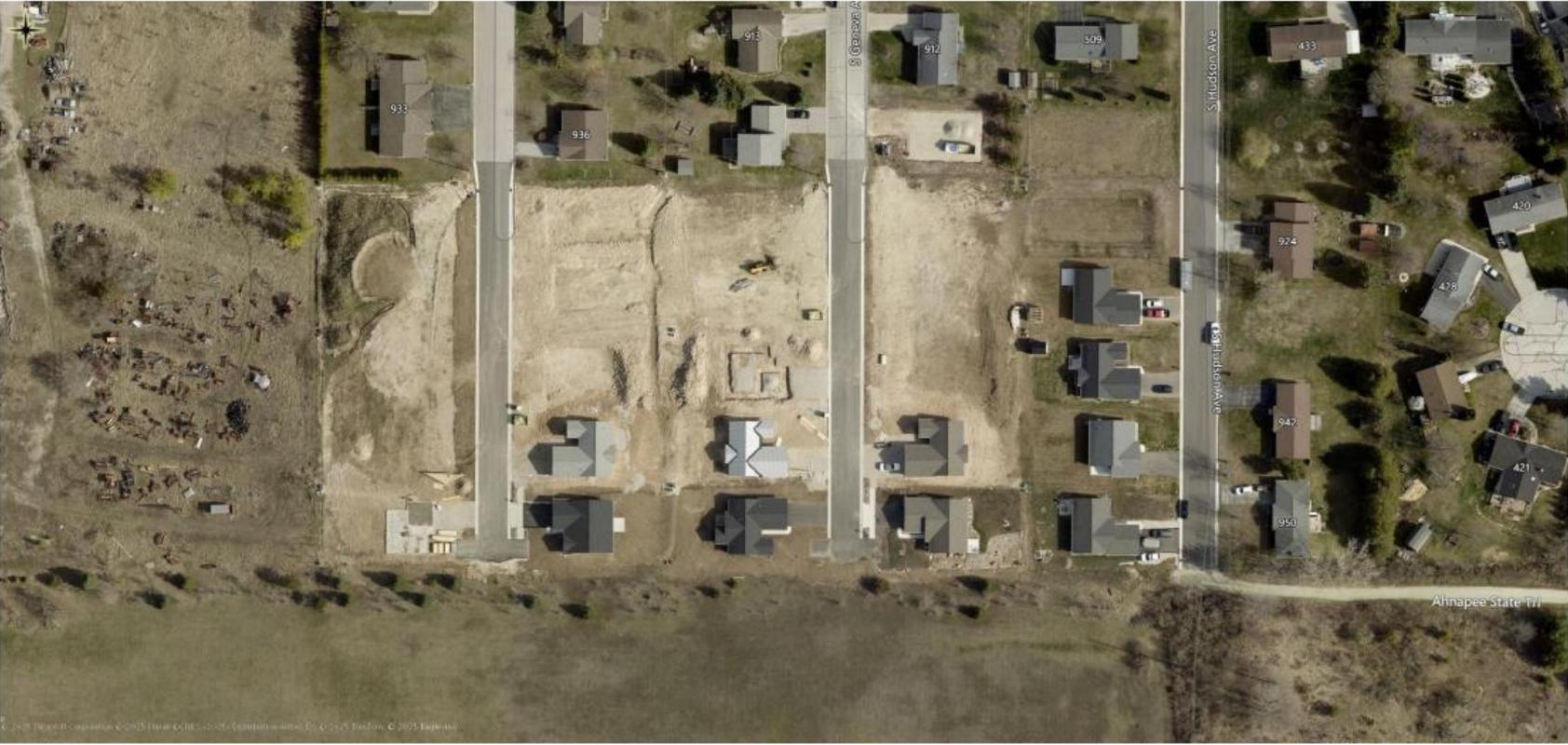
City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Current Zoning: County Zoning
Comp Plan Designation: Neighborhood Mixed Use/ Medium Density Residential
Requires Annexation

Geneva Ridge Subdivision April, 2025





Development Tour Site #6 Industrial Park- Jeanquart Properties



Parcels
#281-64-64000110
#281-64-64000102D1

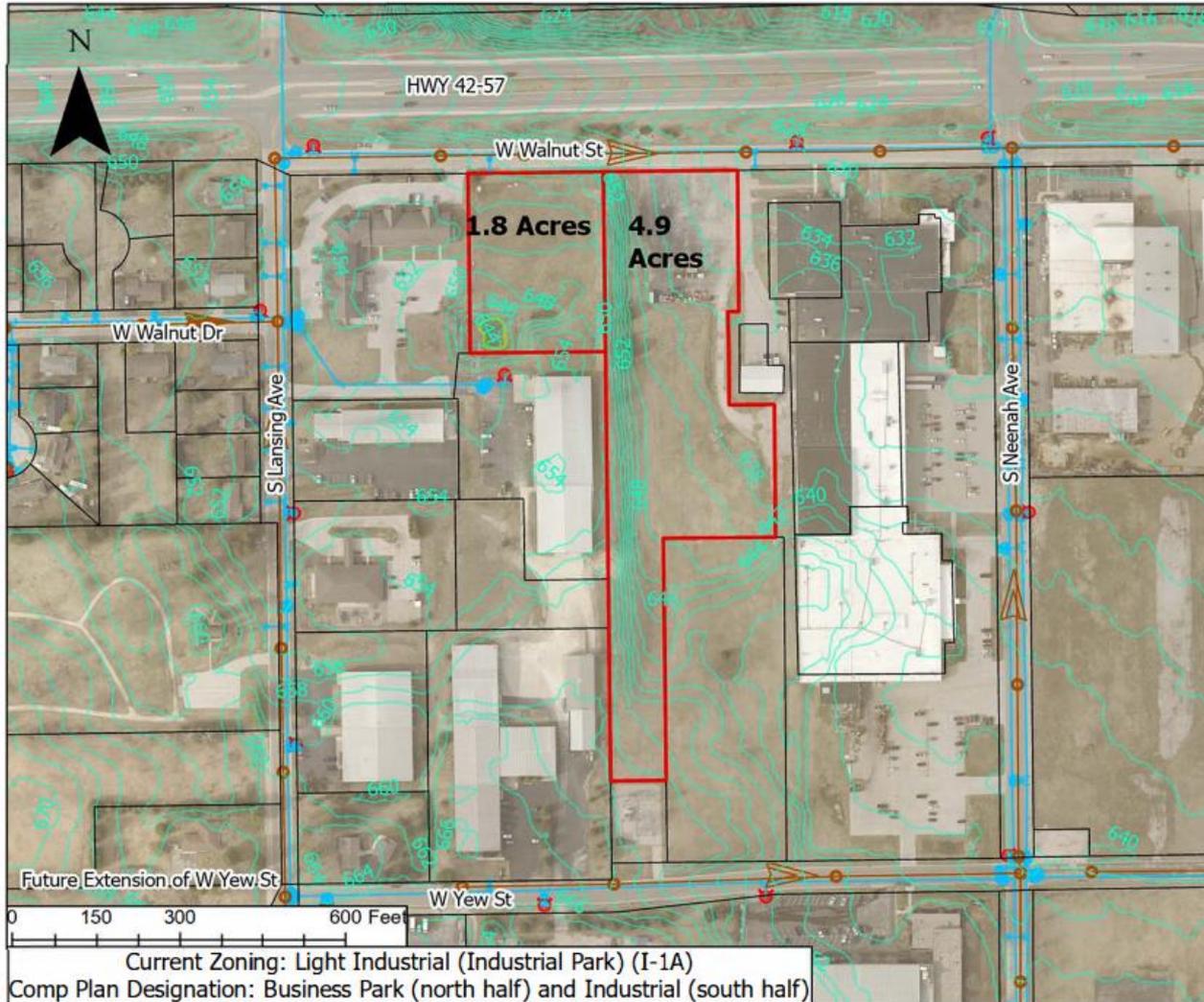
Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- Subject Properties
- Water Line
- Sewer Line

Owner:
Centerfield Properties LLC
& Jeanquart Investments
Walnut LLC
Contact:
Chris Jeanquart
(920) 559-1543

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

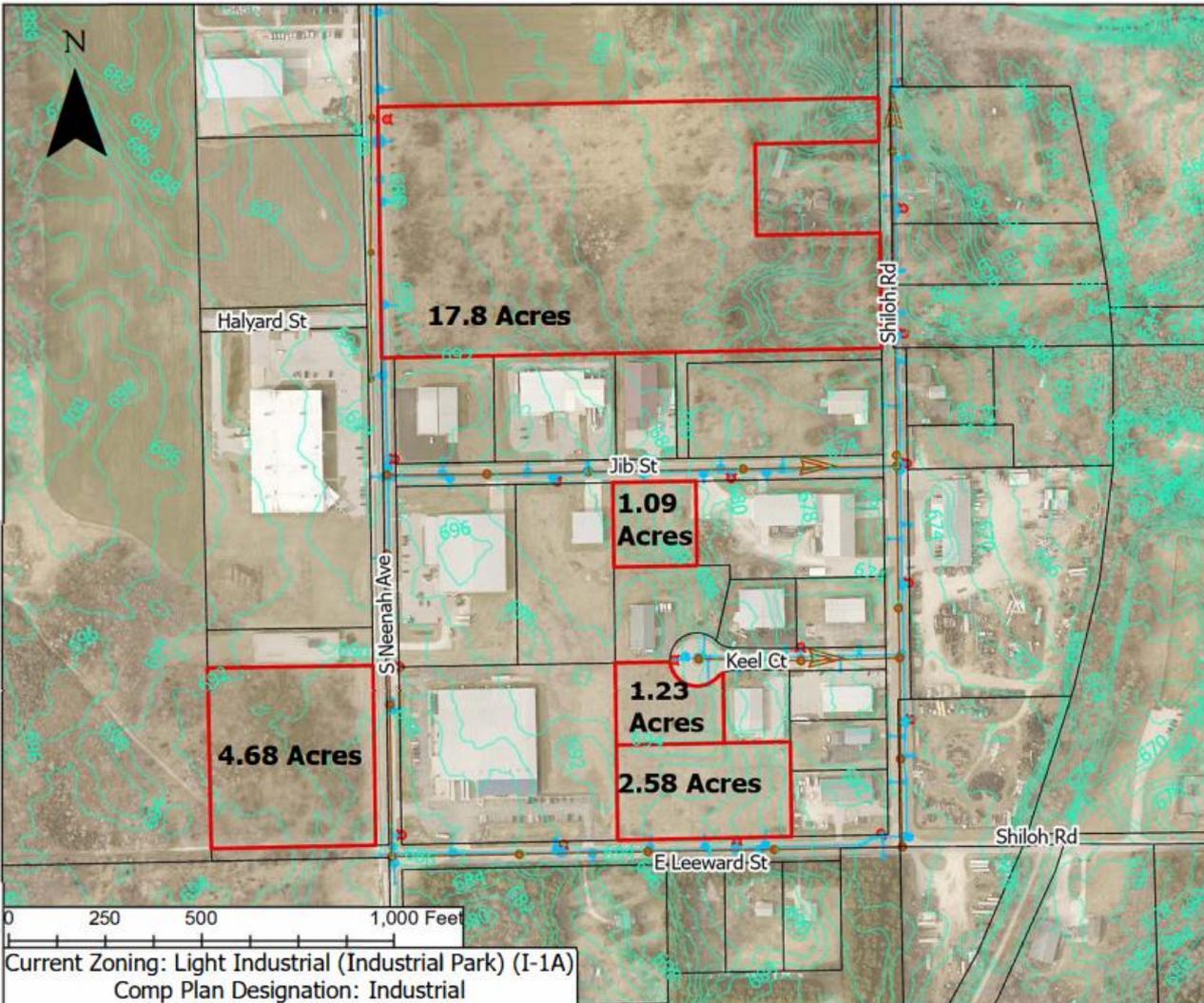
Photo Date: April 2023



Current Zoning: Light Industrial (Industrial Park) (I-1A)
Comp Plan Designation: Business Park (north half) and Industrial (south half)



Development Tour Site #7 Industrial Park- City Owned Lots



- Parcels
- #281-64-73000102
 - #281-72-182726007A
 - #281-72-182726013
 - #281-64-72000100C2
 - #281-64-66000101C

Legend

- Parcel
- 2 ft Contours
- Subject Properties
- Water Line
- Sewer Line

Owner:
City of Sturgeon Bay
Contact:
Michelle Lawrie
(920)421-3777
michelle@doorcounty
business.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

