

CHAPTER 2: ISSUES AND OPPORTUNITIES

INTRODUCTION

This chapter provides a summary of the results from four county-wide “visioning” meetings held between October 2006 and May 2007 for Door County residents and property owners. It also describes the general issues and opportunities currently facing the county identified in those visioning meetings. Finally, it contains population data required by the comprehensive and farmland preservation planning legislation and relevant to all comprehensive planning topics.

COUNTY VISIONING RESULTS

At county-wide visioning meetings held between 2006 and 2007, Door County residents and property owners explored two questions: 1) What are the county's greatest assets? and 2) What words or phrases best capture your vision for the county's future?

Participants wrote on note cards as many responses as they liked for each question; cards were collected and responses later transcribed by Door County Planning Department staff members. Participants also verbally shared top response(s) to each question at the meetings; those responses were recorded on flipcharts upon which participants placed six “votes” for their top response choices. Those shared responses and vote tallies were also later transcribed.

Planning staff grouped all of the responses, note card and flipchart, into ten main categories (two of which had subcategories) that generally followed the topical elements described in Wisconsin's comprehensive planning statutes for inclusion in comprehensive plans. Though some responses incorporated multiple themes, each response was placed into only one category.

Based on both the number of responses written on individuals' note cards and the number of votes cast for the shared/flipchart responses given for the question “What are the county's greatest assets?”, residents and property owners value natural resources as the county's greatest assets. Response categories receiving the second and third highest number of responses, respectively, were community character, and utilities and community facilities.

Based on both the number of responses written on individuals' note cards and the number of votes cast for the shared/flipchart responses given to the question “What words or phrases best capture your vision for the county's future?”, residents and property owners value community character as most important to their vision of the county's future. Response categories receiving the second, third, and a close fourth highest number of responses were economic development, utilities and community facilities, and land use, respectively.

The following chart provides further detail on the visioning session results. Complete results from all four planning meetings are posted on the Door County Planning Department Web site, <http://map.co.door.wi.us/planning>.

County Visioning Results

Questions: 1) What are the county's greatest assets?; and 2) What words or phrases best capture your vision for the county's future?
 * The totals in red are the three highest scores for each question.

	NR	C/H	LU	ED	TP	AG	IC	H	I	E	H	SS	P&R	CFU	P	V	QOL	CC	Total
"Assets" Question - Votes																			
Washington Island	44	12	8	0	1	5	0	0	0	0	0	0	9	9	0	2	20	22	
Northern Door	47	25	2	4	0	0	0	0	0	3	0	0	18	21	14	22	16	52	
Sturgeon Bay	23	19	0	2	0	2	0	0	0	3	0	0	13	16	21	21	16	58	
Southern Door	59	3	3	9	0	42	0	0	0	0	0	13	6	19	5	9	8	22	
Total	173	59	13	15	1	49	0	0	0	6	0	13	46	65	40	54	60	154	
"Assets" Question - Notecards																			
Washington Island	31	7	3	4	0	5	0	0	0	1	0	0	11	12	9	5	24	38	
Northern Door	48	23	6	9	1	2	0	0	0	3	0	1	23	27	21	15	6	42	
Sturgeon Bay	41	16	2	5	3	7	1	0	0	4	0	0	10	14	23	5	13	41	
Southern Door	51	6	2	11	6	18	0	0	2	4	0	0	16	22	9	6	11	26	
Total	171	52	13	29	10	32	1	0	2	12	0	1	60	75	62	31	54	147	
"Vision" Question - Votes																			
Washington Island	3	9	26	30	0	5	0	0	0	3	0	10	0	13	0	0	15	15	
Northern Door	6	0	24	32	9	5	4	0	16	2	9	0	12	39	5	0	26	31	
Sturgeon Bay	12	1	9	7	8	7	1	2	9	4	7	2	0	22	0	0	38	38	
Southern Door	19	0	3	26	1	26	0	13	5	0	0	2	4	11	0	11	46	57	
Total	40	10	62	95	18	43	5	15	30	9	18	12	16	85	5	11	125	141	
"Vision" Question - Notecards																			
Washington Island	3	2	23	11	1	5	1	2	0	1	1	2	3	7	1	1	8	10	
Northern Door	19	9	24	23	7	2	2	6	7	3	2	0	4	16	1	0	27	28	
Sturgeon Bay	16	3	14	13	3	3	2	3	6	3	5	2	3	19	1	0	26	27	
Southern Door	13	0	9	13	4	10	1	2	1	2	0	1	2	6	0	7	24	31	
Total	51	14	70	62	15	20	6	13	14	9	9	4	12	48	3	8	85	96	

