

2011 REPORT TO THE COMMUNITY



SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION

BUSINESS RESOURCES - SITE SELECTION - COMMUNITY DEVELOPMENT

SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION

THE SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDC) is the private/public nonprofit that offers free information and consulting services to promote and support business growth.

WE WORK WITH SMALL AND MID-SIZE COMPANIES seeking assistance or expansion opportunities in Sheboygan County.

WE EXIST TO IMPROVE THE ECONOMIC WELL-BEING and long-term prosperity of the businesses, residents, and communities of Sheboygan County.

TABLE OF CONTENTS

Message from the Chair	1
FAQs about the SCEDC	2
Focus and Services	3
Progress Toward Goals	4
Financials	4
2011 Success Stories	5
Leading Economic Development Efforts	7
2011 Annual Meeting	8
Investors	9
Board of Directors	11

MESSAGE FROM THE CHAIRMAN



This is an exciting time for Sheboygan County as new opportunities for growth continue to surface.

The SCEDC's goal and promise is to enhance the economic climate in Sheboygan County. This will demand focused efforts on our part and will require strong partnerships. We continue to leverage local

connections, knowledge, and expertise to help companies expand and add employees in the county.

The SCEDC made significant progress in 2011. We assumed administration of Sheboygan County's Business Loan Program, provided seed financing for the county's first Angel Investment Network, and for the first time, provided a comprehensive list of sites for sale countywide in databases used by commercial real estate brokers.

During 2012, we will continue to assist local companies, expand attendance at trade shows, improve community promotions, and schedule one-on-one meetings with business and real estate professionals to encourage investment in the county. We will enhance communications to elevate awareness of the SCEDC and foster greater understanding of our mission.

We will advance The Promise of Sheboygan County:
That businesses can DO MORE here.

Gary Dulmes
Chairman of the Board
Sheboygan County Economic Development Corporation



FAQS ABOUT THE SCEDC

WHY WAS THE SCEDC CREATED?

The SCEDC exists to catalyze job creation and investment in Sheboygan County, Wisconsin.

HOW DOES AN EDC DIFFER FROM A CHAMBER OF COMMERCE?

While chambers of commerce and the SCEDC often collaborate, each organization employs different strategies to accomplish our overlapping goals in support of a vibrant, expanding business base.

Chambers of commerce, supported by membership fees, serve their members by working on group or community-related issues. Many chambers in the county are focused on business-to-business networking, collaborative marketing, tourism, local events, and other community issues.

The SCEDC is a dedicated, county-wide resource organization for business owners, investors, and site selectors. Supported by local business leaders and governments, we work one-on-one with companies to match available resources to their specific opportunities.

Investors in the SCEDC believe that widening the economic base will enhance the quality of life in Sheboygan County.

"I'd recommend to any business in Sheboygan County, before they make plans, talk to the Sheboygan County Economic Development Corporation, because they are very value added. They've always been proactive, offered out-of-the-box creative ideas, and helped open doors."

RANDY RUDOLPH
PRESIDENT - ROCKLINE INDUSTRIES

WHAT IS “THE PROMISE” I KEEP HEARING ABOUT?

“THE PROMISE” IS OUR GOAL and belief that businesses can DO MORE in Sheboygan County through our low cost of living combined with a high quality of life and world-class business amenities.

THE SCEDC PROMISES THAT WE CAN HELP BUSINESSES DO MORE by offering comprehensive business services, with customized resources and information that enable businesses to focus on long-term success.

TO HEAR LOCAL BUSINESS LEADERS describe how they Simply, DO MORE here, visit www.SheboyganCountyEDC.com/ThePromise



FOCUS AND SERVICES

The SCEDC is the single source for help in managing the challenges of business growth in Sheboygan County. We provide businesses with access to valuable options and resources. Our free services, which ultimately support the economic growth and vitality of Sheboygan County, are available to the following groups:

SHEBOYGAN COUNTY BUSINESSES

- Information and applications for the latest state and local incentives
- Available tax credits
- Lists of potential business clients by size and industry for market research or sales
- Gap financing
- Local retail and consumer spending data
- Identification of available commercial real estate and analysis of suitability
- Business plan creation and revision
- Supplier and distributor searches
- Export assistance