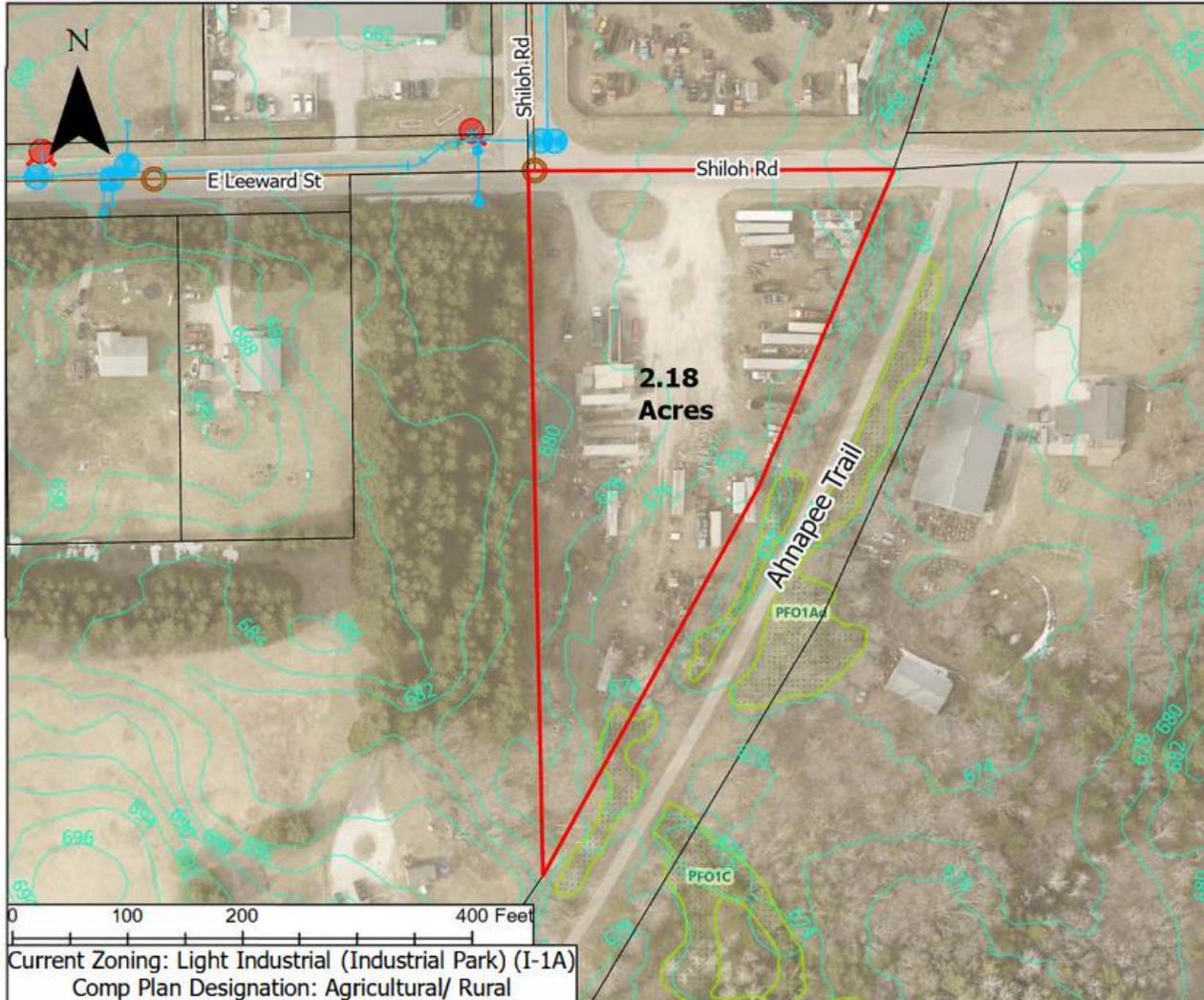
Economic Development-Development Site Opportunities



Development Tour Site # 8 Shiloh Road



Parcel #281-64-80000104



Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
Christine Mueller
Contact:
Doug Mueller
(920) 655-8573
douglas.mueller@
lmjsquared.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Development Tour Site # 9 Division Road - City Owned



Parcel
#281-68-17000902

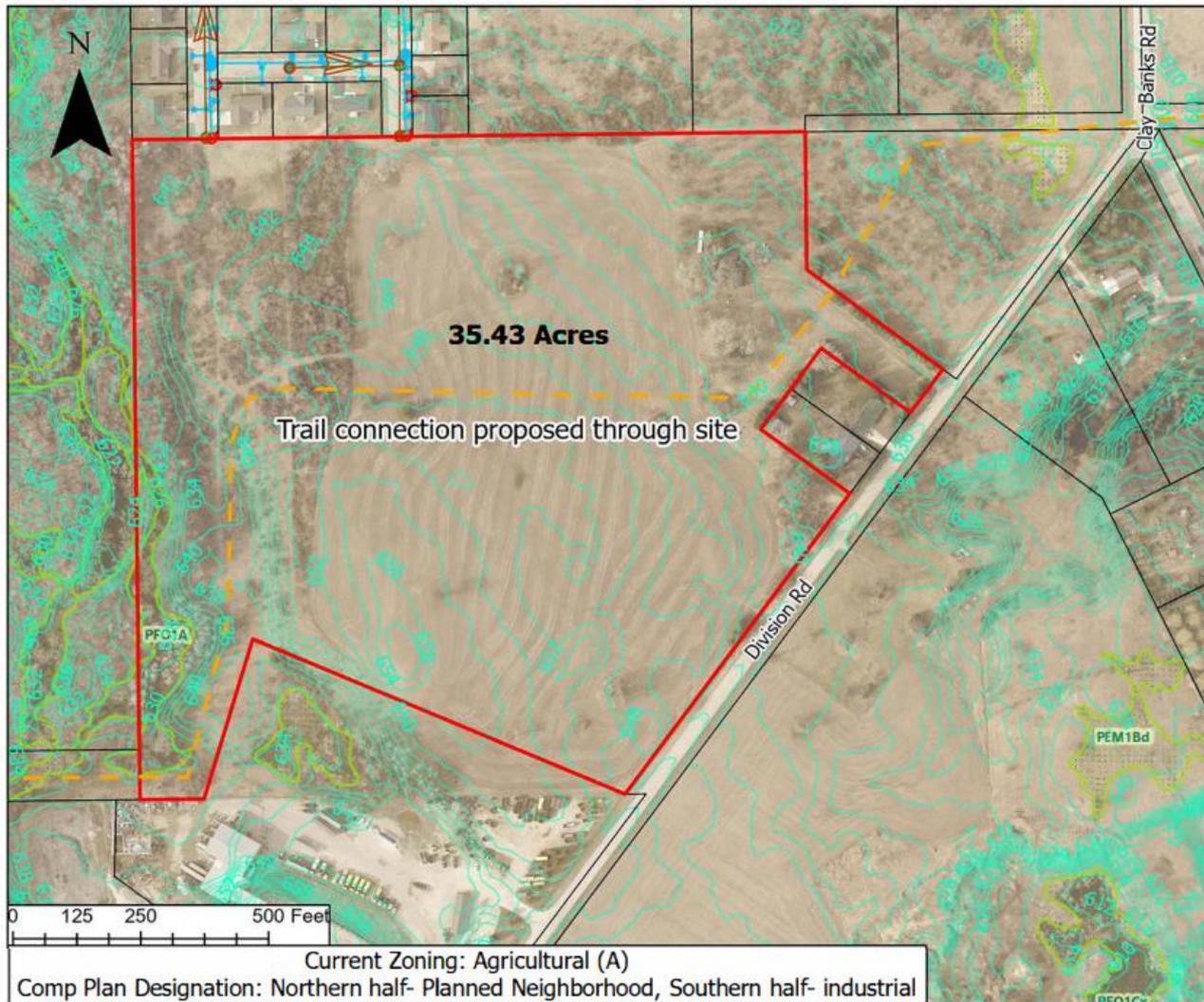
Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- Subject Property
- Approx Future Trail Location
- Water Line
- Sewer Line

Owner:
City of Sturgeon Bay
Contact:
Stephanie Servia
(920) 746-2907
sservia@sturgeonbaywi.gov

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 10 West of Clay Banks Road



7 Parcels Available

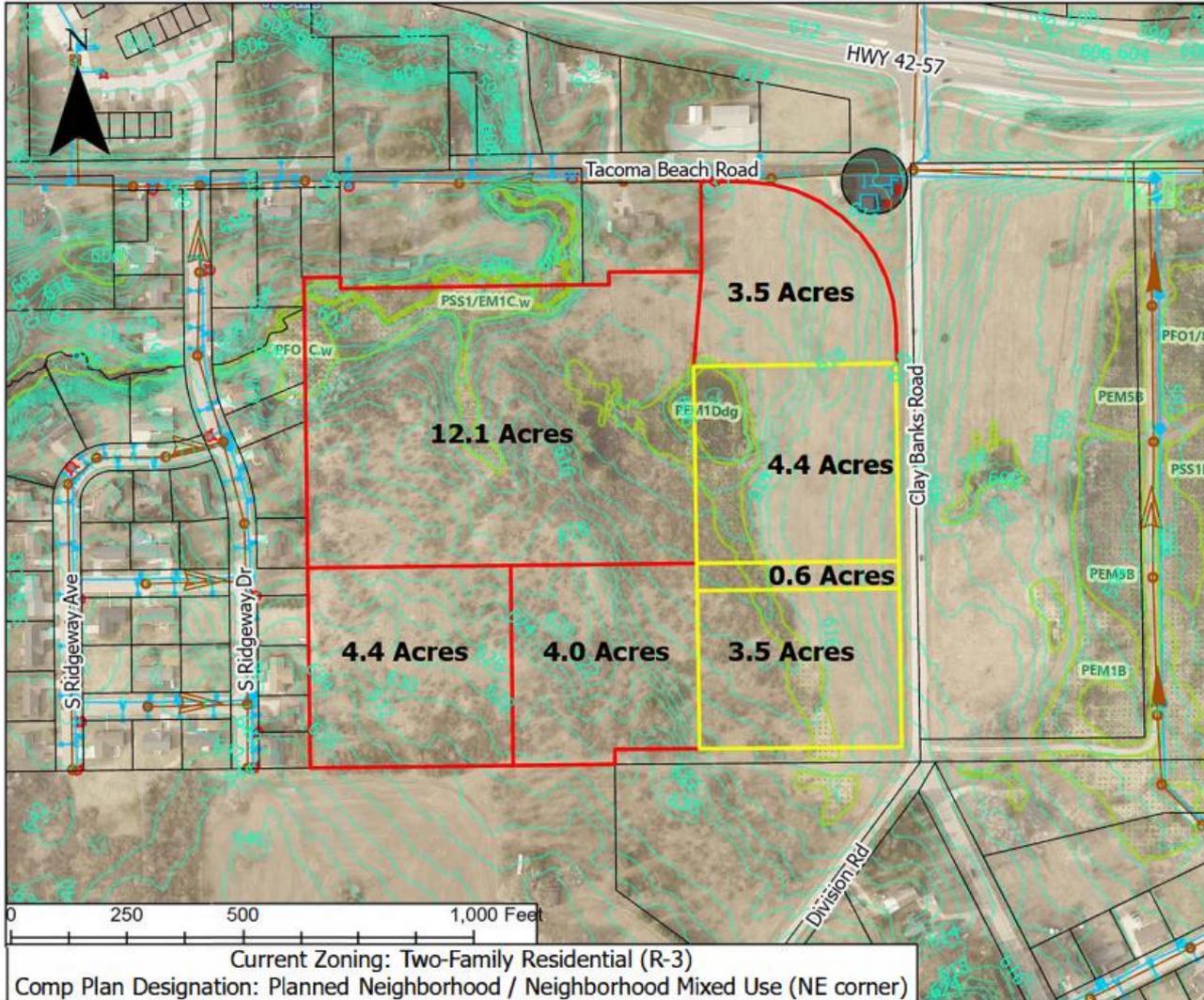
Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- Subject Properties- Roen Salvage
- Subject Properties - LKY Development
- Water Line
- Sewer Line

Owner:
LKY Development & Roen Salvage Company
Contact:
David Schanock
(920)743-6533

City of Sturgeon Bay
Community Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Current Zoning: Two-Family Residential (R-3)
Comp Plan Designation: Planned Neighborhood / Neighborhood Mixed Use (NE corner)

