



# SCEDC Testimonial

BLACK PIG RESTAURANT  
SHEBOYGAN, WISCONSIN



SHEBOYGAN COUNTY  
ECONOMIC DEVELOPMENT  
CORPORATION

DO MORE.

# SCEDC Caters to Local Restaurant's Needs.

When Sara Spicer, Sheboygan County Economic Development Corporation (SCEDC) Attraction Marketing Specialist, learned that Rob and Katy Hurrie were considering purchasing their building and adding a banquet facility on floors above their leased restaurant, she referred them to the SCEDC entrepreneurial support team.

The Hurries operate the Black Pig restaurant, which offers gourmet comfort food, wines, craft-brewed beers and a full bar amidst a beautiful setting of exposed cream city brick and 18-foot ceilings. The restaurant is located on 8th Street in the historic "Baxter Building," still emblazoned with a Montgomery Ward "W" for the store located there for many years. Prior to opening the Black Pig in 2013, Rob operated Marquax restaurant at that site.

"We've always had a catering business, but without our own space to offer, we are very limited," said Rob Hurrie. "People want a facility; not just a caterer. We knew that we could grow our business if we could use the space we have here in this building. We also wanted to build equity not possible as just a tenant."

## SCEDC professionals agreed.

"This was an opportunity to take an already successful entrepreneur and business model and fill a retail gap, which is the lack of a banquet facility near the Weill Center for Performing Arts, and help them acquire the building in which they were presently operating," said SCEDC's Business Development Specialist Jim Schuessler.

With their successful restaurant and catering business, the Hurries didn't have time to develop a business plan for the acquisition and expansion.

Schuessler brought in Chuck Brys, counselor from the Small Business Development Center (SBDC) at UW Green Bay to conduct a business evaluation and develop financial projections.

SBDC's counselor ordered market research for banquet facilities and an overall study of currently available banquet amenities was conducted. All compiled data was included in the business plan.

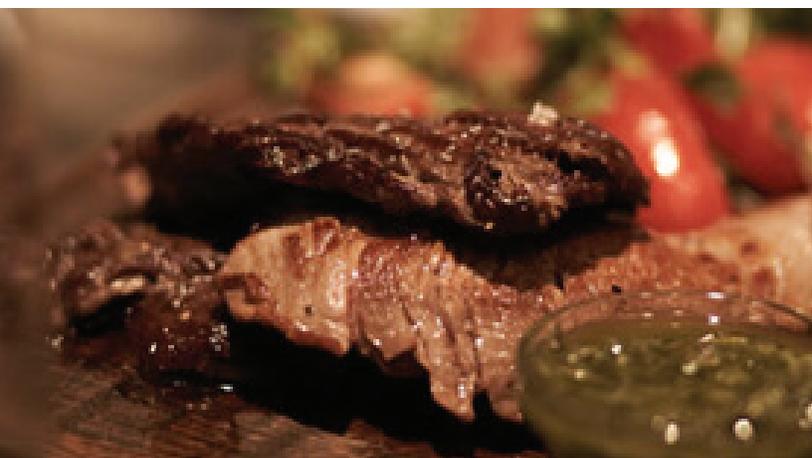
Rob presented the business plan, complete with historical financial performance and future projections, to Eric Hesselink at Commerce State Bank. The Hurries also presented the plan to the City of Sheboygan's Redevelopment Authority (RDA). These two funding sources were merged to create the necessary capital to acquire the building for \$400,000, resulting in monthly mortgage payments lower than status-quo rent. The Hurries then become owners rather than tenants.

"A successful main street retail corridor's success and vibrancy is buoyed by having as many businesses operating in a facility that they own," said Schuessler.

Currently, the monthly payments the Hurries make help increase their equity in a quality brick-and-mortar building on Sheboygan's most vibrant business street.

Rob said that the resources that the SCEDC made available were incredible.

"They are just a phone call away to help both large and small businesses thrive in this community," Rob said. He hopes the banquet space on the upper floors, offering views of Lake Michigan to the east and the iconic Sheboygan sign to the west, will be complete by summer.



*“They are just a phone call away to help both large and small businesses thrive in this community.”*

Rob Hurrie  
Owner Black Pig Restaurant