NR = Natural Resources
 C/H = Cultural & Historical
 LU = Land Use
 ED = Economic Development
 TP = Transportation
 AG = Agriculture
 IC = Intergovernmental Cooperation
 H = Housing
 CFU = Community Facilities and Utilities (Infrastructure, Education, Health, Social Services, Parks & Rec.)
 CC = Community Character (People, Visual, Quality of Life)

This spreadsheet summarizes all responses given, on note cards and flipcharts, to both questions explored during 2006-2007 visioning meetings. For the note card responses, the number of responses written that related to each topic category were totaled. For the flipchart responses, the number of votes cast for all responses within each category was totaled. For example, for the meeting held on Washington Island, 31 responses relating to Natural Resources appeared on individuals' note cards in response to the question "What are the county's greatest assets?" and 44 votes were cast for Natural Resource-related responses to the same question. Also on Washington Island, 3 responses related to Natural Resources appeared on individuals' note cards in response to the question "What words or phrases best capture your vision for the county's future?" and 3 votes were cast for Natural Resource-related responses to the same question.

Italicized numbers indicate the three categories receiving the highest numbers of responses, totaled over all meetings, for each type of response collection (votes and note cards). (Bold numbers simply indicate total responses in each category, for all meetings, for each type of response collection.) For example, looking at responses from all four meetings to the question "What are the county's greatest assets?", there were 171 responses written on individuals' note cards and 173 votes cast on flipcharts related to Natural Resources.

GENERAL ISSUES AND OPPORTUNITIES FACING THE COUNTY

The following lists of issues and opportunities are based on input received from Door County residents and property owners during the 2006-2007 county-wide visioning sessions. The lists were reviewed and revised for the 2014 update, this plan.

ISSUES

Issues facing the county were defined as weaknesses internal to the county and/or existing or potential threats due to external factors or trends originating from outside the county.

Sustainability

- We need to focus on sustaining and balancing the economy, environment, and social systems so that human needs and desires are balanced with the preservation of the natural environment.
- We are nearly completely reliant on non-renewable energy sources and lack the infrastructure to utilize renewable energy resources.
- We need to manage tourism in a sustainable manner, including developing tourism programs that focus on education and appreciation of the county's unique resources.

Natural Resources

- Future growth needs to be balanced with the preservation of natural resources. We need effective and efficient land management, such as concentrating/clustering growth, which would help retain open space and natural beauty.

Economic Development

- There is a lack of diversity in our economy. The county has few job opportunities with benefits and loses young people to better job opportunities elsewhere. That, combined with our lack of affordable housing options, will continue to keep young people from living and raising families here.
- The Northern Door economy especially is very dependent on tourism. The Southern Door economy offers somewhat more diverse economic activity, but, such as in the case of agriculture, is also limited or threatened by various forces.
- Limited internet technology in parts of the county may be preventing establishment of various businesses.

Agricultural Resources

- We are faced with decreasing agricultural diversity and fewer people making a living in agriculture.
- Fewer local and small family farms means less food security and sustainability.

Community Character

- Growth may jeopardize our rural character, such as our open land, historic/old buildings, scenic vistas, and small-town character.

Community Facilities and Utilities

- We need more educational opportunities for people of all ages, particularly in the tourism off-season.
- We are faced with an aging population that will greatly increase the demand for senior support and health care services.
- Our trail system outside of our parks is limited and will become increasingly difficult to develop as the cost of land increases.
- We have good school systems, but several are faced with declining enrollment.

Transportation. There are a lack of alternative transportation options to-and-from the county.

Land Use. New development is often not contiguous with existing development and encroaches on ecologically and aesthetically valuable open space.