Economic Development-Development Site Opportunities



Development Tour Site # 11 East of Clay Banks Road



Parcel
#281-68-17000301A

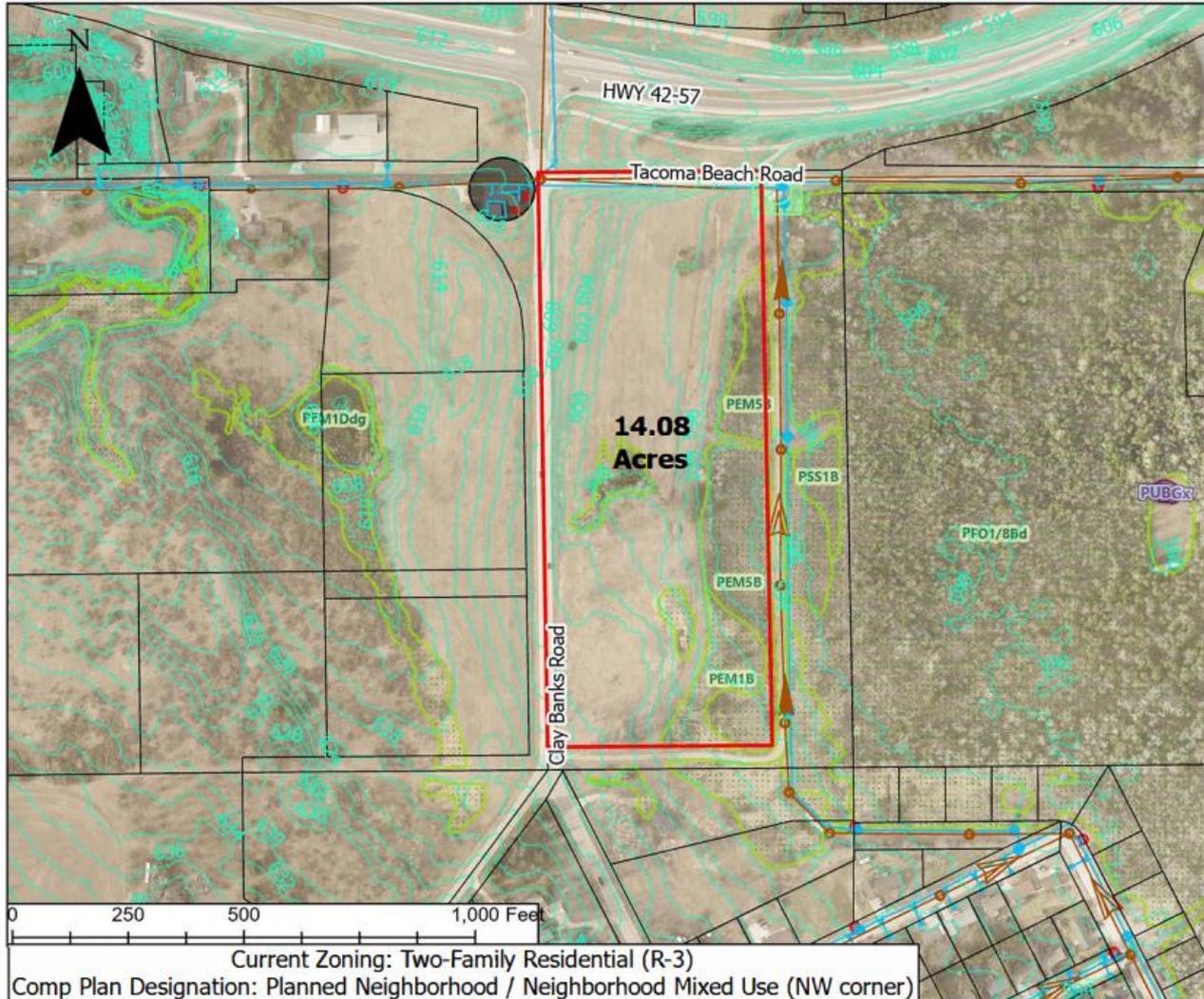
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner/Contact:
Ryan Polzin
(715)735-7900
ryan@wimiinsurance.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



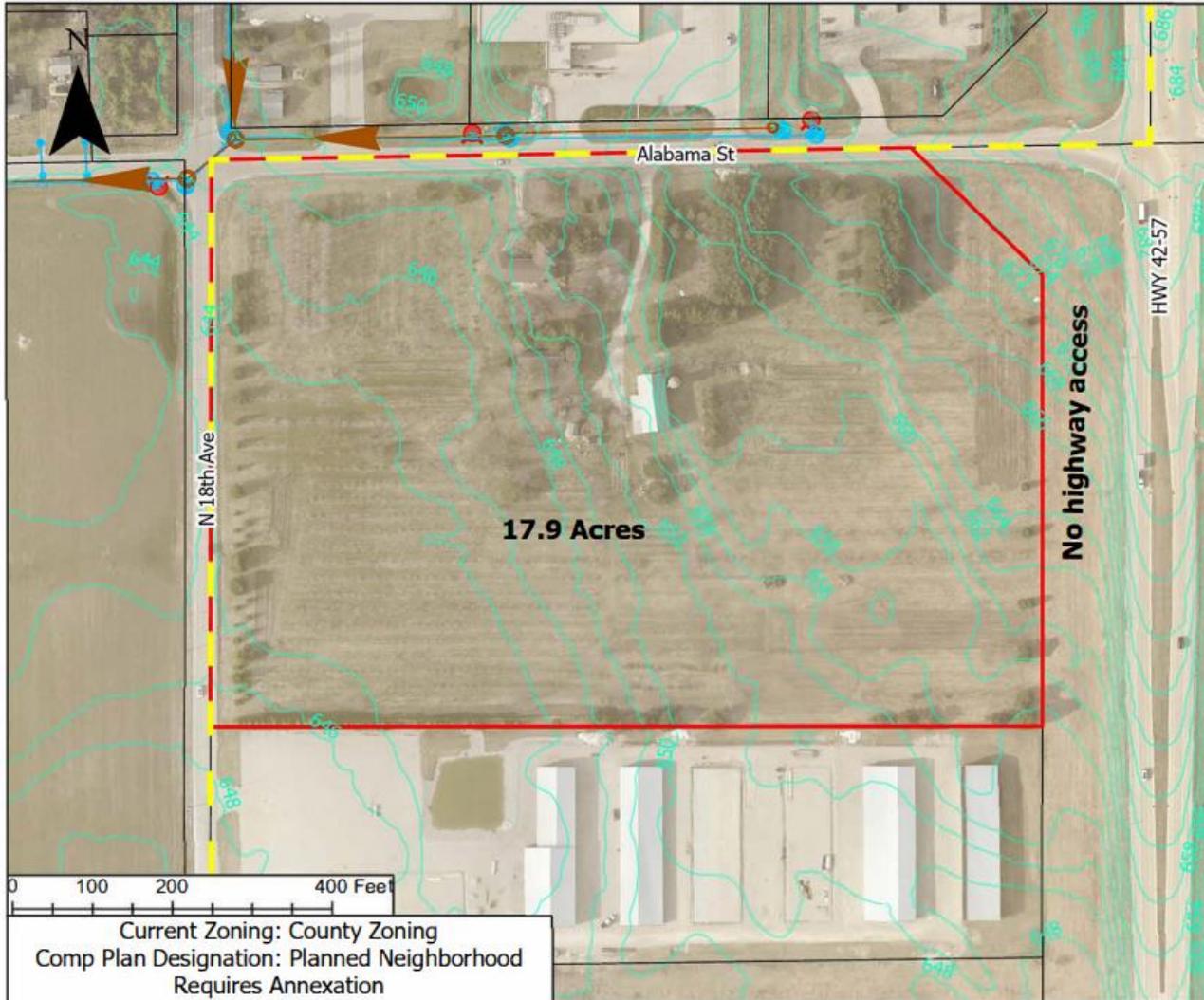
Economic Development-Development Site Opportunities



Development Tour Site # 12 Alabama St / Hwy 42-57 / N 18th Ave



Parcel
#024-02-04272621A



Legend

- Parcel
- 2 ft Contours
- City Limits
- Subject Property
- Water Line
- Sewer Line

Owner:
Lynn Keller
Contact:
Dennis Starr
(920)743-4321
dstarr@erastarr.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

Current Zoning: County Zoning
Comp Plan Designation: Planned Neighborhood
Requires Annexation

Economic Development-Development Site Opportunities



Development Tour Site # 13 Egg Harbor Road / Hwy 42-57



Parcels
#281-70-33001202
#281-70-33001203

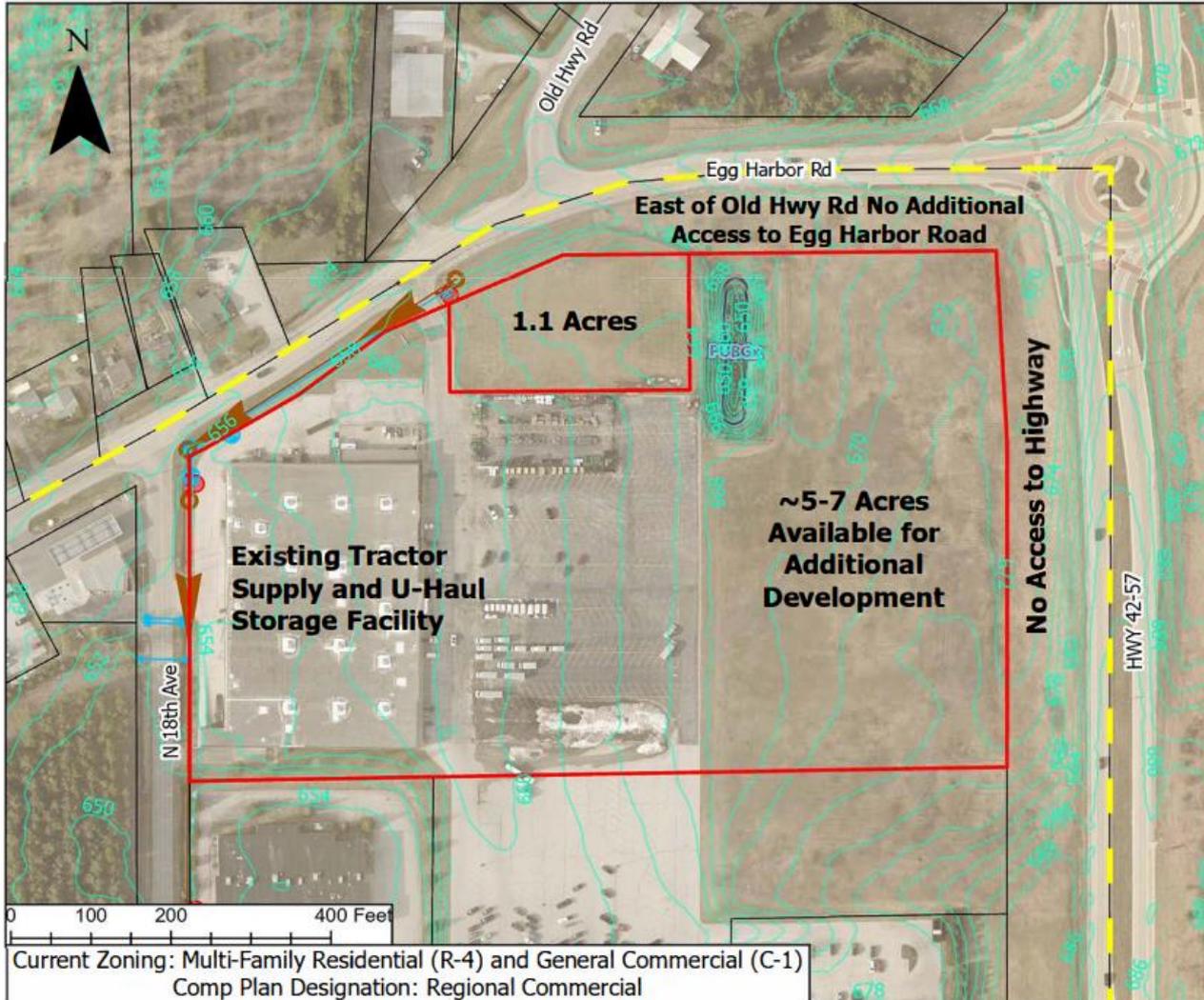
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- City Limits
- Subject Properties
- Water Line
- Sewer Line

Owner/ Contact:
1833 Egg Harbor Road LLC
2727 N Central Ave, STE 500
Phoenix, AZ 85004

