



You have that Door County dream. Become the proprietor of a very attractive shop featuring local goods. Jan. 2018.

Channel™ Door County The channel for Door County goods. A shop that is a Door County Social™ Experience.

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Build a life you don't need a vacation from.

Our story. Once upon a time, a couple had the idea to create a relevant shop that sells just Door County and lake-shore area goods. And every day they worked hard, showcasing them nationwide and selling locally the daily goods and NiCESSiTIES™ of over 25 local entrepreneurs and artists. Until one day they realized that they needed to get better health insurance (same old story). Even though they loved supporting and working on this mission-driven business; (one with comparable months sales increasing at a very nice rate), they decided they needed to find a passionate managing partner, investor/manager pair or new owner or some combination thereof to get to the next level. And then... Come get involved and help write the next chapter of the story.

Every community needs a shop that focuses on local goods. This is Door County's
From our 2018 ad's..

Shop the Channel™ for Door County daily goods, gifts + NiCESSiTIES™. 25 + local entrepreneurs, makers, designers, jewelers, authors and small businesses representing a cross section of Door County's creative GDP! A unique, eclectic mix, more than 500 items and growing. Beautifully crafted local items you'll treasure. A broad spectrum of goods - Artisanal organic soap and candles, natural skin care, natural sleep assistance pillow spray, organic cotton jammies by Fresh Riviera®, locally crafted furniture, pottery, apparel, photography & fine art prints, originals, handcrafted cards, kitchen accessories, + 3D-printed lighthouses. Gift certificates available. All items come standard with Door County karma™!

Supports Door County's entrepreneurial GDP. People love it and we are very encouraged. 25 + growing local entrepreneurs, designers, makers, creators, small businesses and vendors.

It's being very well received. Sales in 2017 Nov. & Dec. comparable months retail sales were up about 53%

Channel™ website here www.channeldoorcounty.com

Strength; The never-ending appeal of Door County. Relevant mission and business model. Currently multiple revenue sources: retail sales, vendors monthly marketing agreements (room to expand on this), we also sell some of our own products (room to greatly expand on this). And other entrepreneurial ways you can bring to the table. Great location. The shop is currently located in the county seat of Door County on the main drag in the heart of Sturgeon Bay's year-round shopping district.



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Of note;

- We offer a turnkey business opportunity for you or someone you may know!
- Our business models offers an all inclusive solution (a collective) for local area entrepreneurs, creators, small businesses or any local entity to be discovered in our classy store along with their efforts marketed and presented nationally wit includes with the ability for 24/7 real time interaction (learn more) or even a buy now online option. Labor included. All this for a monthly marketing fee of about the cost of 1 1/2 - 2 days at a local outdoor fest. There is no better value for this kind of exposure.
- The business. I.P. Channel™ Door County trademark.
- Goodwill, 5 star rating on social media.
- Awareness, Door County fans all across the nation are now aware of our shop many have interacted with our digital outreach and this will translate into an increasing amount of traffic as they seek out our shop on their next visit to Door County.
- Currently we have 20+ vendor agreements.
- Sell your own apparel, clothing, services, art, efforts within along with all these vendors? As for apparel included a variety of custom designed Door County related graphics, unique taglines which the copyrights and trademarks are owned by us and available. This for all sorts of apparel which would enable you to greatly expand your in store offerings. See Door County graphic, and tagline examples. here <http://www.shopalldoorcounty.com/clothing/>
- Just the right amount of technology for POS and displays and such available.
- The ability to use our very large national digital marketing channels at our cost for 3 months. Reaching 10's of 1000's Door County fans and those soon to be.
- Social media channel(s).
- 10 hours of digital media, marketing strategy and or website or web store work though our digital agency.
- Training or hand-off period if needed.
- Our landlord is great to work with.
- We have a related online store. www.shopalldoorcounty.com
- Garner a piece of mind owning a relevant Door County business designed for the long term benefit of the community.
- If you looking complete multifaceted Door County lifestyle opportunity (of which this is one piece) our related digital efforts have been enjoyed, consumed all over the world. First conjured up in 2008 and in continuous dev. since. It's unique, leading edge, and really cool. [See this link for more.](#)



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Why selling / Opportunity; This opportunity has tremendous upside. It is now ripe for full business development. Our efforts from the start were set up with a dual mission of doing good while doing good. We realize as Steve Job's said, there is only so much time so you have to make choices. .. As much as we love this effort we have other mission-driven opportunities calling us so we have to make choices, (family health insurance situation is factoring in) hence the opportunity.

The sale (inclusion in sale) of our corresponding online store can be negotiated as well.

www.shopalldoorcounty.com

Could be owned from afar. Investor? Let's talk. We have had a couple conversations with someone local interested in managing the store if we could possibly pair them up with buyer. We could introduce you.

Price: Subject to chg. See website for \$ www.shopalldoorcounty.com

A hand off or training period could be negotiated.

Call today, at this price this opportunity won't last long.

Contact: Perry Andropolis 920.256.0644 perry.magic@gmail.com Buyers broker? Reach out. Let's talk today. See Channel™ Door County at 44 N. 3rd Sturgeon Bay, Door County, WI

www.channeldoorcounty.com

Live The Cherry Life!™ in person ideally...

Why not own a lifestyle business?

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- Def; From Wikipedia – A lifestyle business is a business set up and run by its founders primarily with the aim of sustaining a particular level of income and no more; or to provide a foundation from which to enjoy a particular lifestyle. The main requirement of a lifestyle business is just that it allows the entrepreneur/owner to live how he or she wants to live now while running the company. – As we like to say – To Live The Cherry Life!™

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A Door County Social™ Experience.