Housing. The county is increasingly becoming less accessible to people of all incomes and ages. We lack an adequate supply of housing options for people of all income levels, resulting in less economic, social, and cultural diversity.

Culture/History. We need more year-round cultural and education activities.

OPPORTUNITIES

Opportunities were defined as strengths or assets internal to the county or opportunities arising due to external forces or trends.

Sustainability

- We have many socially and environmentally conscientious residents who could promote more sustainable alternatives for the county's economy, environment, and social systems.
- We have unique resources that can be used to shape tourism programs focused on education and appreciation of the county's natural assets.
- We have the capacity to develop some renewable energy resources, which will make us less dependent on outside energy sources and help control costs.

Natural Resources

- We still have a significant quantity of rural character remaining we can work towards preserving, including agriculture, orchards, scenery, and open space.
- The county has exceptional water resources that we can and should work to protect for its continued usage by humans and wildlife, and for scenic and recreational purposes. Our roughly 300 miles of shoreline plus lakes, streams, and wetlands offer tourists and residents high quality beaches, parks, fishing, and other recreation.

- We have abundant and diverse natural resources that will continue to provide habitat for a variety of wildlife if we protect what remains.
- We have a good base of protected lands to continue to add to through future land protection and acquisition efforts.
- The county is rich in non-metallic mineral resources, which can continue to provide necessary sand and gravel for municipal and construction uses if the extraction process is well-planned and orderly.

Economic Development

- We have a relatively clean and beautiful environment, offering high quality living, which can aid in attracting clean and green industries.
- The county's unique geology, including the Niagara Escarpment, is a current focal point for some tourism-based activities and can be further promoted as part of an eco-tourism program.
- We have strong cultural assets, including the arts, music, theatre, history, and architecture, which could grow into year-round education and economic development activities.
- The county is an ideal retirement location that will continue to attract retirees. They will in turn require more services, providing potential business opportunities.
- We can work toward keeping the next generation in the county by developing better job and housing opportunities.

Agricultural Resources

- We still have agriculture left to preserve.
- We have continuing opportunities to support local agriculture and, for the most part, smaller family farms.
- Local programs/incentives could be established to make organic and naturally grown food more accessible to residents.

Community Character

- We have a relatively clean, safe, and tranquil living environment to preserve.
- If we work to retain them, we can continue to have small-town character and a sense of community with the advantage of big city amenities, convenience, and accessibility.

Community Facilities and Utilities

- If we maintain and improve our recreational assets, we can help maintain the long-term health of our residents and promote more recreation-based tourism.

- The existing snowmobile trail system has potential to be expanded and developed into a multi-use trail system.
- Our growing senior population could support more specialized health care for seniors.
- There is the potential to establish large medical institutions to serve as both economic development and tourism enhancement.
- Public/private partnership opportunities to offer increased and better services for seniors will arise as the need develops.

Transportation. Increased community and government support for transportation initiatives.

Land Use. We can plan for development that will be dense and contiguous to existing development.

Housing. We can establish public/private initiatives and programs to increase the supply of affordable housing, helping keep and attract young people to the area.

Culture/History. We have a variety of cultural and historical resources that can be used, expanded, or improved upon to support eco-tourism programs and educational opportunities for both tourists and residents.

POPULATION AND DEMOGRAPHICS

An area’s population numbers and composition, as well as growth and trends, affects economic development, housing, transportation systems, community facilities, utilities, land use, and more. This section provides population data for Door County in order to guide planning efforts addressing those and other issues.

First discussed in this section are Door County’s historical population levels from 1900 to 2010 and estimates for the county’s 2013 population level. United States Census Bureau (Census) data from the year 2010 is then more closely analyzed, providing further insight into the county’s population characteristics. Finally, information regarding population trends at the national, state, and county levels is presented, along with discussion regarding the county’s non-resident population levels and projections as to future population levels for year-round residents.

Note: Population “estimates” refer to present and previous population levels in years for which there were no official counts, while “projections” refer to anticipated future population levels.

