

Sheboygan County, Wisconsin

ECONOMIC PROFILE



Welcome to a place where the horizons are as expansive as the possibilities.
Where ambition finds fertile ground to expand and flourish,
and entrepreneurial spirits realize dreams.
Where one can raise a family. Grow a business. Spend a lifetime.
A place that holds the promise to be more. To live more.
To simply do more.
Welcome to Sheboygan County.

Sheboygan County, Wisconsin

OVERVIEW

Sheboygan County has many world-class amenities to offer businesses, residents, or visitors. Communities within have been ranked as the best place to raise a family, the #1 hometown in the USA, one of the best places to retire, and one of the best small places for business and career over the last 20 years. With all of these accolades, you are sure to find Sheboygan County a spectacular place. The following information will provide a brief economic snapshot of Sheboygan County.

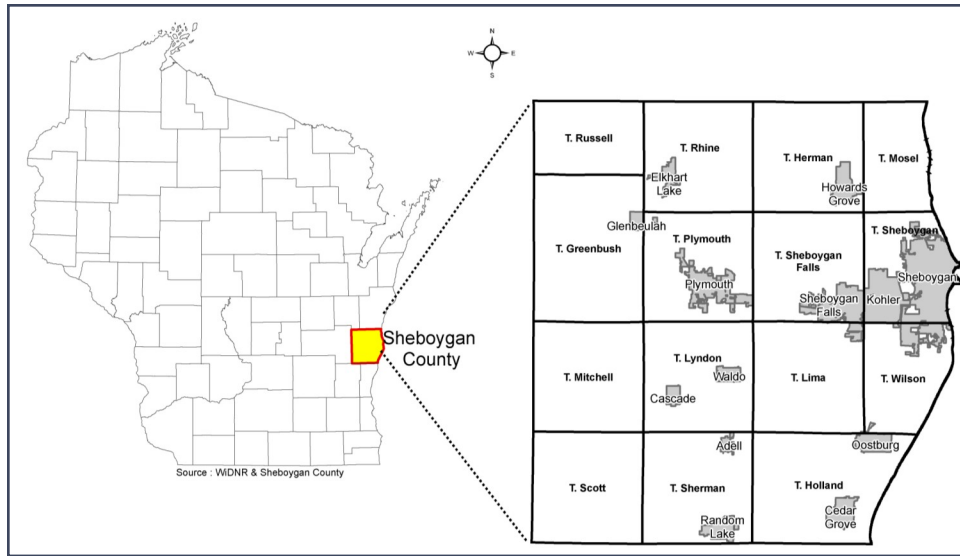


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Sheboygan County, Wisconsin

POPULATION**SHEBOYGAN COUNTY POPULATION**

Sheboygan County's population is 117,566. It has grown 4.4% between 2000 and 2009. The County is expected to continue to grow by a similar rate until 2015 when it reaches a population of 123,209.

POPULATION BY MUNICIPALITY

Municipality	2000 Census	2009 Preliminary Estimate*	Percent Change from 2000-2009	2015 Projections	Projected % Population Growth
SHEBOYGAN COUNTY	112,656	117,566	4.40%	123,209	4.80%
City of PLYMOUTH	7,781	8,468	8.80%	9,197	8.60%
City of SHEBOYGAN	50,792	50,400	-0.80%	51,541	2.30%
City of SHEBOYGAN FALLS	6,772	7,580	11.90%	8,275	9.20%
Village of ADELL	517	518	0.20%	511	-1.40%
Village of CASCADE	681	707	3.80%	745	5.40%
Village of CEDAR GROVE	1,887	2,045	8.40%	2,295	12.20%
Village of ELKHART LAKE	1,021	1,204	17.90%	1,132	-6.00%
Village of GLENBEULAH	378	437	15.60%	449	2.70%
Village of HOWARDS GROVE	2,792	3,096	10.90%	3,376	9.00%
Village of KOHLER	1,926	2,042	6.00%	2,192	7.30%
Village of OOSTBURG	2,660	2,911	9.40%	3,328	14.30%
Village of RANDOM LAKE	1,551	1,657	6.80%	1,742	5.10%
Village of WALDO	450	483	7.30%	479	-0.80%
Town of GREENBUSH	2,619	2,607	-0.50%	2,903	11.40%
Town of HERMAN	2,044	2,306	12.80%	2,450	6.20%
Town of HOLLAND	2,360	2,366	0.30%	2,270	-4.10%
Town of LIMA	2,948	2,987	1.30%	3,001	0.50%
Town of LYNDON	1,463	1,508	3.10%	1,586	5.20%
Town of MITCHELL	1,286	1,346	4.70%	1,459	8.40%
Town of MOSEL	839	815	-2.90%	769	-5.60%
Town of PLYMOUTH	3,115	3,315	6.40%	3,526	6.40%
Town of RHINE	2,244	2,343	4.40%	2,448	4.50%
Town of RUSSELL	399	401	0.50%	419	4.50%
Town of SCOTT	1,804	1,871	3.70%	1,987	6.20%
Town of SHEBOYGAN	5,874	7,213	22.80%	8,324	15.40%
Town of SHEBOYGAN FALLS	1,706	1,795	5.20%	1,653	-7.90%
Town of SHERMAN	1,520	1,571	3.40%	1,594	1.50%
Town of WILSON	3,227	3,574	10.80%	3,558	-0.40%