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

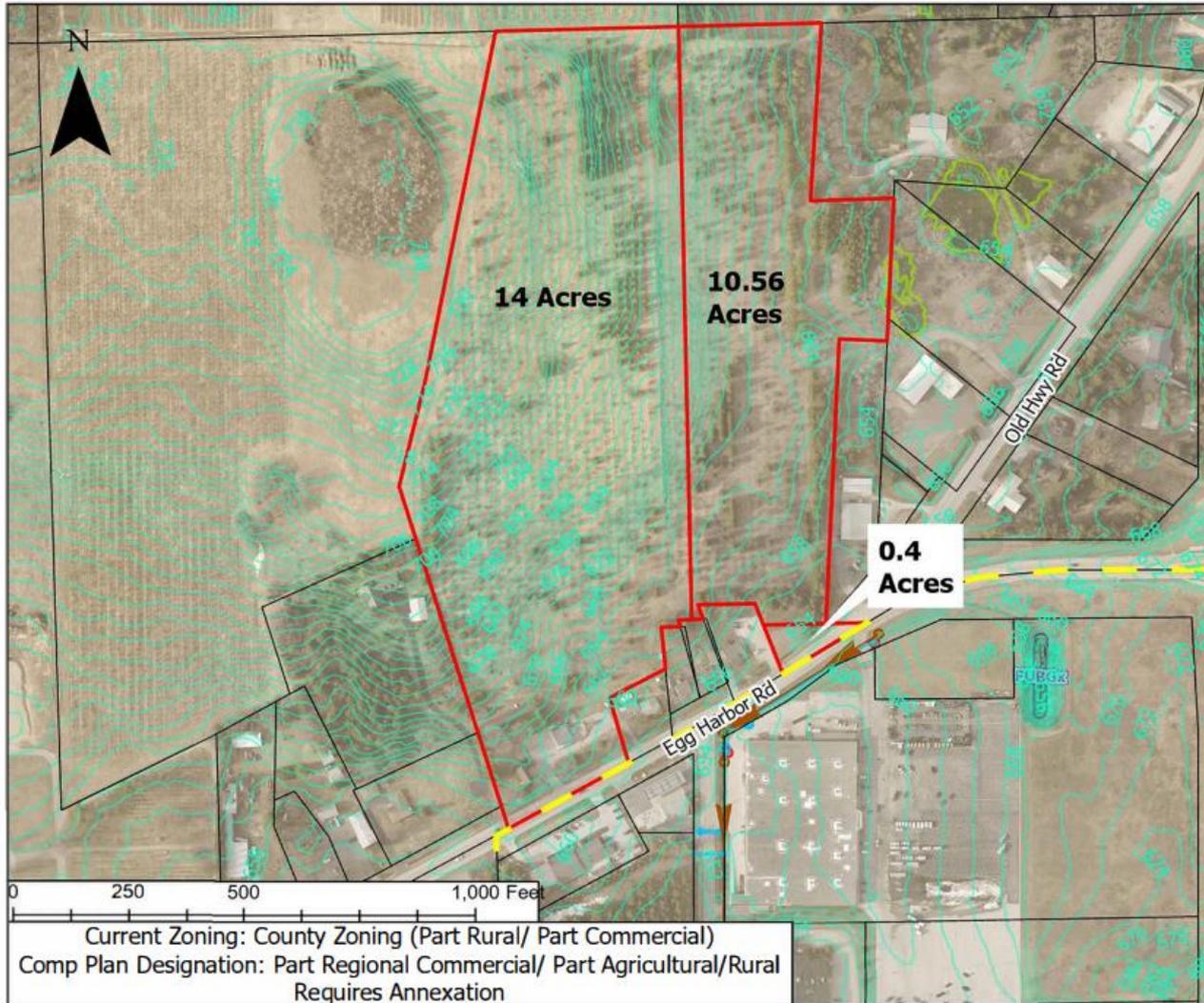
Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site #14 Former Poehler Orchard



Parcels
 #022-02-33282634B
 #022-02-33282631C
 #022-02-33282632QQ

Legend

- Parcel
- Wetland Class Areas
- 2 ft Contours
- City Limits
- Subject Properties
- Water Line
- Sewer Line

Owner:
 Door County Community
 Child Development Center
 Contact:
 Devin Vandertie
 devin@doorcounty
 business.com
 920-743-3113 ext. 2

City of Sturgeon Bay
 Community
 Development
 421 Michigan Street
 Sturgeon Bay, WI 54235
 (920) 746-2910

Photo Date: April 2023

Current Zoning: County Zoning (Part Rural/ Part Commercial)
 Comp Plan Designation: Part Regional Commercial/ Part Agricultural/Rural
 Requires Annexation

Economic Development-Development Site Opportunities



Development Tour Site # 15 Alabama St / 18th Avenue - Tong Farm



Parcel
#281-62-11000115

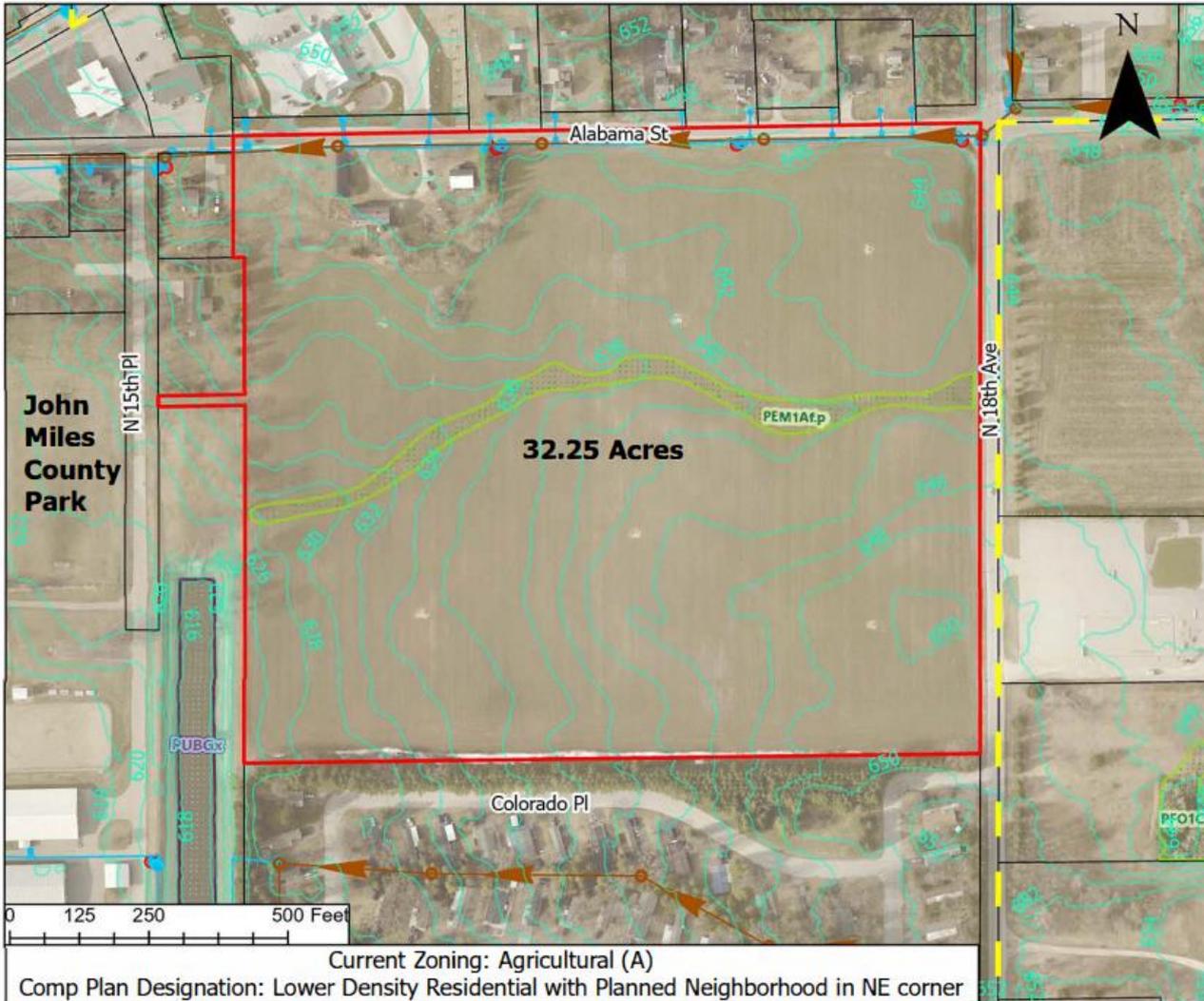
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- City Limits
- Subject Property
- Water Line
- Sewer Line

Owner:
Tong Family Trust
-Terri Tong
Contact:
Darla Tong
(920)366-2855

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Current Zoning: Agricultural (A)
Comp Plan Designation: Lower Density Residential with Planned Neighborhood in NE corner

Economic Development-Development Site Opportunities



Development Tour Site # 15 Alabama St / 18th Avenue - Tong Farm



Parcel
#281-62-11000115

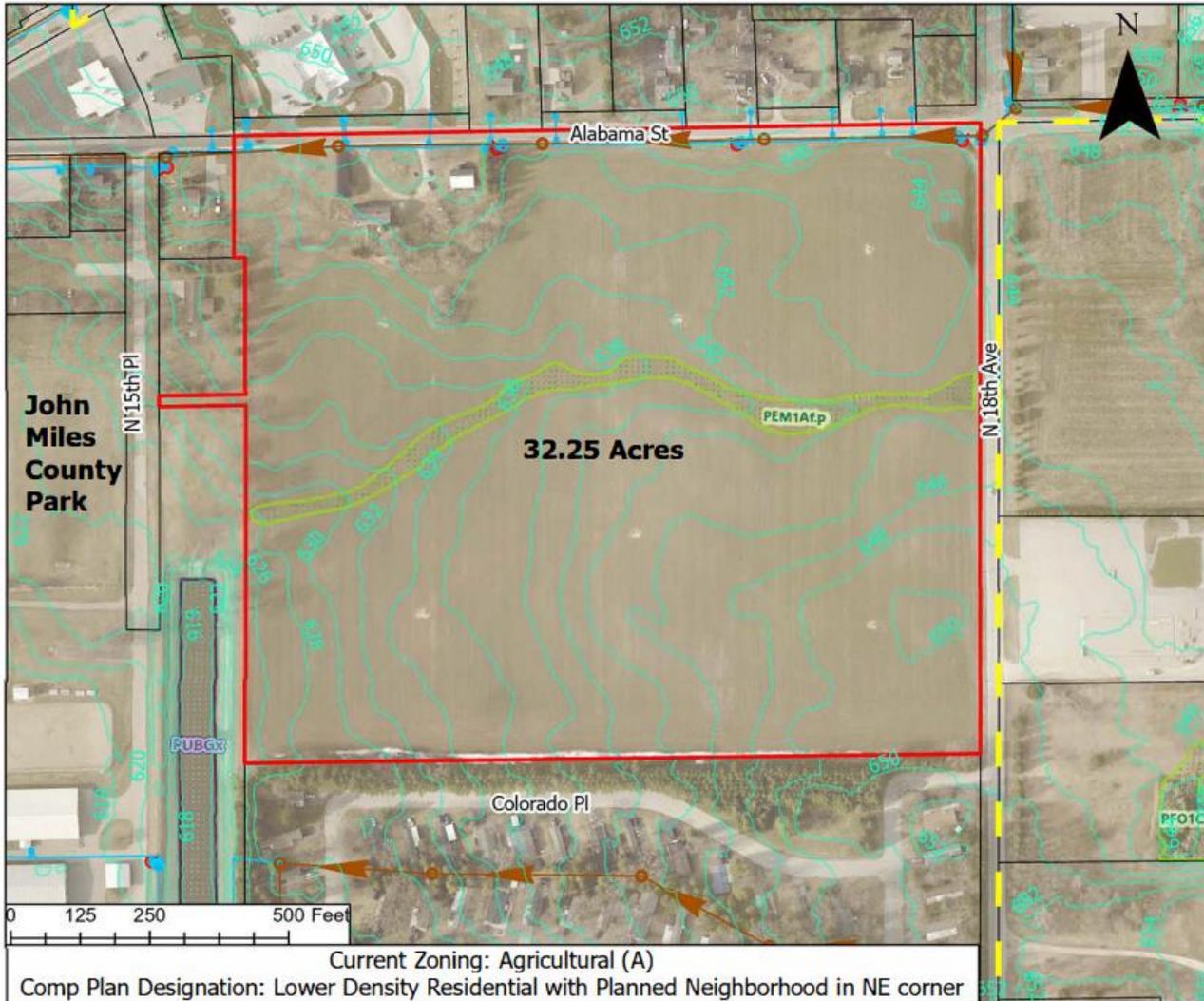
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- City Limits
- Subject Property
- Water Line
- Sewer Line

Owner:
Tong Family Trust
-Terri Tong
Contact:
Darla Tong
(920)366-2855

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 15 Alabama St / 18th Avenue - Tong Farm



