



DESTINATION
STURGEON BAY
DOOR COUNTY

Ensuring a first-class visitor experience, helping local businesses grow, and enhancing Sturgeon Bay's quality of life.

April 29, 2021

Mayor David Ward
Mark Holey & Caitlin Oleson
421 Michigan Street
Sturgeon Bay, WI 54235

Dear Mayor Ward, and Co-Chairs Holey & Oleson,

On behalf of the Board of Directors of Destination Sturgeon Bay and its 221 members, we are writing to express our support of Sturgeon Bay's opportunity to showcase itself as a potential site for the Green Bay Ecosystem NERR.

As a destination marketing organization, we know first-hand the importance of such a designation and what that could mean to Sturgeon Bay and all of Door County. Beyond the interest in, and benefits of, the research involved, we look to the possibilities of engaging our residents and 2 million plus annual guests in educational aspects of a county that they know and love.

Sturgeon Bay is known for its vast expanse of trails, preserves, and aquatic biodiversity, and is frequented by many looking for just those things. With the opportunity of housing the newest NERR site, we believe that Sturgeon Bay will offer distinctly unique opportunities for research through our pristine ecosystems and supportive, sustainable environmental coalitions. Add to that the walkable, energized, and quaint charm of our Sturgeon Bay Waterfront Districts, and you have what we consider the perfect location for the nation's next NERR.

We look forward to partnering with the City of Sturgeon Bay as we move forward to ascertain this incredibly prestigious National Estuarine Research Reserve.

Sincerely,

Pam Seiler
Executive Director

Destination Sturgeon Bay
36 S. 3rd Avenue • Sturgeon Bay, WI 54235 • (920) 743-6246
vacation@sturgeonbay.net • sturgeonbay.net