U.S. Census Bureau and Wisconsin Department of Administration

Sheboygan County, Wisconsin

LEADING INDUSTRIES

EMPLOYMENT BY INDUSTRY

EMPLOYMENT BY INDUSTRY						
INDUSTRY	Sheboygan County		State of Wisconsin		United States	
	Workforce	%	Workforce	%	Workforce	%
Base Industry: Total, all industries	51,259	100%	2,257,760	100%	106,947,104	100%
Natural Resources and Mining	536	1%	23,764	1%	1,783,558	2%
Construction	1,887	4%	101,521	4%	5,948,837	6%
Manufacturing	19,220	37%	434,870	19%	11,810,371	11%
Trade, Transportation, and Utilities	8,997	18%	511,280	23%	24,651,647	23%
Information	271	1%	47,736	2%	2,807,721	3%
Financial Activities	2,361	5%	155,140	7%	7,589,821	7%
Professional and Business Services	4,137	8%	256,842	11%	16,488,835	15%
Education and Health Services	7,275	14%	381,845	17%	18,321,635	17%
Leisure and Hospitality	4,845	9%	251,775	11%	13,001,028	12%
Other Services	1,730	3%	85,270	4%	4,369,780	4%

US Bureau of Labor and Statistics, 2009

LEADING PRIVATE EMPLOYERS

Sheboygan County is home to many world-renowned companies and global businesses.

COMPANY	EMPLOYEES	COMPANY	EMPLOYEES
Kohler Company*	5,000+	St. Nicholas Hospital	500+
Bemis Manufacturing*	1,000+	Wal-mart	500+
Acuity Insurance*	500+	American Orthodontics*	250+
Aurora Health Care	500+	Curt G Joa*	250+
J L French*	500+	Dairy Farmers of America	250+
Johnsonville Sausage*	500+	Great Lakes Cheese of Wisconsin	250+
Locate Staffing*	500+	Nemschoff Chairs	250+
Piggly Wiggly Supermarkets*	500+	Staff Management	250+
Rockline Industries*	500+	The Vollrath Company*	250+
Sargento Foods*	500+		

**Designates Corporate Headquarters
Wisconsin Department of Workforce Development, 2009*

TARGETED INDUSTRIES

Sheboygan County seeks to attract businesses within the following industries:

- ▶ Metal Manufacturing
- ▶ Plastics and Composite Manufacturing
- ▶ Food Processing, Agriculture and Agribusiness
- ▶ Printing, Publishing and Paper Manufacturing

Visit the SCEDC website at www.SheboyganCountyEDC.com to learn more.

Sheboygan County, Wisconsin

WORKFORCE

EDUCATION ATTAINMENT

Sheboygan County Workforce Educational Attainment						
	2000		2008		2013*	
	#	%	#	%	#	%
Highest Degree						
Less than 9th Grade	5,777	7.7%	4,497	5.7%	4,517	5.6%
9-12 Grade, No Diploma	5,828	7.8%	7,545	9.6%	7,607	9.5%
High School Graduate	29,779	39.9%	31,291	39.8%	31,887	39.8%
Some College, No Degree	14,670	19.7%	15,453	19.7%	15,753	19.6%
Associates	5,151	6.9%	5,516	7.0%	5,680	7.1%
Bachelor Degree	9,569	12.8%	10,245	13.0%	10,580	13.2%
Graduate/Professional	3,787	5.1%	4,038	5.1%	4,146	5.2%
Total Number	74,561	100%	78,585	100%	80,170	100%

* Projected
Claritas, Inc.