Parcel
#281-62-11000115

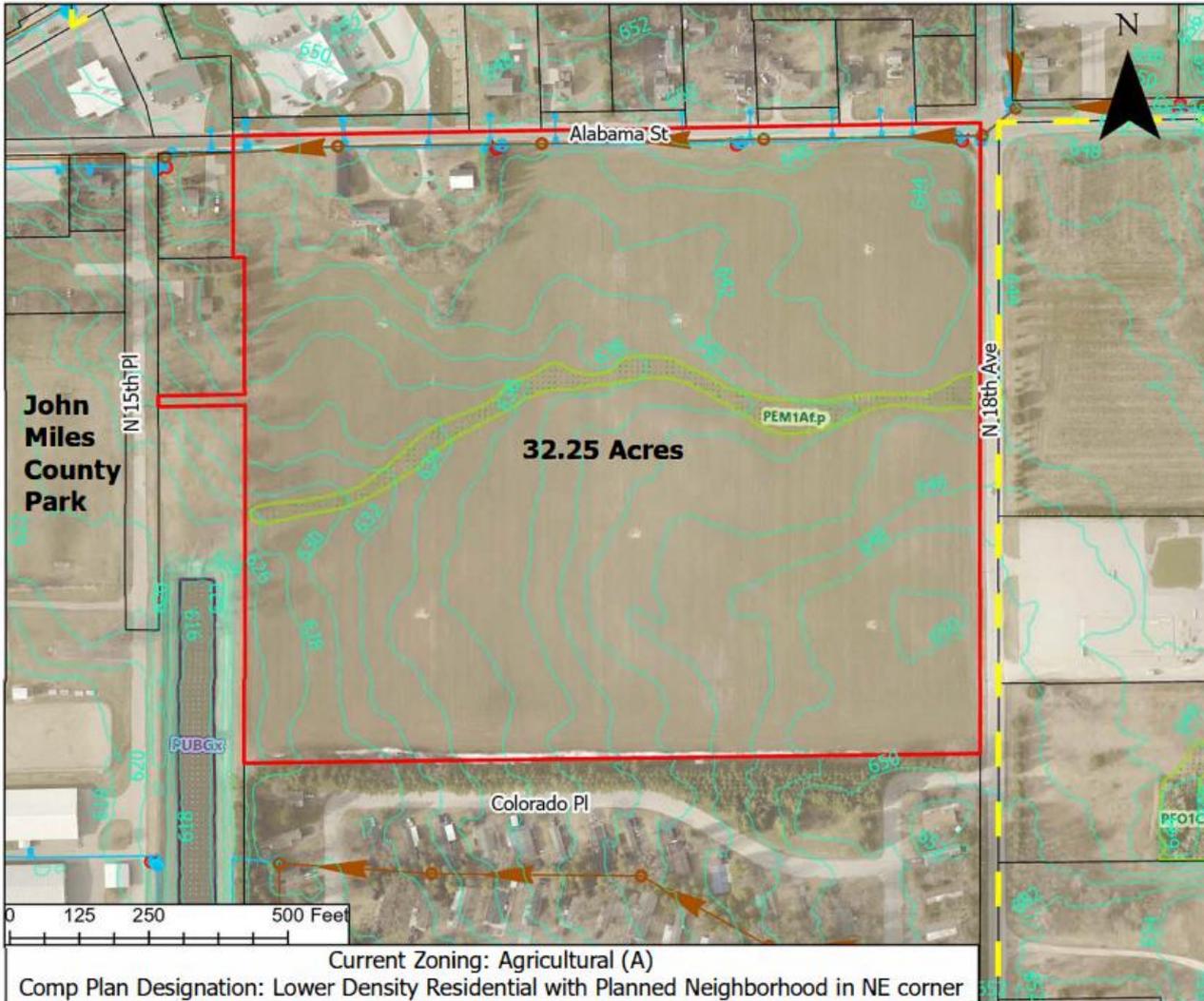
Legend

- Parcel
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- City Limits
- Subject Property
- Water Line
- Sewer Line

Owner:
Tong Family Trust
-Terri Tong
Contact:
Darla Tong
(920)366-2855

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 16 Egg Harbor Road- 900 Block



Parcel
#281-62-16000111B1

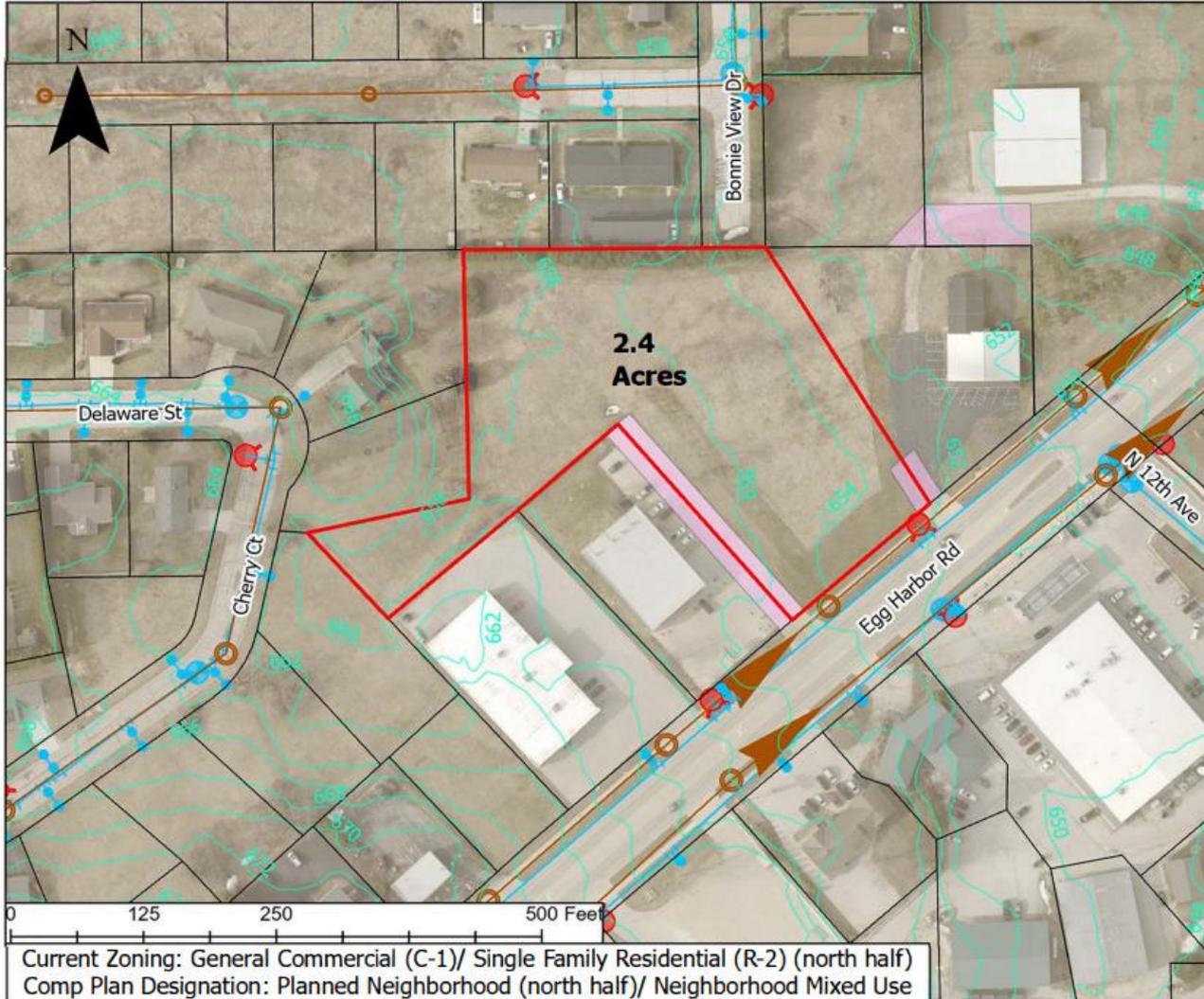
Legend

- Parcel
- Access Easement
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
900 LLC
Contact:
Jacinda Duffin, True North
Realty
(920) 493-1939
jacinda@truedoorcounty.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

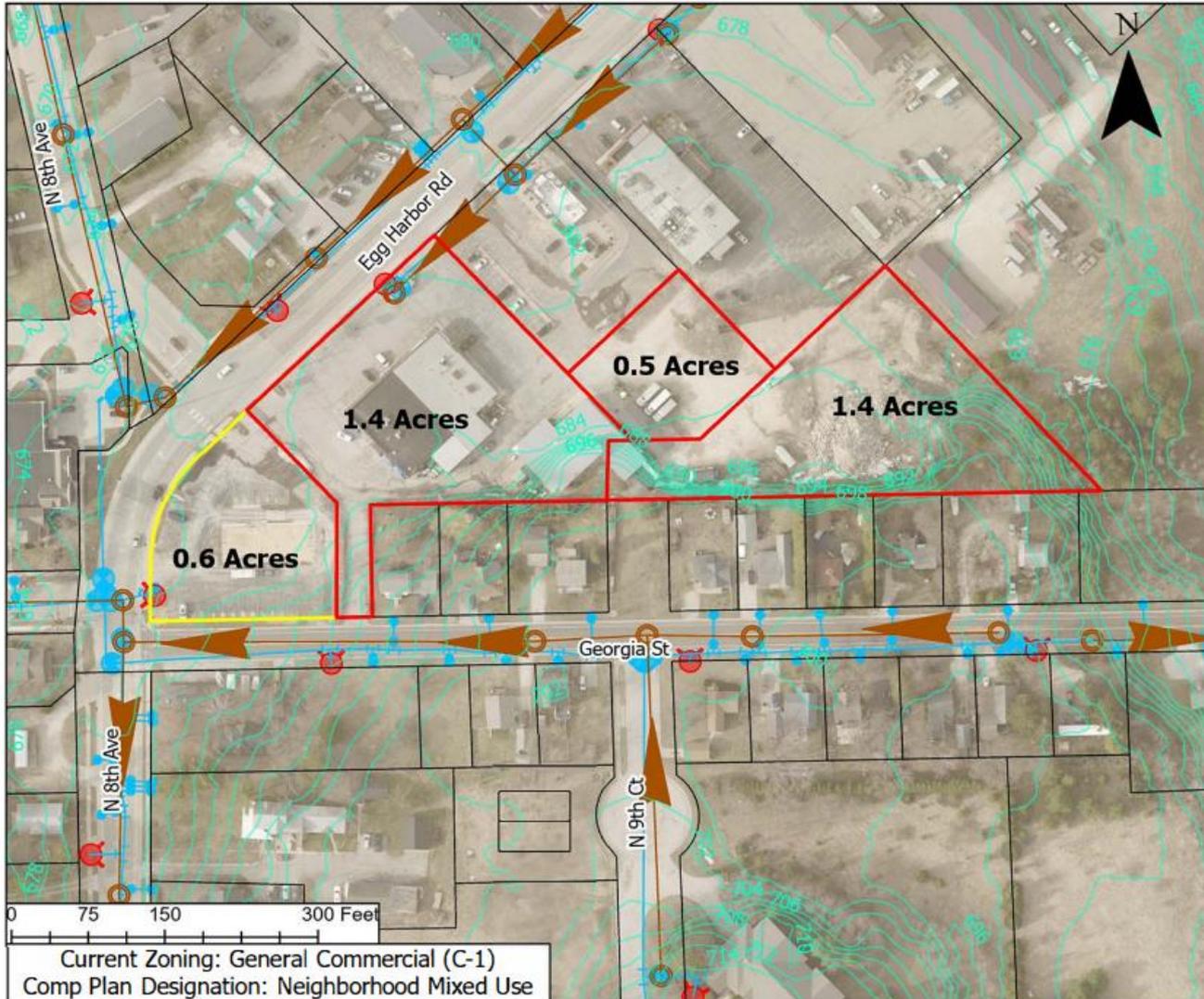


Current Zoning: General Commercial (C-1)/ Single Family Residential (R-2) (north half)
Comp Plan Designation: Planned Neighborhood (north half)/ Neighborhood Mixed Use

Economic Development-Development Site Opportunities



Development Tour Site # 17 Egg Harbor Road / Georgia St



- Parcels
 #281-62-16000120
 #281-62-16000113
 #281-62-16000112
 #281-46-16010101

Legend

- Parcel
- 2 ft Contours
- Subject Properties- La Vine's Inc
- Subject Property- Engival Enterprises LLC
- Water Line
- Sewer Line

Contact:
 La Vine's Inc- Joseph LaVine
 (920)743-9377
 Engival Enterprises-
 Ted LaVine
 (920)493-8248

City of Sturgeon Bay
 Community
 Development
 421 Michigan Street
 Sturgeon Bay, WI 54235
 (920) 746-2910

Photo Date: April 2023

Current Zoning: General Commercial (C-1)
 Comp Plan Designation: Neighborhood Mixed Use