HISTORICAL POPULATION DATA

According to the Wisconsin Department of Administration (DOA), between 1900 and 1970 Door County’s year-round population saw a net increase of only 2,523 people. Then, between the 1970 and 1980 Censuses, the area’s year-round population increased by another 4,923 persons, over 24%. (See Table 2.1.) This sudden increase in the county’s population has been anecdotally attributed to an increase in local shipyard employment/activity in the 1970s and to a *National Geographic* article published in March 1969 that praised the county’s culture and natural beauty, giving the county unprecedented exposure to a large audience; no comparable population growth occurred in that decade at the state or national level (6.5% and 9.8%, respectively).

Although the county’s population growth rate has slowed since the 1970s, population overall continued to increase until the 2010 Census showed a population decrease for the first time since the

1970 Census. Between 1970 and 2000, the county’s population increased by over 39%, far surpassing the state’s increase of over 21% during that same period. Then, between 2000 and 2010, there was a 0.6% population decrease in the county, while the state and surrounding counties experienced population gains. Table 2.1 displays 1900 - 2010 population levels for Door County, as well as neighboring counties Kewaunee and Brown and the state.

Table 2.1: Historical Population Levels, Door County and Selected Areas

Year	Door County	Decade % Change	Brown County	Decade % Change	Kewaunee County	Decade % Change	Wisconsin	Decade % Change
1900	17,583	--	46,359	--	17,212	--	2,069,042	--
1910	18,711	6.4	54,098	16.7	16,784	-2.5	2,333,860	12.8
1920	19,073	1.9	61,889	14.4	16,091	-4.1	2,632,067	12.8
1930	18,182	-4.7	70,249	13.5	16,037	-0.3	2,939,006	11.7
1940	19,095	5.0	83,109	18.3	16,680	4.0	3,137,587	6.8
1950	20,870	9.3	98,314	18.3	17,366	4.1	3,434,575	9.5
1960	20,685	-0.9	125,082	27.2	18,282	5.3	3,951,777	15.1
1970	20,106	-2.8	158,244	26.5	18,961	3.7	4,417,731	11.8
1980	25,029	24.5	175,280	10.8	19,539	3.0	4,705,642	6.5
1990	25,690	2.6	194,594	11.0	18,878	-3.4	4,891,769	4.0
2000	27,961	8.8	226,778	16.5	20,187	6.9	5,363,715	9.6
2010	27,785	-0.6	248,007	9.4	20,574	1.9	5,686,986	6.0

Source: U.S. Bureau of the Census, for the years cited.

See <http://www.census.gov/popest/data/historical/index.html> for municipal-level data. (Note: 1990 is the earliest date for which municipal-level information is available.)

MEDIAN AGE

Note: A municipality’s median age is that at which one-half of the population is below that age and one-half above.

Door County’s median age rose from 33.8 years in 1970 to 49.4 years in 2010, evidence that the population of the county as a whole is aging. In 2010, the county was older than the state, which was in turn older than the nation: the state’s median age was 38.5 years and the nation’s median age was 37.2 years, the highest median age ever recorded for the nation. In Wisconsin, only Iron and Vilas counties have older median ages than Door (51.0 and 50.7, respectively). Table 2.2 displays the median age of the population for Door County and the state for the decades between 1970 and 2010.

Table 2.2: Median Age, Door County and Wisconsin

Geographic Area	1970	1980	1990	2000	2010
Door County	33.8	31.4	36.5	42.9	49.4
State of Wisconsin	27.2	29.4	32.9	36.0	38.5

Source: U.S. Bureau of the Census, *Census of Population, Profile of General Population Characteristics, Wisconsin*, for the years cited. See American Fact Finder Table ID B01002 for recent median age at the municipal-level.

POPULATION BY SCHOOL AGE, WORKING AGE, AND RETIREMENT AGE

Table 2.3 looks at the school age, working age, and retirement age segments of the county’s population in the year 2010 and compares percentages with the state. Door County has a lower percentage than the state of school aged children, at just over 18% compared to over 23% for the state, and a much higher percentage of retirement age residents, at over 22% compared to over 13% for the state. The retirement age group in Door County consists of approximately 55% females

and 45% males.

