

Quarterly Report 1st QUARTER, 2011

The SCEDC issues quarterly reports to stakeholders of the organization. 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.

NEW STAFF ON BOARD

Dane Checolinski has joined the SCEDC as the new Community Development and Research Specialist, a position previously held by Jessica Potter who is now the Assistant Village Clerk-Treasurer/Administrator of Elkhart Lake. Dane has earned a master's degree in public administration from Northern Illinois University and was previously the Economic Development Coordinator for Marengo, Illinois.

Checolinski has significant prior experience in supporting and creating economic opportunities at the local level. In Marengo, Checolinski spearheaded a business incentive program by gaining broad community support to help secure \$14 million in capital investment and create over 50 jobs in a community of 7,500 residents.

"We're excited to have Dane aboard, as his previous experience in economic development and his youthful optimism have helped him hit the ground running," said SCEDC Executive Director Patrick Drinan.

FOCUS ON YOUNG PROFESSIONALS

The SCEDC engaged over 60 young professionals (ages 25-40) from throughout the county at the "Promise of Sheboygan County 2020" retreat held in early March. Young professionals participated in facilitated discussions about Sheboygan County's amenities, uniqueness, social fabric, talent attraction capabilities, and business incubation.

The conversations converged on three over-arching themes; 1) career and workforce issues, 2) community engagement and communication, and 3) livability and amenities. At the end of the meeting, over 40 participants indicated they wanted to help implement the shared ideas resulting from the meeting.

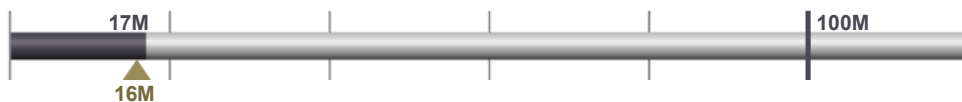
The SCEDC organized a steering committee comprised of young professionals and SCEDC board members to advance initiatives discussed during the retreat. The initial committee meetings are expected to occur in April 2011.

PROGRESS ON STRATEGIC GOALS (2010-2014)

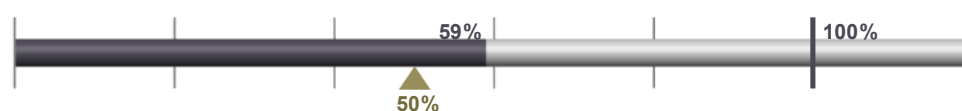
CREATE AND RETAIN 3,500 JOBS



SECURE \$100 MILLION IN CAPITAL INVESTMENT



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



▲ Designates 2010 year-end total ■ Designates 2010-present total

NOTES:

- Torginol, Inc. purchased a property in Sheboygan, making a \$2.2 million investment to expand and retain 50 jobs in Sheboygan County. SCEDC connected company ownership with City officials to discuss zoning and building issues prior to the purchase.
- Sheboygan County approved a \$150,000 RLF loan to Palo Popcorn.
- The SCEDC and County have discussed transferring administration and marketing of the RLF Program from the County Finance Department to the SCEDC. Loan approvals will continue to be secured from the County RLF Committee.

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BUSINESS ASSISTANCE

Staff has assembled a nine-page list of available entrepreneurial, financial, and workforce programs and resources for Sheboygan County businesses. The resources will be available on the new SCEDC website and upon request.

BUSINESS ATTRACTION & RECRUITMENT

The SCEDC has contracted with Dynamic Develop to update the appearance and design of the SCEDC website, consistent with the quality of 'The Promise of Sheboygan County' branding video.

SCEDC has submitted numerous site and building proposals to The New North regional economic development organization, in response to prospect inquiries.

FINANCING TOOLS

The SCEDC Executive Committee made a request to Sheboygan County, to transfer the administration and marketing of the Sheboygan County Economic Development Revolving Loan Fund (RLF) Program to the SCEDC.

ENTREPRENEURIAL DEVELOPMENT

SCEDC staff held multiple meetings with prospective entrepreneurs and responded to numerous requests for information during the first quarter 2011.

SCEDC promoted the Northeast Wisconsin Business Plan Competition, and Patrick Drinan served on the plan committee.

WORKFORCE

The SCEDC engaged over 60 young professionals at the "Promise of Sheboygan County 2020" retreat in March to gain their insights of Sheboygan County. Summary results from the retreat are available upon request.

COMMUNITY INITIATIVES

Patrick Drinan has been coordinating efforts between pub-

lic and private entities to secure local and state funding for the \$15 million Plymouth to Kohler Rail Reconstruction Project, including assisting Sheboygan County and Bemis Manufacturing Company with submittal of a \$1 million Transportation Economic Assistance (TEA) Grant from the State of Wisconsin.

SCEDC is working closely with the City of Sheboygan and its consultant regarding redevelopment planning for the Indiana Avenue Corridor.

COORDINATION AND COMMUNICATION

Staff has launched an e-newsletter to promote available business resources and SCEDC initiatives to a broad audience. Staff has also begun utilizing social media to promote Sheboygan County business news and available resources, including Facebook. Visit www.Facebook.com/SheboyganCountyEDC.

Patrick Drinan attends regular meetings of the Oostburg Economic Development Committee.

Patrick Drinan and Dane Checolinski attended the Wisconsin Economic Development Association (WEDA) Governor's Conference on Economic Development in Madison February 10-12.

Patrick Drinan participated in a Global Trade Initiative through the area's regional planning commission.

INVESTORS

The SCEDC welcomes and thanks the following new investors in 2011: Alliant Energy, City of Sheboygan Falls, Dutchland Plastics Corporation, Kohler Company, Mark Miller CPA, Marshall Sign, Midwest Credit Union, Novak-Ramm-Ziegler Funeral Home, Oostburg Lumber Company, Oostburg State Bank, Peter Serven Photography, Professional Supply Company, Rohde Dales LLP, St Nicolas Hospital, and Town of Sheboygan. A complete list of investors can be found on the SCEDC web site.

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.

FINANCIAL OVERVIEW

2011 Revenue to Date		2011 Expenditures to Date	
Public Investors:	\$ 110,000	Administration:	\$ 10,145
Private Investors:	\$ 31,150	Operations:	\$ 33,904
		Marketing:	\$ 5,860
TOTAL	\$ 141,150	TOTAL	\$ 49,909
Investment commitments received in 2011:	\$ 296,550		
Total investments in 2010:	\$ 271,291		