SITE SELECTORS AND COMPANIES SEEKING NEW OPPORTUNITIES

- Customized site search proposals
- Information and applications for the latest state and local incentives
- Available tax credits
- Personalized tours of Sheboygan County's amenities
- Local retail and consumer spending data
- Identification of suitable commercial real estate sites
- Supplier and distributor searches

PROFESSIONAL REFERRAL PARTNERS

We will work in partnership with banks, CPAs, attorneys, realtors, construction companies, and other referral partners to provide value-added services to their clients. Our diverse, free services are just a phone call away.

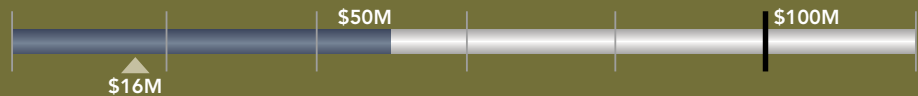
PROGRESS TOWARD GOALS

The SCEDC's 2010-2014 Strategic Plan established the following ambitious goals for job creation and new capital investment. Two years into our five-year strategic plan, we've made significant progress.

CREATE AND RETAIN 3500 JOBS
The SCEDC has contributed services that helped to create 364 new jobs and retain 582 jobs since 2010.



SECURE \$100 MILLION IN CAPITAL INVESTMENT
We are nearly halfway to our goal of securing \$100 million in new capital investments in just two years.



▲ Designates 2010 year-end total ■ Designates present total

EVERY DOLLAR RECEIVED BY THE SCEDC IN 2011 RESULTED IN A RETURN ON INVESTMENT OF \$100.78 FOR SHEBOYGAN COUNTY.

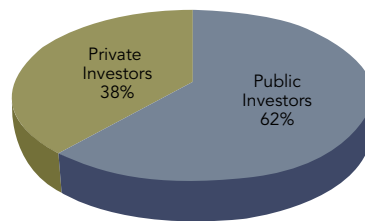
FINANCIALS

2011 BUDGET: \$321,500

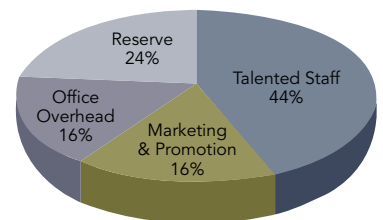
2011 Notes

- Raised \$42,000 more than expected, primarily from private companies
- Extra funds raised to build reserve account
- 36% increase in investments and 71% increase in number of investors

2011 Actual Revenue



2011 Actual Expenses

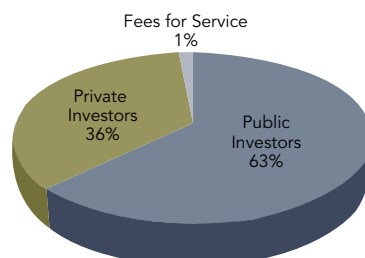


2012 BUDGET: \$358,300

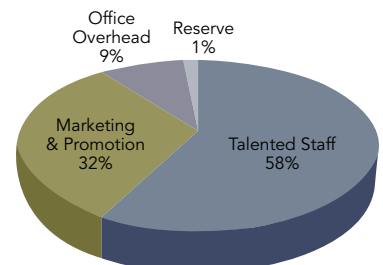
2012 Assumptions

- 25% increase in private investor contribution over 2011 budget
- Increasing staff levels by one employee
- Additional funds for marketing and promotions

2012 Expected Revenue



2012 Planned Expenses



2011 SUCCESS STORIES

The SCEDC has been an active participant and partner in supporting local business development activity and success. Over the past 24 months, in partnership with municipalities and business organizations, the SCEDC has played a direct role in supporting the success of entrepreneurs and major players alike.

VIKING MASEK GLOBAL PACKAGING TECHNOLOGIES

An existing company located in Sheboygan Falls expressed interest in identifying alternate sites for construction of a new 35,000 sq. ft. headquarters and showroom facility. The preferred site criteria included prime visibility and easy access from the Interstate.