Table 2.3: Population by Age Groups and Sex, Door County and Wisconsin

Age Groups	Male	Female	Total	Age Group as % of Total Population	
				Door County	Wisconsin
School Age (<18)	2,583	2,493	5,076	18.3	23.6
Working Age (18-64)	8,277	8,187	16,464	59.3	62.8
Retirement Age (65+)	2,819	3,426	6,245	22.5	13.7
Total Population	13,679	14,106	27,785	--	--

Source: U.S. Bureau of the Census, 2010 Census of Population and Housing.

See American Fact Finder Table ID S0101 for municipal-level information.

POPULATION BY RACE

Table 2.4 shows that while Door County's residents continue to be predominantly white, there were significant increases between 1990 and 2010 in the number of people of color, both single race ("alone") and bi-racial or more, and in the number of persons of Hispanic/Latino ethnicity (who may be of any race) residing in the county. American Indian or Aleut was the only category that lost population, for the same timeframe.

Table 2.4: Race Composition, Door County

Race	1990	2000	2010	Change 1990 - 2010	
				#	%
White (alone)	25,387	27,356	26,839	1,452	6%
Black (alone)	29	53	144	115	397%
American Indian or Aleut (alone)	178	183	162	-16	-9%
Asian or Pacific Islander (alone)	47	81	116	69	147%
Hispanic or Latino (of any race)	153	267	671	518	339%
Two or More Races (not Hispanic or Latino)	49	194	227	178	363%

Source: U.S. Bureau of the Census, for the years cited.

See American Fact Finder Table ID QT-P3 for municipal-level data.

POPULATION BY HOUSEHOLD COMPOSITION

While the total number of family households in Door County increased between 1990 and 2012, the total number of natural born or adopted children decreased. (See Table 2.5.) In 1990, there were 7,578 natural-born or adopted children living in family households; this figure dropped to 4,607, or a decrease of 2,971, by 2012. Also, the number of householders living with people they are not related to has grown significantly between 1990 and 2012, increasing from 345 households in 1990 to 1,147 households in 2012.

POPULATION ESTIMATES AND PROJECTIONS

Year-round population projections are calculated by the DOA using birth rates, death rates, and net migration. Typically, natural growth (births minus deaths) outpaces net migration to an area (the difference between residents moving into an area minus those leaving). Door County is atypical in that the county's population growth between 1990 and 2010 came from net migration and not natural growth; during this time, the number of deaths surpassed the number of births. The DOA expects this trend to continue, projecting deaths to outpace births in Door County by 5,719 during the time period between 2010 and 2040. However, the DOA also projects that Door County will grow by 4,554 additional residents because of net migration. It is important to note that predicting net migration is difficult and the DOA warns that it "is the most elusive in sketching the future population scenario." In particular, migration that is not related to job growth is the most difficult to project, and, in recent decades, the in-migration of retirees has been a significant contributor to Door County's

population growth.

Table 2.5: Household Composition, Door County

Household Composition	1990	2000	2010*
In family households:			
Householder	7,192	7,997	8,560
Spouse	6,262	6,867	7,455
Child:			
Natural-born or adopted	7,578	6,997	4,607
Step	290	332	126
Grandchild	112	162	114
Other relatives	363	161	21
Nonrelatives	249	373	498
In nonfamily households:			
Householder living alone	2,529	3,640	3,988
Householder not living alone	345	509	1,147
Nonrelatives	425	638	907
In group quarters:	345	381	386

Source: U.S. Bureau of the Census, for the years cited.

See American Fact Finder Table ID B09019 for municipal-level information.

*3-year estimate 2010-2012.

YEAR-ROUND POPULATION ESTIMATES AND PROJECTIONS

According to the Census, Door County had 27,785 residents in 2010. The DOA estimates Door County’s population in 2013 to have been 27,966, an increase of 181 (0.7%) people from 2010. (See Table 2.6.) The county’s natural population is estimated to have decreased by 223 residents, but net migration to have increased the total population by 404 (1.5%), with the resultant net growth at 181 (0.7%). During these same years, the state grew an estimated 1.0% via natural increase, but had 0.5% net migration decrease, for an overall increase of 0.5%.