Economic Development-Development Site Opportunities



Development Tour Site # 18 525 Jefferson Street



Parcel
#281-10-85310101

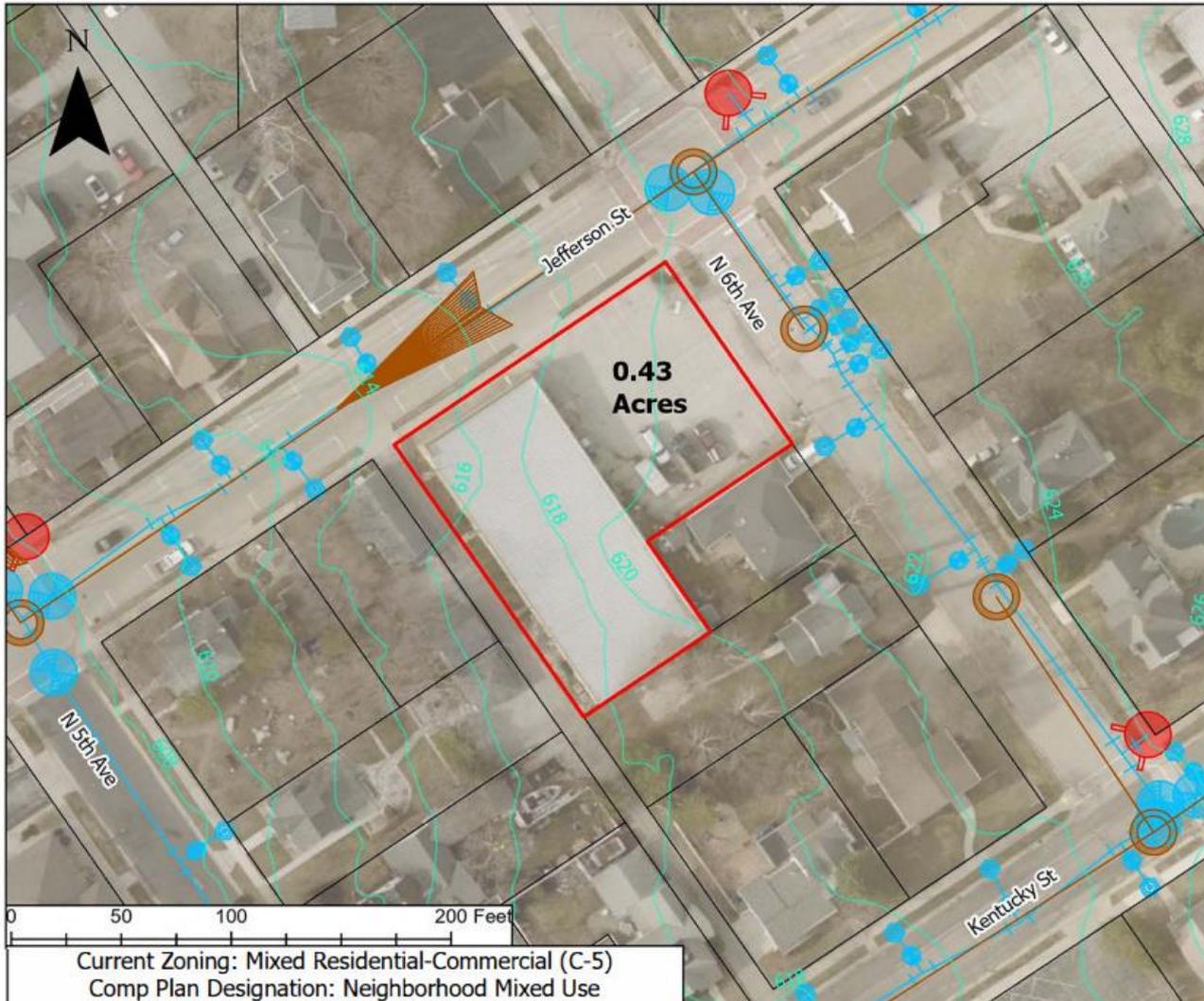
Legend

- Parcel
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
Barlas Holdings LLC
Contact:
Mary Barlas
barlasmary@yahoo.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 19 N 4th Ave / Jefferson St



Parcel
#281-10-85380605

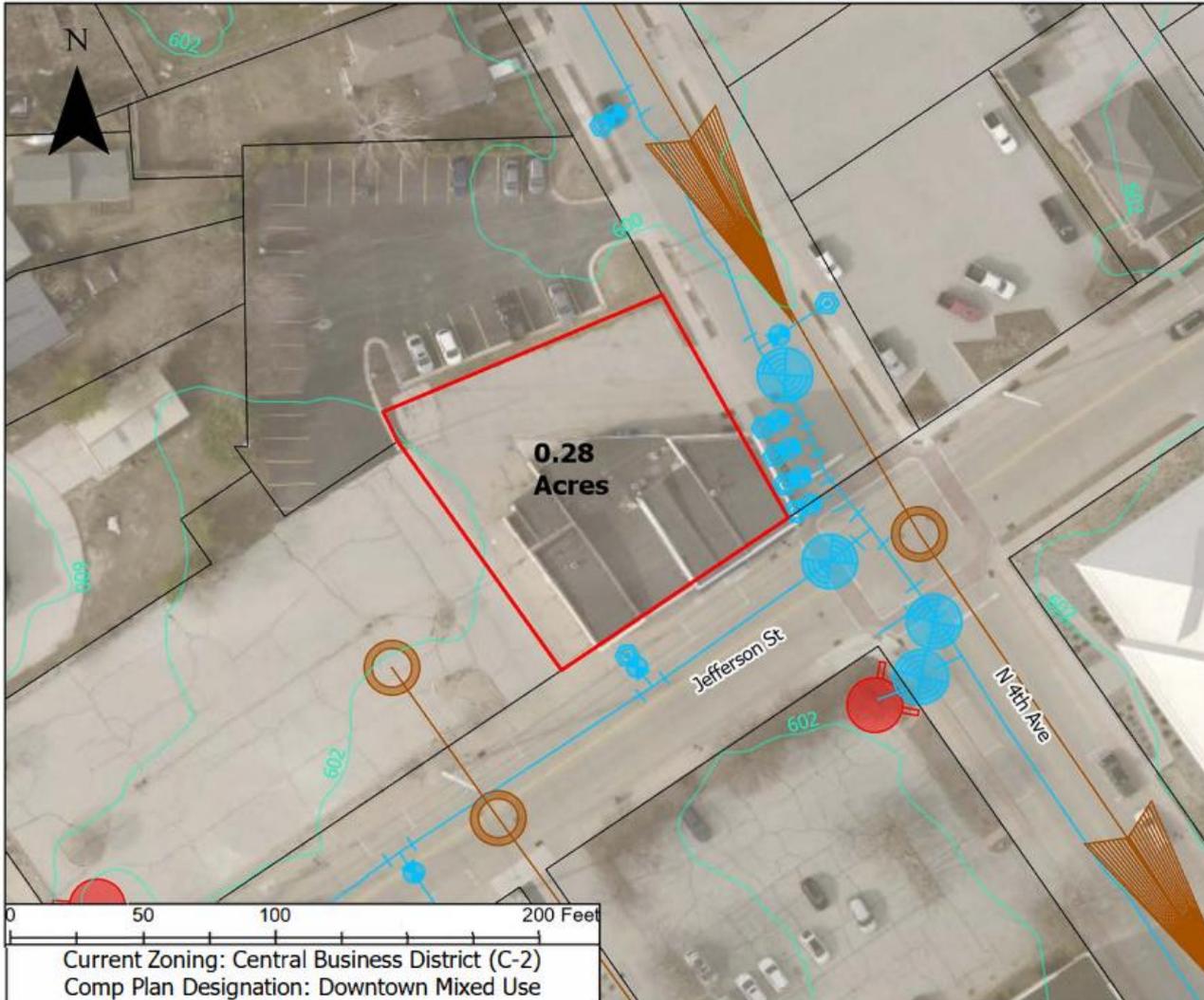
Legend

- Parcel
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
368 Jefferson Street LLC
Contact:
Shirley Wiese Young
shirleywyong@yahoo.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



Jefferson St Between 3rd and 4th April, 2025



© All EagleView Technology Corporation

Economic Development-Development Site Opportunities



Development Tour Site #20 S. 3rd Ave / Nebraska St



Parcel
#281-10-85121101

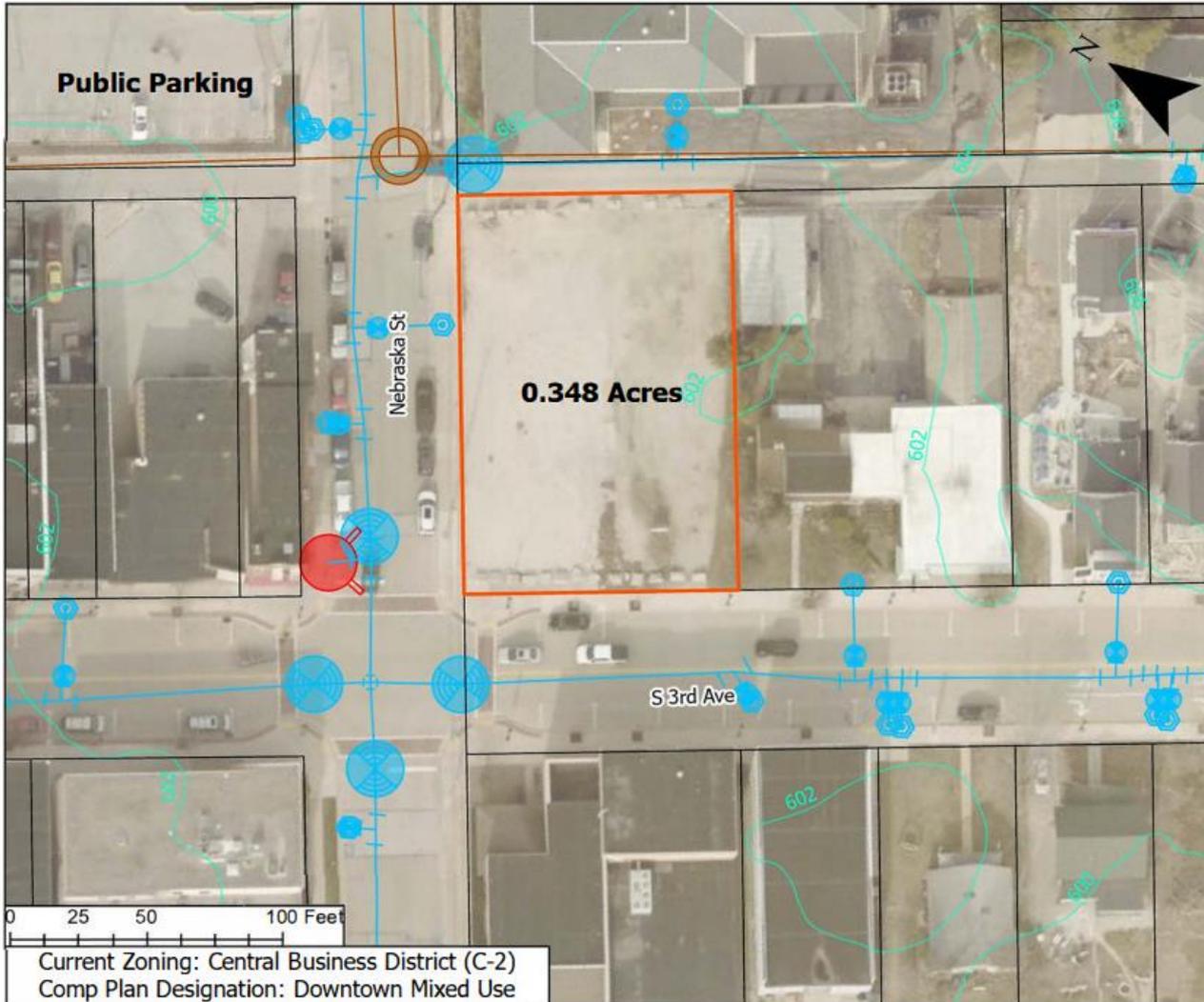
Legend

- Parcel
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner:
Clarence Cumber
Investments
Contact:
Great Lakes Business
Group LLC- Tom Alberts
(920) 559-0104