SCEDC staff worked cooperatively with several municipalities in Sheboygan County to identify prospective sites, and guide and coordinate the local land and financial incentive assistance proposals.

Ultimately, company officials selected a site in the Village of Oostburg's Business Park, adjacent to Interstate 43, and the new facility is under construction.

ROCKLINE INDUSTRIES INC.

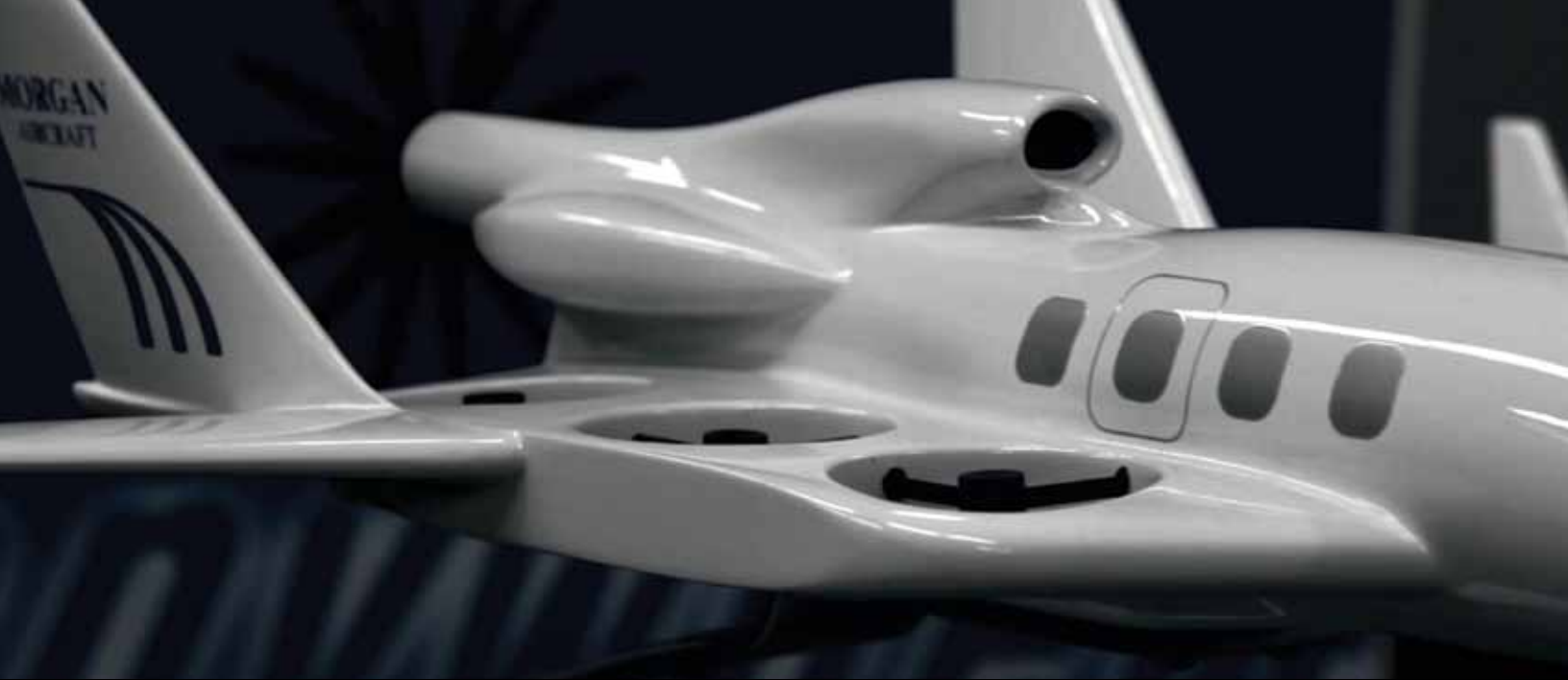
When Rockline Industries Inc. secured a contract with a large multinational firm, it announced plans to invest \$10 million in new technology and add up to 60 family-supporting jobs with a 6,000 square-foot expansion of its Sheboygan plant. The City of Sheboygan, SCEDC, and State of Wisconsin worked with Rockline to provide local and state incentives, including a loan from the City of Sheboygan and tax credits from the State of Wisconsin. As a result, the company will introduce new equipment to increase its wet wipe manufacturing capabilities.