WORKFORCE BY INDUSTRY

Top Ten Industries by Employment	
Food Processing	3,144
Metal Manufacturing	3,111
Plastics	2,422
Business Services	2,146
Hospitality and Tourism	1,898
Building Fixtures, Equipment and Services	1,734
Automotive	1,315
Printing and Publishing	1,214
Production Technology	1,045
Education and Knowledge Creation	1,038

Prof. Michael E. Porter, Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard

EMPLOYMENT DATA, MAY 2011

LOCALITY	WORKFORCE	UNEMPLOYMENT RATE
Sheboygan County	62,800	7.5%
State of Wisconsin	3,056,000	7.4%
United States	153,693,000	9.1%

US Bureau of Labor Statistics

Sheboygan County, Wisconsin TRANSPORTATION

DISTANCE TO OTHER CITIES

Sheboygan County is a one-hour drive to Milwaukee and Green Bay, and less than a 3 hour trip Chicago. Interstate 43 and State Highways 23 and 57 make are the main four-lane right-of-ways connecting Sheboygan County to the world.

DISTANCE FROM SHEBOYGAN	MILES
Milwaukee, WI.....	50
Green Bay, WI.....	60
Madison, WI.....	110
Chicago, IL.....	120
Rockford, IL.....	150

DISTANCE FROM SHEBOYGAN	MILES
Quad Cities, IA/IL.....	266
Indianapolis, IN.....	329
Minneapolis, MN.....	335
Detroit, MI.....	429
St. Louis, MO.....	440

ROADWAYS

Sheboygan County has over 1,380 miles of roads, including Interstate 43, which bisects the County and makes travel to Milwaukee and Chicago, and to Green Bay, effortless. Seven state highways are located in Sheboygan County, including the four-lane State Highways 23 and 57.

COMMERCIAL TRUCKING

Trucks carry 83% of all manufactured freight transported in Wisconsin. Sheboygan County has several trucking and warehousing firms.

RAIL

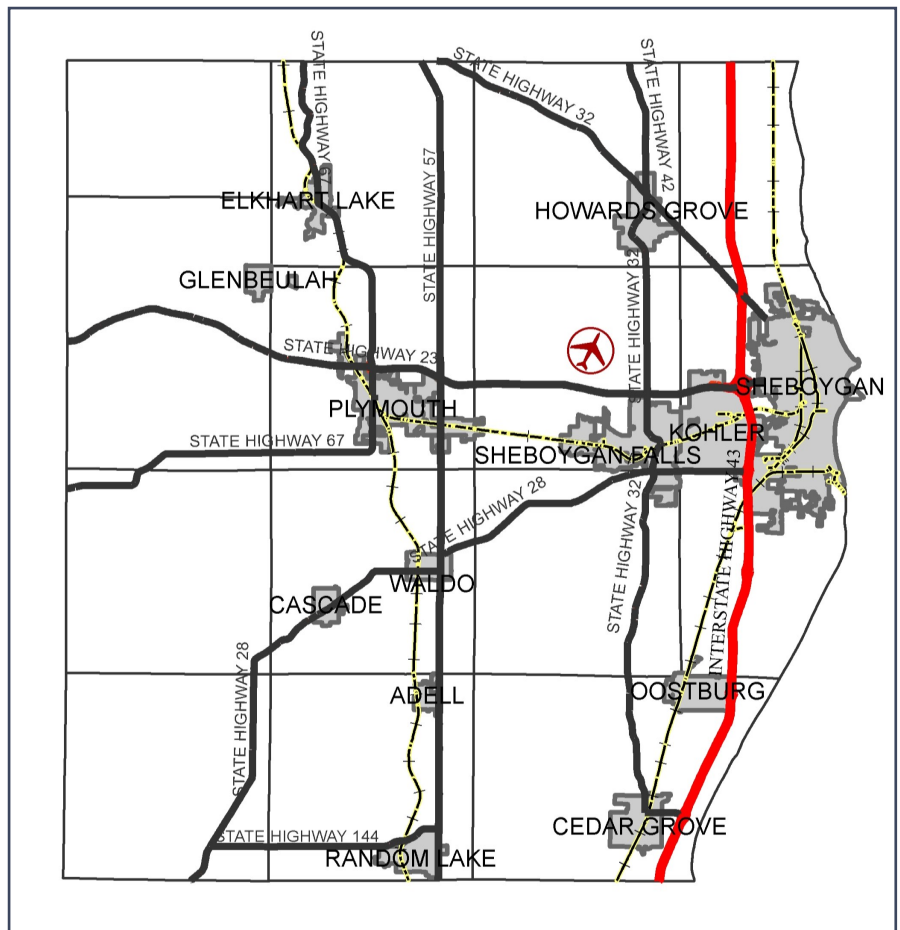
Sheboygan County is served by both the Wisconsin and Southern Railroad (WSOR) and Union Pacific Railroad (UP). The WSOR has a transloading site in Plymouth. The UP serves a refrigerated warehouse in Cedar Grove.

