



Preface: Below are some wide-ranging ideas, in no particular order, from DDC staff and board of directors of how additional room tax dollars could potentially be used in the future. Actual dollar amounts have not been established for these items. This dynamic list will evolve over time and be prioritized by staff and DDC's board of directors in response to organizational goals, current conditions, ongoing community dialogue and perceived community needs, all with the long-term well-being of Door County in mind. Additionally, Wisconsin state statute dictates that room tax dollars may only be used for the purposes of tourism development and tourism promotion. Before any new ideas (these or others) turn into DDC budgeted programs, they would need to meet the criteria of tourism development or tourism promotion and be approved by the DDC board of directors as part of the organization's regular budgeting and planning approval process. Some ideas can be accomplished in two years where others may take 5 or 10 years to complete. Each budget cycle will lock in ideas for that year.

DDC Future Opportunities

Environmental

- 10-year commitment. Invest in Public Transportation: Green Buses (electric) & Depot Stops. If the money is given as a grant program and perhaps the buses are wrapped with marketing this would meet state statute according to Executive Director Destinations Wisconsin. (Reduces community parking issues, road degradation, moves visitors and residents around the county, green option to reduce ozone emissions)
- Create, manage, and sustain a county wide sustainable partnership program. Like WIDOT Travel Green.
- Sustainable Tourism Grants- One of a Kind, JEM, Event
- County-wide water bottle filling stations
- Additional EVS charging stations to the county
- County-wide recycling program at major events (BrightBeat)
- Phase 2 & 3 Green Tier Certification
- Grant program to work with the five local state park "friends' groups" to support their efforts in caring for their respective Door County state park to make them more accessible
- Financial support for county-wide beach water quality testing. This not only helps the entire county, but individual municipalities (they all have beaches) as well.
- Continued investment in Leave No Trace initiatives which include getting parks Gold Standard Certified, signage, volunteer assistance and education.
- Support DCIST (Door County Invasive Species Team)
- Invest in county-wide bike & walking path loop (Per LNT Resident & Visitor survey results)

Jobs

- Maintain & Manage JobsinDoorCounty.com while conducting seasonal recruitment campaigns.
- Partnering with DCEDC for grants relating to seasonal employee housing, including private/public grants.

Infrastructure

- Grant program for municipalities (to be reimbursed for TZC expenses) to help pay for community tourism infrastructure projects and expenses
- County-wide Welcome Center audits and upgrades to better service visitors
- Initiative to work with communities to create free public WIFI networks in key locations such as waterfront parks or other public community spaces where visitors/locals typically, are. This in turn could create a more positive visitor experience, help with social sharing, and assist with wireless network congestion issues on busy days.
- Broadband at community information centers
- County-wide wayfinding program to assist in moving visitors around while visiting

Marketing

- Invest in County marketing and messaging
- Marketing funding for non-profit arts and cultural organizations
- Mobile Information Center – Attend major events in county to answer questions, sell and fill water bottles, co-op for local businesses and communities.
- “Door County Live” – set up live streaming web cams in each community to be able to showcase what is happening in/around Door County. Look to strategically locate them to showcase iconic locations, including sunrises and sunsets over the water. DDC could create a page with all these web cams and local CBA’s and communities could tap into them for their own needs, too and a better experience for visitors
- Travel Writer in Residence Program
- County-wide cultural/historical event to include educational experiences throughout each community.
- Maintain & promote free reservation system to in county property owners through Book Direct (annual fee)

Advocacy for Partnership Support and Investment.

- CBA/Coordinator support program (like SCP)
- County Wide Diversity Training
- Continued education for locals and visitors about Lesser Known, Cultural & Heritage and protecting Door County through local advertising and PR campaigns
- Shift from Membership to Partnership- \$ is anticipated loss of revenue (annually)
- Creation of a Community Advocacy Department within DDC to manage local projects and grant programs, provide in-county media outreach and community support, and to be a consistent organizational liaison at the table within the communities. (Maybe this is funded through the 501c3?)
- Spirit of Door County Scholarships (Annual)
- Invest in a county-wide Tourism Master Plan with key stakeholders/orgs
- Continue Certified Tourism Ambassador Training for front-line staff or a similar program

We request stakeholder ideas prior to finalizing this list. Please send ideas to Jack Moneyppenny, President/CEO, jack@doorcounty.com or 920-818-1131