Following the announcement, Rockline asked the SCEDC to assist with a supplier's relocation to Sheboygan. The commercial real estate agent representing the prospect stated "The Sheboygan County EDC was aggressive and responded more comprehensively than many other economic development agencies I have worked with. They added value to my efforts in finding a suitable Sheboygan-area location."



"I'd probably still be in a small shop if not for the efforts of the SCEDC and the partnerships they put together on our behalf."

RICK YINKO
OWNER - YINKO DESIGNS INC.



“Without the help that we received from the SCEDC and the State of Wisconsin, we would absolutely be in another state.”

BRIAN MORGAN
CO-FOUNDER & CEO - MORGAN AIRCRAFT

MAYLINE GROUP

Mayline Group was considering options to consolidate its operations in multiple locations, including sites in Sheboygan, Iowa, and Minnesota. Learning of this need, the City of Sheboygan sprang into action, forming a team that included Lakeshore Technical College to coordinate employee training and the SCEDC to help coordinate resources from the State of Wisconsin on Mayline’s behalf.

Working together to respond to Mayline’s needs via advocacy and incentives, the City of Sheboygan, State of Wisconsin, Lakeshore Technical College, and the SCEDC played a part in helping Mayline Group retain 128 existing jobs and bring 25 new jobs to Sheboygan County.

MORGAN AIRCRAFT LLC

Morgan Aircraft, a high-growth potential start-up, received a \$1 million financial commitment from the Wisconsin Economic Development Corporation (WEDC) toward development of an innovative new vertical take-off and landing aircraft.

The County had already negotiated a long-term lease with Morgan Aircraft, with an extension of utilities, for the use of land to build a manufacturing facility at the Sheboygan County Memorial Airport.

The WEDC loan was secured with Sheboygan County’s support and the SCEDC’s project coordination. According to Brian Morgan, President at Morgan Aircraft, “This financial support will show our growing investor interests that Wisconsin and Sheboygan County are serious about supporting businesses.”

LEADING ECONOMIC DEVELOPMENT EFFORTS

PLYMOUTH TO KOHLER FREIGHT RAIL RECONSTRUCTION

In 2011, great progress was made to restore freight rail service from Plymouth to Kohler along a stretch of railway needed to connect five businesses and two industrial parks where rail service is desired. The SCEDC has raised nearly \$2 million toward the \$19 million project. Remaining funds are expected to be contributed from the State of Wisconsin and the Wisconsin and Southern Railroad. Brush clearing of this inactive line should begin Spring, 2012, with service restored by Summer, 2013.

FOCUS ON YOUNG PROFESSIONALS

In March, the SCEDC engaged over 60 young professionals (ages 25-40) from around the county at the "Promise of Sheboygan County 2020" retreat. In facilitated discussions about the county's amenities, uniqueness, social fabric, talent attraction capabilities, and opportunities for business incubation, they uncovered three overarching themes:

1. Career and workforce issues
2. Community engagement and communication
3. Livability and amenities

Since then, four young professional volunteer teams have been focused on addressing the themes uncovered at the retreat:

- Young professional housing
- Young professional attraction and retention
- Young professional event marketing
- Entrepreneurial incubation

The SCEDC applauds their commitment, and we welcome opportunities to collaborate in support of finding solutions.

SHEBOYGAN RIVER BASIN FOOD HUB

The SCEDC prepared a detailed business plan for operation of the proposed Sheboygan River Basin Food Hub. The Food Hub would provide a venue for local food producers to sell their products to local and regional markets, and establish a permanent home for a year-round public market and community commercial kitchen.

Entrepreneurs who are interested in the business plan or who would like to know more should contact the SCEDC.



To highlight several recent success stories, the SCEDC prepared the short video entitled "Keeping the Promise of Sheboygan County."