Table 2.6: Population by Components of Change, State and Door County

Area	4/1/2010 Census	1/1/2013 Estimate	Estimated # Change					Estimated % Change		
			Births	Deaths	Natural Increase	Net Migration	Total	Natural Increase	Net Migration	Total % Change
State	5,686,986	5,717,110	189,290	132,980	56,310	-26,186	30,124	1.0%	-0.5%	0.5%
Door County	27,785	27,966	627	850	-223	404	181	-0.8%	1.5%	0.7%

Source: Wisconsin Department of Administration, Estimated Components of Population Change for Wisconsin Counties. Population data by components of change not available at the municipal-level.

Table 2.7 shows the DOA population projections, along with natural increase and net migration, for Door County for the 10-year increments between 2010 and 2040. Over this 30-year period, deaths are projected to outpace births by 5,719 and net migration is projected to total 4,554, resulting in a projected net loss of 1,165 residents. This loss in population is projected to take place between 2030 and 2040, when deaths outpace births by 2,603 and net migration is at 858, resulting in a population loss of 1,745 for that decade. There is a slight projected increase in population for the decades between 2010 and 2030.

Note that the DOA projects Door County’s population to be 27,755 in the year 2035. This figure is not shown in Table 2.7, though, because they do not project natural increase or net migration in five-year increments. For this reason, the remainder of this volume of the plan will discuss population, household, and land use projections through the year 2040, providing five-year data

only where applicable or required by comprehensive planning legislation.

Table 2.7: Population Projections, Door County

Year	Actual/ Projected	Natural Increase	Net Migration	Decadal Growth/Loss
2010	27,785	--	--	--
2020	27,890	-1,282	1,387	105
2030	28,365	-1,834	2,309	475
2040	26,620	-2,603	858	-1,745
Change				
2010 - 2040	-1,165	-5,719	4,554	--

Source: Wisconsin Department of Administration, Population Projections, Vintage 2013. For municipal-level population projections in 5-year increments, see <http://www.doa.state.wi.us/divisions/intergovernmental-relations/demographic-services-center/projections#preliminary> and select "MCD and Municipal Population Projections, 2010-2040."

Door County’s population is significantly older than that of the state or the nation and is projected to continue to grow older at a faster rate. For 2010, the DOA projected that 23% of the county’s population was 65 or older, compared to only 14% for the state for the same year. (See Table 2.8.) By 2040, that same group is projected to comprise 38% of the county’s population, compared to only 24% for the state.

At the same time the 65 and older segment of the county’s population is increasing as a proportion of the total population, county residents aged 24 and younger are going to comprise a smaller proportion of the population. In 2010, county residents 24 years of age and under were projected to make up 23% of the county’s population, compared to 33% for the state; by 2040, these percentages are projected to fall to 21% for the county and 30% for the state.

Table 2.8: Population Projections by Age Group, State and Door County

Age Group	Door County		State	
	2010	2040	2010	2040
0 - 24	23%	18%	33%	30%
25 - 64	54%	44%	53%	46%
65+	23%	38%	14%	24%
Total Population	100%	100%	100%	100%

Source: Wisconsin Department of Administration, Population Projections, Vintage 2013.

SEASONAL POPULATION ESTIMATES

Census data, DOA, and other agency population counts, estimates, and projections only deal with year-round residents. Door County has many seasonal or part-time residents – persons with homes in the county but whose primary residence is outside the county – and hundreds of thousands of tourists throughout the year who visit the county for just the day or stay overnight in hotel units, campsites, condominium unit rentals, house/cottage rentals, etc. The presence of these part-time residents and visitors obviously affects local economic development and housing markets; the use, maintenance, and potential expansion of transportation systems, recreational and other community facilities, and utilities; and land use.

Because of the difficulties in counting, estimating, or projecting seasonal populations, the DOA does not even attempt to do so. Others have used simplistic methods of estimating Door County’s

seasonal resident population, such as multiplying the number of housing units counted by the Census as being for “seasonal, recreational, or occasional use” by the average number of persons per household found in the county. Note that there are problems with this method of estimation, including: the assumption that the number of persons per household for a seasonal residence would be equal to that found in a year-round residence; the fact that it excludes all tourists, whether overnight or day-trippers; and the inability to determine when and for how long seasonal units are occupied.