AIR PORTS

Sheboygan County Memorial Airport (SBM) is owned by the County. SBM is a Transport/Corporate (T/C) airport and can serve 60,000 pound aircraft with wing spans less than 80 feet in length. The primary runway is concrete and is nearly 6,800 feet long by 100 feet wide. Commercial passenger and air freight services are available at General Mitchell International Airport (Milwaukee) and Austin Straubel International Airport (Green Bay), an hour drive-time away.

SPACEPORT

Sheboygan has the only licensed spaceport in the Midwest capable of launching sub-orbital rockets. The Great Lakes Aeronautics and Space Education Center (GLASEC) was established to take advantage of this unique attribute.



PORTS

Two modern commercial port facilities are located within an hour: Milwaukee and Green Bay. These modern port facilities link cargo vessels with land based transportation. Ports in Manitowoc (25 miles) and Milwaukee (55 miles) are served by ferries that travel across Lake Michigan to Ludington and Muskegon, Michigan respectively.

Sheboygan County, Wisconsin

UTILITIES

Sheboygan County's utility infrastructure is vital to the success of our current businesses.

Sheboygan County's infrastructure is cost-effective and forward-thinking, with many municipalities sharing water and sewer systems to keep service charges down. In addition, there are no utility taxes in Sheboygan County.

ELECTRICITY

Electric Service in Sheboygan County is provided by Alliant Energy, We Energies (Wisconsin Electric Power Company), Plymouth Utility (WPPI or ATC), and Sheboygan Falls Utility. There are two electric generation plants, one coal fired and one natural gas, in the county. High voltage power transmission is provided by American Transmission Company (ATC). To find out where these utilities provide service please visit the SCEDC website.

WATER

Sheboygan County has a plentiful and inexpensive water supply, due to Lake Michigan. Sheboygan County also enjoys lower water rates than many in the surrounding region. There are 15 municipal water systems within Sheboygan County. Twelve of the fifteen municipal water systems have deep wells to draw groundwater accounting for 40% of Sheboygan County's water supply. The communities of Sheboygan, Sheboygan Falls and Kohler obtain their water supply from Lake Michigan. In 2005, Sheboygan County used nearly 25 million gallons of water per day. For more information on water rates please visit the SCEDC website.

NATURAL GAS

Natural gas service is provided in Sheboygan County by Wisconsin Public Service and WE Energies. Natural gas pipelines even supply a 345K electric generation plant. For more information on the natural gas service area please visit the SCEDC website.

WASTEWATER TREATMENT FACILITIES

Sheboygan County has 16 municipal-owned and 18 industrial wastewater treatment facilities. Visit the SCEDC website to learn more.

TELECOMMUNICATIONS

Sheboygan County is home to a wide range of telecommunication providers. Landline telephone service carriers in Sheboygan County include Verizon, AT&T and TDS. There are also over 140 wireless towers throughout Sheboygan County, providing comprehensive coverage and service to wireless customers. AT&T, Charter Communications and Time Warner Cable provide digital/high-speed internet.

Sheboygan County, Wisconsin COST OF LIVING

COST OF LIVING INDEX

The overall cost of living in Sheboygan County is low. The index is based on 100. If a city's index is lower than 100, that means the cost of an item is less expensive than the national average cost. If the index is above 100, then the cost of that item is above the national average.

Cost of Living Index	Sheboygan, Wisconsin	Milwaukee, WI	Green Bay, WI	Madison, WI	Chicago, IL	Eau Claire, WI	Minneapolis, MN
Overall	80	83	82	93	126	85	102
Food	97	100	95	100	106	99	98
Housing	44	50	50	80	158	50	81
Utilities	113	125	111	118	106	132	148
Transportation	107	104	100	101	117	103	114
Health	101	97	102	106	116	108	131
Miscellaneous	94	97	100	95	106	98	110

www.bestplaces.net, April 2010

HOUSEHOLD INCOME DISTRIBUTION

In 2008, Sheboygan County's median household income was \$51,681 and the mean household income was estimated to be \$61,889.

HOUSEHOLD INCOME	SHEBOYGAN COUNTY
Less than \$24,999	19.2%
\$25,000-\$34,999	12.2%
\$35,000-\$49,999	16.9%
\$50,000-\$74,999	21.9%
\$75,000-\$99,999	15.0%
\$100,000+	14.8%

U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates

HOME OWNERSHIP

Nearly 72% of Sheboygan County's housing units are owner-occupied. The median housing value in Sheboygan County is estimated to be \$149,700, which is \$43,000 less than the United States estimated median home value. At the same time, Sheboygan County Income is higher than the national average, the reason for high home ownership rates.

