

Quarterly Report 4th QUARTER, 2011

The SCEDC issues quarterly reports to stakeholders of the Sheboygan County Economic Development Corporation (SCEDC). All content correlates directly to goals, core services, and responsibilities outlined in the SCEDC's 2010-2014 Strategic Plan. Questions or comments about this report can be directed to Patrick Drinan, Executive Director of the SCEDC, at Drinan@SheboyganCountyEDC.com or (920) 452-2350.

MAJOR ANNOUNCEMENTS

HIGHLIGHTING EARLY SUCCESS

The SCEDC has been an active participant in supporting local business development activity and success. Over the past two years, in partnership with municipalities and business organizations, the SCEDC has played a direct role in supporting the success of entrepreneurs and major employers alike. For an overview of several of these local projects, please view the video at: www.SheboyganCountyEDC.com/KeepingThePromise.



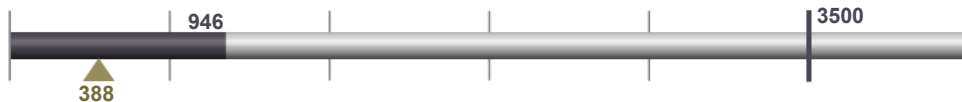
FREIGHT RAIL LINE ON TRACK

The engineering and revised cost estimate for the 11-mile Plymouth to Kohler Rail Rehabilitation Project has been completed. The original \$15 million project budget has been modified to \$19.2 million due to estimated increased construction costs. The Wisconsin & Southern Railroad (WSOR) has committed to cover the 20% local financial match for the increased costs, and the Wisconsin DOT is performing a cost/benefit analysis to determine the impacts of restoring the rail to active use.

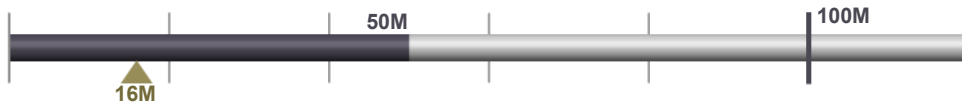
The original \$15 million project was proposed to be covered by: \$12 million from the Wisconsin Freight Rail Preservation Program (FRPP); \$1 million grant to Sheboygan County from the Wisconsin Transportation Economic Assistance (TEA) Program; and \$2 million in financial match commitments from area businesses, local units of government, and WSOR. The increased project costs beyond the original \$15 million are proposed to be covered by WSOR and the Wisconsin DOT.

PROGRESS ON STRATEGIC GOALS (2010-2014)

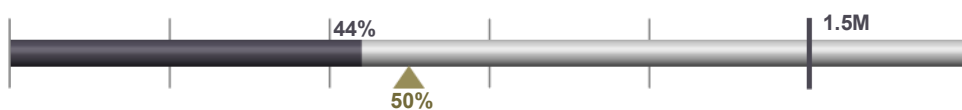
CREATE AND RETAIN 3,500 JOBS



SECURE \$100 MILLION IN CAPITAL INVESTMENT



UTILIZE 95% OF THE SHEBOYGAN COUNTY REVOLVING LOAN FUND (RLF)



▲ Designates 2010 year-end total ■ Designates present total

NOTES:

- Rockline Industries announced plans to invest \$10 million and add 55 or more jobs to their downtown Sheboygan facility.
- More than \$800,000 remains available in the Sheboygan County RLF Program for new business loans. Total revolving fund is \$1,499,828.
- A large bridge loan was recently repaid to the Sheboygan County RLF fund, increasing the amount of available funds.

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BUSINESS ASSISTANCE

Staff met with twelve area businesses and responded to more than an dozen inquiries regarding availability of financing programs for entrepreneurs and small business owners throughout Sheboygan County.

BUSINESS ATTRACTION & RECRUITMENT

Highlighted several key projects in 2011 and interviewed local business leaders regarding their expansion or retention projects. Watch "Keeping the Promise of Sheboygan County" on our new Vimeo page at www.SheboyganCountyEDC.com/KeepingThePromise.

Met with several commercial real estate brokers to discuss opportunities to attract additional manufacturers to Sheboygan County, and the local supply of available industrial and commercial buildings.

Worked closely with local municipal officials and a local developer to identify and promote various development sites to recruit a prospective supplier to a major Sheboygan-area employer.

Received permission to transfer commercial property information from the Sheboygan County Board of Realtors system - Metro MLS - to the SCEDC's online database of sites and buildings, resulting in a database containing approximately 90% of all available commercial and industrial properties in Sheboygan County.

ENTREPRENEURIAL DEVELOPMENT

Produced a series of promotional brochures highlighting local resources for: Entrepreneurship, Non-Traditional Finance, Trade and Export, and Workforce Development. These guides are available online at www.SheboyganCountyEDC.com/Guides.

FINANCING TOOLS

The SCEDC was contacted by the Port of Milwaukee to support an application to expand Foreign Trade Zone 41 to include Sheboygan County. If successful, local companies that import products for manufacturing could see a significant decrease in duties and tariffs.

The Sheboygan County RLF Program remains a viable option for companies seeking to increase their working capital or purchase new equipment. All application materials and program information is available online at www.SheboyganCountyEDC.com/RLF.

WORKFORCE

Compiled preliminary results of the Young Professional Housing, Young Professional Employer, and Young Professional Employee surveys.

COMMUNITY INITIATIVES

Coordinated a stakeholder meeting to provide a status update for the Plymouth to Kohler Rail Reconstruction Project.

Attended a meeting to discuss coordination and business development related to a Regional Foods Initiative.

COORDINATION AND COMMUNICATION

The 2011 Annual Meeting was held in November at ACUITY in Sheboygan, bringing together 500 business and community leaders from throughout the county.

Initiated preparation of a comprehensive marketing and communications plan for the SCEDC.

Established a Vimeo account as a platform from which to promote and embed our promotional videos on other websites at www.Vimeo.com/SheboyganCounty.

INVESTORS

Began planning and initiating an investor recruitment effort for 2012, to build upon the success of a 34% growth in investments between 2010 and 2011.

The SCEDC welcomes and thanks the following new investors this quarter: Abacus Architects (Gold); American Orthodontics (Gold); American Transmission Company (Silver); Clifton Gunderson LLP (Associate); Dr. Charles & Kathleen Gehring (Associate); Hopp, Neumann, Humke (Associate); Kleiber Construction (Bronze); Novak-Ramm-Ziegler Funeral Home & Cremation Center (Silver); Plymouth Foam (Bronze); Precision Roofing Services (Bronze); Konrad and Mary Jo Testwuide Foundation (Silver); Village of Waldo (Associate); and Watson's Vending and Food Service (Bronze).

A complete list of investors are on the SCEDC website.

ABOUT THE SCEDC

MISSION STATEMENT - *The mission of the Sheboygan County Economic Development Corporation, a countywide private/public partnership, is to lead diversified economic development efforts to improve the economic well-being and long-term prosperity of the businesses, residents, and communities of Sheboygan County.*

VISION STATEMENT - *The Sheboygan County Economic Development Corporation will be the premier private/public partnership leading collaborative retention, expansion, and attraction efforts for business and employment development in Sheboygan County.*