Perhaps the best effort to estimate Door County’s “true” population, year-round residents plus seasonal residents and all visitors, was undertaken in 1999 by University of Wisconsin-Extension, Door County. In making calculations, the study author developed three estimates: 1) economic activity attributable to the seasonal population of the county; 2) geographic distribution of the seasonal population, based on municipal share of seasonal homes, hotel and motel rooms, and campground sites; and 3) time of year the seasonal population is in the county, based on traffic counts. Estimates and methods were meant to include and take into account seasonal residents, overnight tourists, and day-trippers. Note that in developing these figures the author assumed January to be a “baseline” month: traffic levels and economic activity during that month were presumed to be those of year-round residents. The study found that the county’s “true” total population, counted in “whole” persons or full-time equivalency residents, was between 20% and 161% higher, depending on the month, than the number of year-round residents counted in Census data for that same year.

The monthly percentages from this 1999 study are shown in Table 2.9. Also shown in Table 2.9 are the 2010 estimated seasonal population and total “true” population by month for Door County, using the 2010 Census year-round population of 27,785 residents as the base population in January. While keeping in mind that these numbers are rough estimates and that the population counts (both the Census and the “true” estimates) are now outdated, the “percent over Census” calculations can provide at least some guidance in thinking about the county’s “true” population levels when looking at current and projected populations.

Table 2.9: Estimated Monthly Seasonal and "True" Population, Door County

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Percent over Census	0%	20%	24%	43%	82%	111%	161%	147%	116%	95%	37%	25%
People in addition to 2010 Census (27,785)	0	5,634	6,805	11,890	22,943	30,944	44,886	40,999	32,296	26,582	10,243	6,930
"True" Population	27,785	33,419	34,590	39,675	50,728	58,729	72,671	68,784	60,081	54,367	38,028	34,715

Source: University of Wisconsin-Extension Door County Study: “Estimating the Seasonal Population of Door County,” 1999.

RESOURCES AND FURTHER INFORMATION

Bay-Lake Regional Planning Commission (<http://www.baylakerpc.org/>)

The Bay-Lake Regional Planning Commission was created in 1972 by Governor Lucey under s. 66.945, Wis. Stats., as the official area-wide planning agency for northeastern Wisconsin. It currently encompasses eight counties: Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Oconto, and Sheboygan. Bay-Lake provides planning services on area-wide issues, represents local interests on state and federal planning program activities, and provides local planning assistance to communities in the Bay-Lake Region.

Door County Economic Development Corporation (<http://www.doorcountybusiness.com/>)

The DCEDC is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has a variety of programs and initiatives working to attract new businesses to the area and helping existing businesses create and retain jobs.

Door County Planning Department (<http://map.co.door.wi.us/planning/>)

The Planning Department's primary functions are administration and enforcement of the county's zoning, land division, and other land use management ordinances; preparation and implementation of the county comprehensive and farmland preservation plans; acting as a resource for local public officials and residents on a variety of community development plans and projects; and administering the county addressing program.

Door County Visitor Bureau (<http://www.doorcounty.com>)

The Door County Visitor Bureau is the county's official tourism marketing organization with the mission to generate incremental economic impact for the Door County Peninsula and Washington Island by attracting visitors using sustainable tourism marketing strategies and management principles.

University of Wisconsin-Extension, Door County (<http://www.uwex.edu/ces/cty/door/>)

The Door County UW-Extension Office works to bring the knowledge of the University to Door County citizens and to help people apply this information. Contact the Door County Planning Department (listed above) for a copy of the study "*Estimating the Seasonal Population of Door County*" by Greg Lamb, University of Wisconsin Extension-Door County, 1999.

Wisconsin Department of Administration – Demographic Services (<http://www.doa.state.wi.us/>)

The Demographic Services Center's primary responsibility is to develop annual total population estimates for all Wisconsin towns, villages, and cities. In addition, the Center develops population and household estimates and projections for all municipalities and population projections by age and sex for counties.

U.S. Bureau of the Census (<http://www.census.gov/>)

The Census Bureau serves as the leading source of quality data about the nation's people and economy with the goal to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The Census Bureau conducts the following censuses and surveys:

- Population and Housing Census - every 10 years
- Economic Census - every 5 years
- Census of Governments - every 5 years
- American Community Survey - annually
- Demographic & Economic surveys
- Economic Indicators