2011 ANNUAL MEETING

THE MEETING

Nearly 500 business and community leaders attended our second annual celebration in November, including our guest speaker Lieutenant Governor Rebecca Kleefisch. At the meeting, we premiered our "Keeping the Promise of Sheboygan County" video highlighting recent successes. Attendees were also treated to a sneak preview of the Sheboygan episode of "Around the Corner with John McGivern," produced by Milwaukee Public Television and sponsored by *ACUITY* Charitable Foundation.

Thank you, *ACUITY*, for hosting the premier business gathering in Sheboygan County!

BEN SALZMANN, CEO OF ACUITY, NAMED 2011 "ECONOMIC DRIVER OF THE YEAR"

Under Ben Salzmänn's leadership, *ACUITY* has maintained strong growth and profitability. The insurer has been named to the Ward's 50 Benchmark Group of top-performing insurance companies for 12 consecutive years. Additionally, *ACUITY* has achieved national recognition for its employee-friendly work environment. Recently, the Great Place to Work Institute named *ACUITY* the "Best Mid-Sized Company to Work For" in the nation for the second consecutive year.

With over \$2 billion in assets, *ACUITY* employs 650 individuals in Sheboygan County, and is the 71st largest property casualty insurance company in the United States.



INVESTORS

We thank our active investors. Without them, our work would not be possible.

PROMISE KEEPERS (\$25,000+)



SCEDC CHAMPIONS (\$15,000 - \$24,999)



DIAMOND SPONSORS (\$10,000 - \$14,999)



PLATINUM SPONSORS (\$5,000 - \$9,999)



GOLD SPONSORS (\$2,500 - \$4,999)





SILVER SPONSORS

(\$1,000 - \$2,499)

Aldag / Honold Mechanical
Alliant Energy
Century 21 Rautmann/Schils
Community Bank & Trust
Lakeshore Technical College
Oostburg State Bank
Professional Supply Company
Quasius Construction
Richardson Industries
Rohde Dales LLP
Werner Homes
Wisconsin Public Service

BRONZE SPONSORS

(\$500 - \$999)

Alaark Tooling & Automation
Betsy Alles & Eric Pekrul
First Bank Financial Centre
H.C. Denison
Maritime Insurance Group
Novak-Ramm-Ziegler Funeral Home
Oostburg Concrete Products
Sign Shop of Sheboygan
Zimmermann Printing Company

ASSOCIATE SPONSORS

(\$250 - \$499)

A Great Event
Dutchland Plastics Corporation
Midwest Credit Union
Oostburg Lumber Company
Peter Serven Photography
Town of Wilson
University of Wisconsin-Sheboygan
Zimmer's Westview Funeral Home



"You have some of the leading manufacturing and leading business companies in the world headquartered here, doing an incredible amount of business and creating a future."

RALPH STAYER
CEO - JOHNSONVILLE SAUSAGE

2011 BOARD OF DIRECTORS

David Aldag

Aldag / Honold Mechanical

Betsy Alles

Sheboygan County Chamber of Commerce

Marla Bagemehl

Locate Staffing

Andrew Bagnall

St. Nicholas Hospital

Mel Blanke*

Plymouth Industrial Development Corporation

Mike Brotz

Plastics Engineering Company

Michael DeLany

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Barbara Garny

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Randy Romanoski

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Johnsonville Sausage

Peter Thillman*

Lakeshore Technical College

Mike Vandersteen

Sheboygan County Board of Supervisors

Gordy Veldboom

Oostburg Concrete & Construction

Bob Werner*

Werner Homes

** Executive Committee Members*

The SCEDC would like to recognize the contributions of outgoing board members **Matt Quasius** and **Joseph Richardson III**.

We would also like to welcome new 2012 board members **Jason Krepline** of Bank First National and **George Bruggenthies** representing the Sheboygan County Chamber of Commerce Board of Directors.

STAFF

Patrick Drinan

Executive Director

Dane Checolinski

Community Development and Research Specialist



SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION

BUSINESS RESOURCES - SITE SELECTION - COMMUNITY DEVELOPMENT

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