HOUSING TYPE	UNITS
Total Occupied Housing	46,310
Owner-Occupied Housing	33,141
Renter-Occupied Housing	13,169
Total Housing	50,531

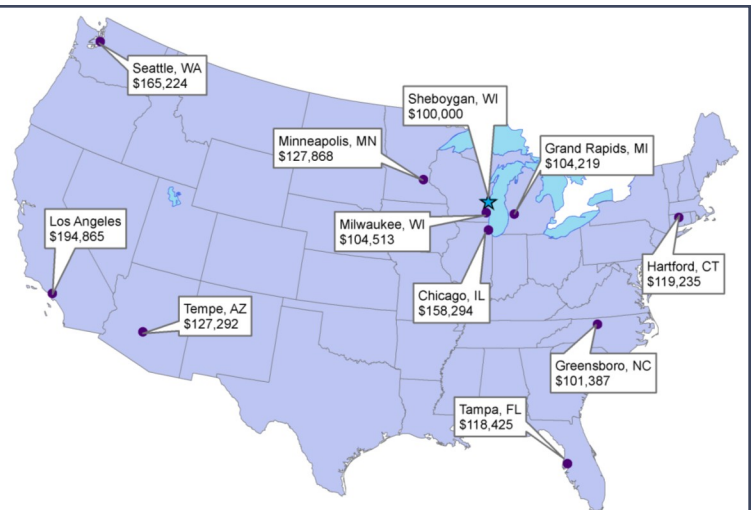
U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates & Wisconsin Department of Administration Housing Unit estimates, 2009

GREATER BUYING POWER

If you earn \$100,000 in Sheboygan, you will need to earn the amounts listed on the map to enjoy the same buying power in other metropolitan cities. Sheboygan County's buying power goes much farther than most of the following cities.

This is possible in part, because Sheboygan County cost of living is lower than the national average and housing costs are much lower than the national average. At the same time, Sheboygan County personal income is greater than the national average.

Residents in Sheboygan County can simply, Do More.



Sheboygan County, Wisconsin

WORLD-CLASS AMENITIES

HIGHER EDUCATION

Sheboygan County has a little bit of everything when it comes to higher education.

- ▶ Lakeshore Technical College offers 2-year technical degrees.
- ▶ University of Wisconsin-Sheboygan offers 2- and 4-year degrees.
- ▶ Lakeland College is a 4-year private college.
- ▶ Marquette University offers an executive MBA program hosted in Kohler, WI.

HOSPITALITY

The **Midwest's only** AAA Five Diamond Resort/Hotel, The American Club, is located in Sheboygan County.

There are well over a dozen lodging sites in Sheboygan County ranging from extended stay to luxury accommodations. Sheboygan County also has two conference centers.

GOLFING

Sheboygan County is the place for golf. *Golf Magazine* ranked Sheboygan County **one of the top seven golf destinations in the world.**

Golf Digest Magazine has ranked four Sheboygan County golf courses in the top 100 golf-courses in the United States.

In 2010, *Golf Digest Magazine* ranked two Sheboygan County golf courses to be the top 20 golf courses in the world.

Sheboygan County is home of the 2012 WPGA Championship, 2015 PGA Championship, and 2020 Ryder Cup.

CULTURAL

Sheboygan County has two performing art centers, one in Plymouth and the other in Sheboygan. Sheboygan also has a symphony orchestra. There are three museums in Sheboygan County: the Wade House, Sheboygan County Historical Museum, and the Above and Beyond Children's Museum.

Two things that make Sheboygan County stand apart are the John Michael Kohler Art Center and the Great Lakes Aerospace science and Education Center.

CONFERENCE CENTERS

Both the Osthoff Resort in Elkhart Lake and Blue Harbor in Sheboygan cater to corporate events. Both offer large conference rooms, accommodations for guests, and catering services.

Both centers are situated on bodies of water providing guests with a relaxed setting to do business and near-by recreational opportunities.

SPORT ENTHUSIASTS

Elkhart Lakes' Road America – **Hosts NASCAR** Nationwide Series and other race events.

Dairyland Classic - Largest fresh-water **surfing** tournament.

US Sailing Center – One of four **Olympic sailing training sites.**

Salmon Fishing – Ranked top place for **salmon fishing** in US by *Field and Stream Magazine.*

Sheboygan County is located within one hour of Wisconsin's professional teams; the Green Bay Packers, Milwaukee Brewers, and Milwaukee Bucks.

Sheboygan County, Wisconsin

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WEBSITE

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View why others came to Sheboygan County: www.YouTube.com/SheboyganCountyEDC

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