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

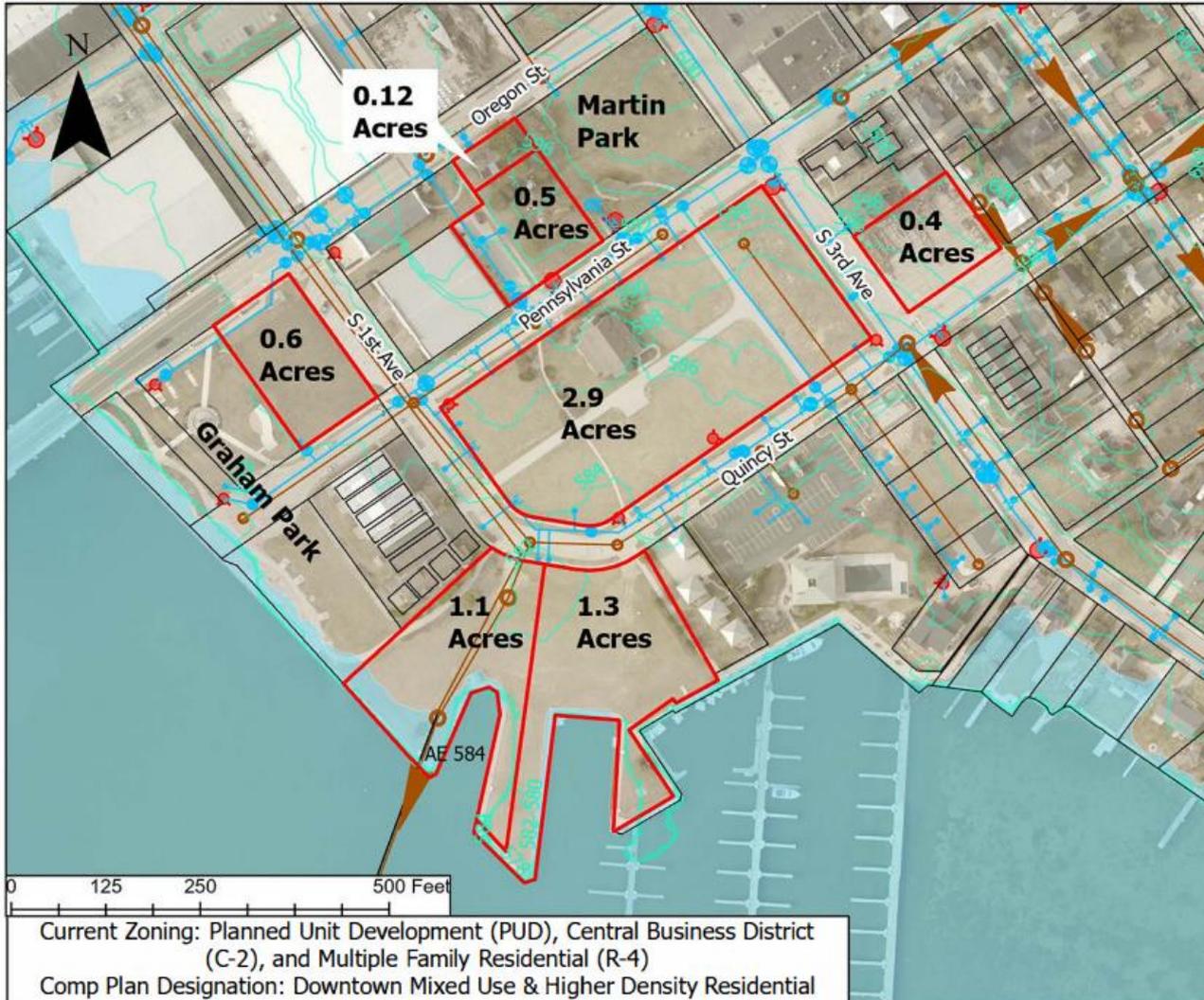
Photo Date: April 2023



Economic Development-Development Site Opportunities



Development Tour Site # 21 Former PBI Shipyard



- Parcels
- #281-10-85020105A
 - #281-23-08325010
 - #281-23-08325009
 - #281-23-08325001A
 - #281-10-85100601
 - #281-10-85070501
 - #281-10-85070801

Legend

- Parcel
- FEMA Floodplain
- 2 ft Contours
- Subject Properties
- Water Line
- Sewer Line

Owner:
Shipyard
Development LLC and The
Vegetable Truck LLC
Contact:
Joe Moede
(414) 793-0195
joe@centerpointe
service.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

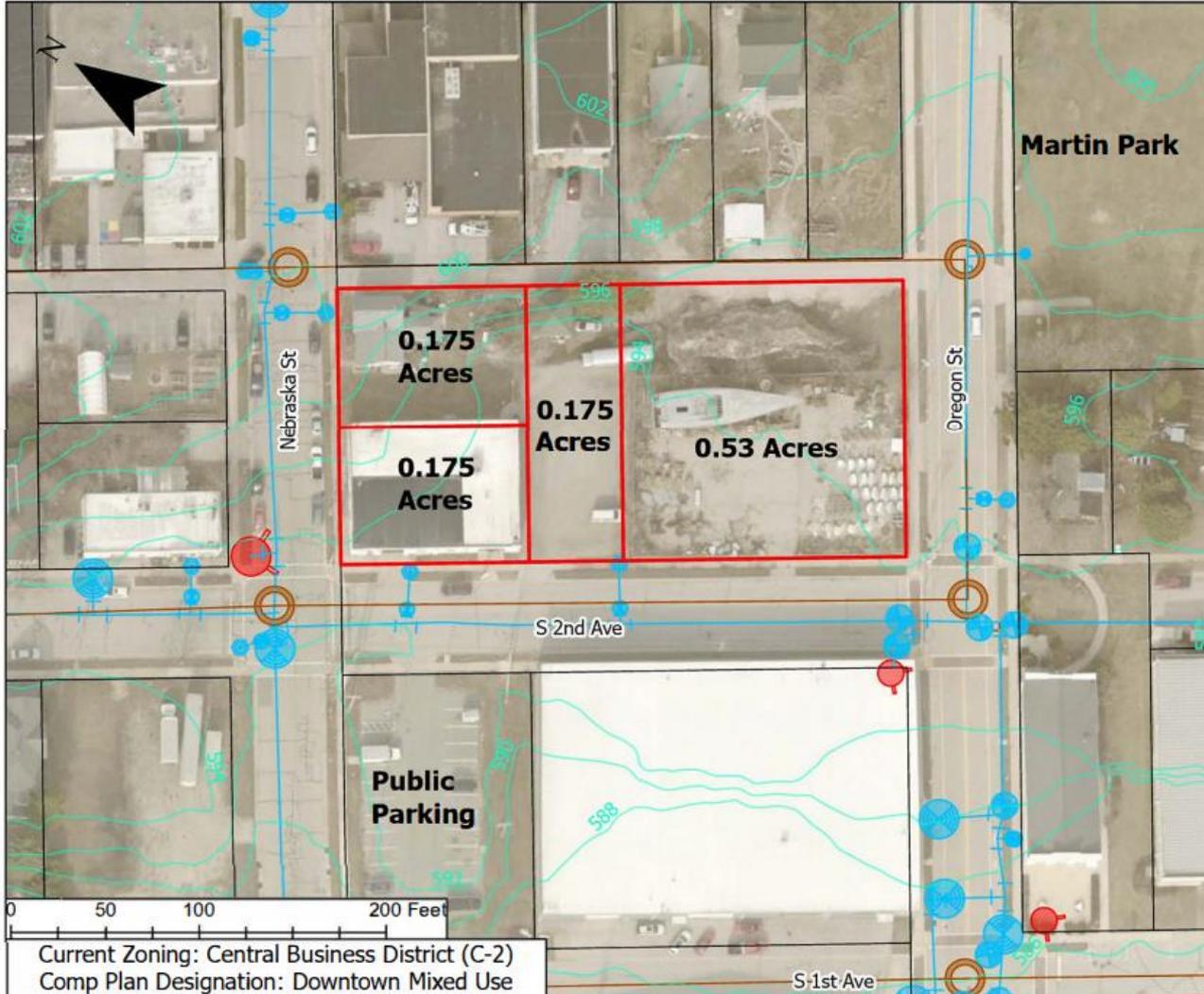
Photo Date: April 2023

Current Zoning: Planned Unit Development (PUD), Central Business District (C-2), and Multiple Family Residential (R-4)
Comp Plan Designation: Downtown Mixed Use & Higher Density Residential

Economic Development-Development Site Opportunities



Development Tour Site # 22 Nebraska St / 2nd Ave / Oregon St



- Parcels
 #281-10-85061101
 #281-10-85061201
 #281-10-85061000A
 #281-10-85060901

Legend

- Parcel
- 2 ft Contours
- Subject Properties
- Water Line
- Sewer Line

Owner:
 E & I Property
 Investments
 Contact:
 Steve Estes
 (920) 493-8663
 Marc Isaksen
 (920)269-0728

City of Sturgeon Bay
 Community
 Development
 421 Michigan Street
 Sturgeon Bay, WI 54235
 (920) 746-2910

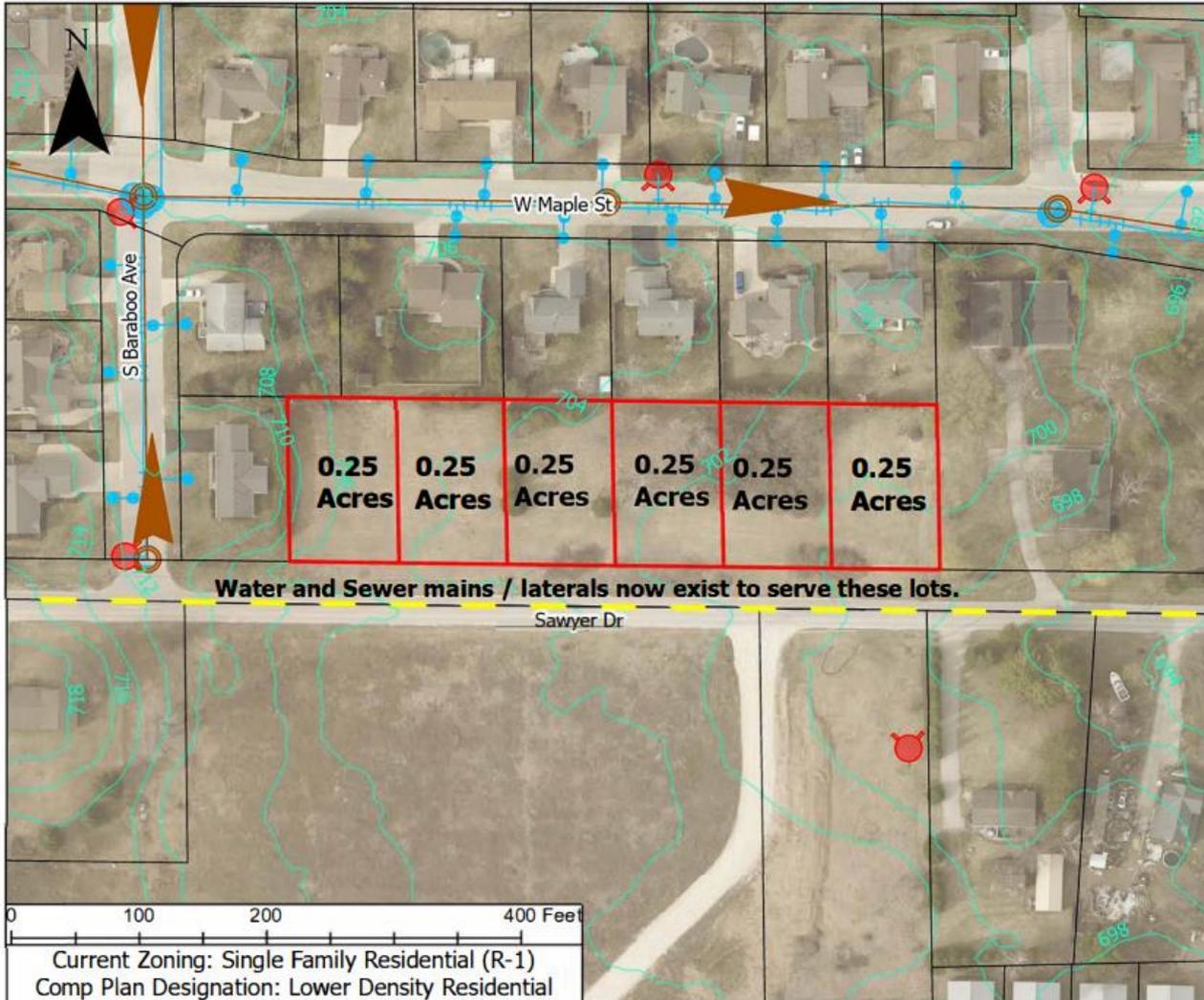
Photo Date: April 2023

Current Zoning: Central Business District (C-2)
 Comp Plan Designation: Downtown Mixed Use

Economic Development-Development Site Opportunities



Development Tour Site # S1 Sawyer Drive - Costello Lots



- Parcels**
- 281-48-65010400
 - 281-48-65010500
 - 281-48-65010600
 - 281-48-65010700
 - 281-48-65010800
 - 281-48-65010900

Legend

- Parcel
- 2 ft Contours
- City Limits
- Subject Properties
- Water Line
- Sewer Line

Owner/Contact:
Dennis Costello
(262) 215-3144
dennisandshelley@gmail.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

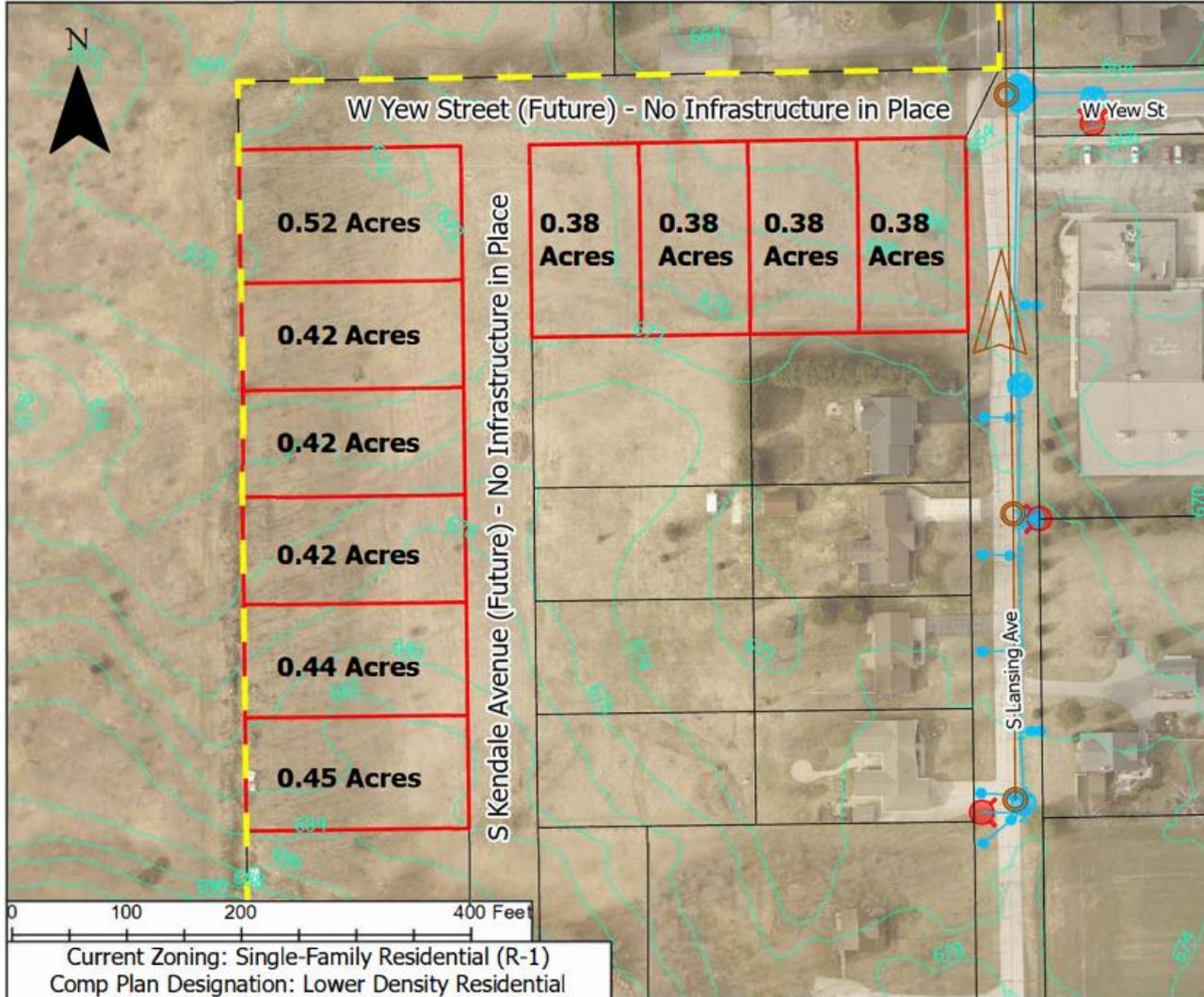
Economic Development-Development Site Opportunities



Development Tour Site # S2 Black Walnut Subdivision



10 Parcels



Legend

- Parcel
- 2 ft Contours
- - - City Limits
- Subject Properties
- Water Line
- Sewer Line

Owner/ Contact:
Thad Birmingham
(920)743-4800
birbuilders@hotmail.com

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

Current Zoning: Single-Family Residential (R-1)
Comp Plan Designation: Lower Density Residential

Economic Development-Development Site Opportunities



Development Tour Site # S3 Bay View Senior Care Excess Land



Parcel
#281-62-37000106A

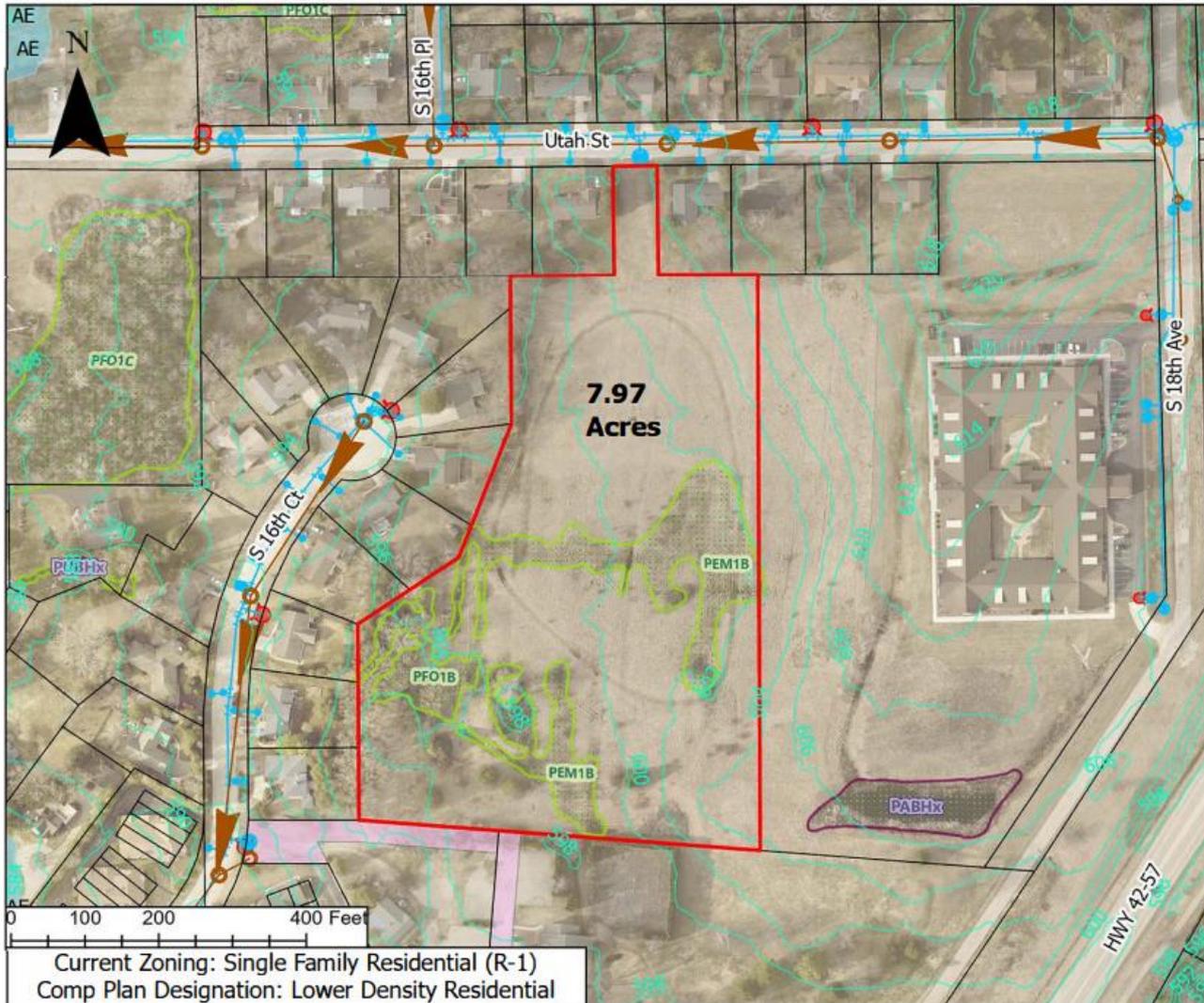
Legend

- Parcel
- Access Easement
- Ponds/Open Water
- Wetland Class Areas
- 2 ft Contours
- Subject Property
- Water Line
- Sewer Line

Owner/Contact:
Bay View Senior Care
7366 N Lincoln Ave
Lincolnwood, IL 60712

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023



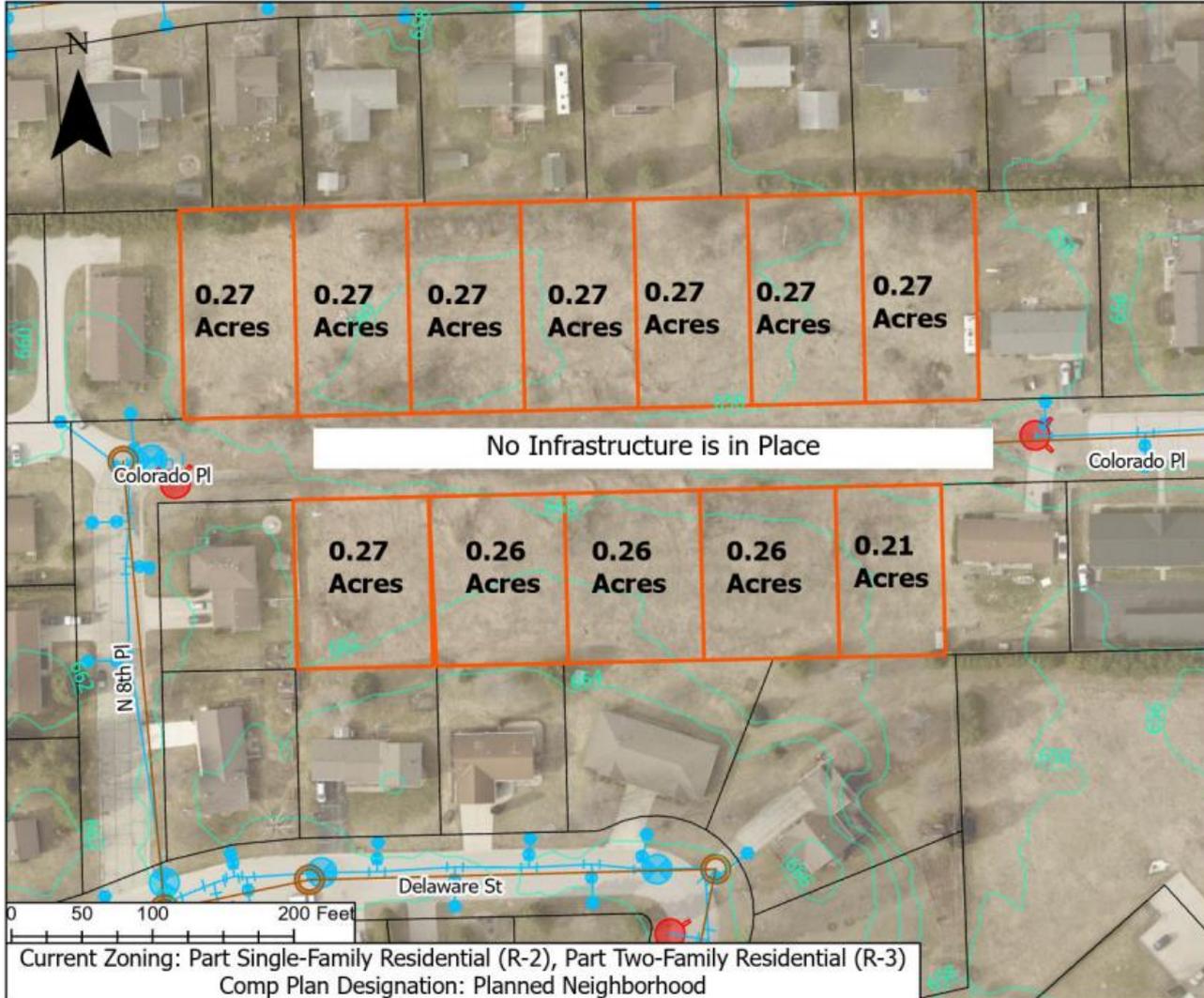
Economic Development-Development Site Opportunities



Development Tour Site # S4 Sunset Subdivision



12 Parcels



Legend

- Parcel
- 2 ft Contours
- Sunset Subdivision
- Water Line
- Sewer Line

Owner:
TJ Norton LLC
Contact:
Nissa Norton
(920)246-9489

City of Sturgeon Bay
Community
Development
421 Michigan Street
Sturgeon Bay, WI 54235
(920) 746-2910

Photo Date: April 2023

Current Zoning: Part Single-Family Residential (R-2), Part Two-Family Residential (R-3)
Comp Plan Designation: Planned Neighborhood

Questions?



BAIRD



Adam Ruechel, Vice President

920-433-7373

aruechel@rwbaird.com



Josh VanLieshout, City Administrator

920-746-2900

jvanlieshout@sturgeonbaywi.gov

Important Disclosures

Robert W. Baird & Co. Incorporated is providing this information to you for discussion purposes only. The information does not contemplate or relate to a future issuance of municipal securities. Baird is not recommending that you take any action, and this information is not intended to be regarded as "advice" within the meaning of Section 15B of the Securities Exchange Act of 1934 or the rules thereunder. In providing this information, Baird is not acting as an advisor to you and does not owe you a fiduciary duty pursuant to Section 15B of the Securities Exchange Act of 1934. You should discuss the information contained herein with any and all internal or external advisors and experts you deem appropriate before acting on the information.