



# 2012 REPORT TO THE COMMUNITY

BUSINESSES DO MORE IN SHEBOYGAN COUNTY



SHEBOYGAN COUNTY ECONOMIC  
DEVELOPMENT CORPORATION

BUSINESS RESOURCES - SITE SELECTION - COMMUNITY DEVELOPMENT



# Message From The Chairman

2012 has certainly been a year of fluctuations. Over the year we witnessed a gubernatorial recall, national elections, significant changes in our staff and many wonderful additions to our Board of Directors.

Through all of the recent changes, the SCEDC's outlook continues to grow brighter. By late 2012, our third year of operation, we had already exceeded our five-year strategic goal of catalyzing \$100 million in capital investment and crushed our 2011 job retention/creation numbers by more than doubling our impact. We have seen the conclusion of the Plymouth-Kohler Railroad, a three year project for the SCEDC, and our list of clients has grown exponentially.

The SCEDC served an active role to increase access to capital by taking over administration of the County Business Loan Fund and helping to create the Lakeshore Angel Network, which will soon be ready to take on its first investments. The SCEDC has continually been asked by companies to help them assemble financial packages with local and state resources to help secure primary financing and offset workforce training.

Despite all these changes, our focus and promise to enhance the economic climate and opportunities in Sheboygan County have remained steadfast. We know there is more to be done.

I would like to thank our investors and Board of Directors for their continued support of our efforts.

Respectfully,

Gary Dulmes  
Chairman of the Board  
Sheboygan County Economic Development Corporation

# Sheboygan County Economic Development Corporation

The Sheboygan County Economic Development Corporation was created following several local factory closings in 2008-2009. Area businesses and community leaders galvanized economic development efforts by creating our organization.

The Sheboygan County Economic Development Corporation is focused on three primary objectives:

1. Keep companies in Sheboygan County
2. Provide companies resources to be competitive in Sheboygan County
3. Attract new companies to Sheboygan County



Sheboygan is recognized as THE BEST PLACE TO RAISE A FAMILY IN THE UNITED STATES. – Readers Digest, 1995

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## What is the SCEDC?

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. Our services typically include finance, site selection and workforce development.

## FAQs about the SCEDC

### Why was the SCEDC created?

The SCEDC was created to improve the long-term prosperity of our local businesses, residents and communities. The SCEDC focuses on catalyzing job creation and investment in Sheboygan County, WI.

### 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, educational programming, 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 local governments, we work one-on-one with companies to match available resources to their specific business opportunities.

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

### How can I get involved?

As a nonprofit, the SCEDC's ability to promote and strengthen Sheboygan County is solely due to our investors. We strongly encourage you to consider investing in the SCEDC as a 2013 sponsor. You may also choose to support the efforts of the SCEDC by volunteering your time, donating your services, making referrals or sponsoring our events.



## Services for Businesses



### Financing Solutions

- Loan programs
- Financial incentives
- Equity investments
- Financial structuring



### Location Consultation

- Special and incentive districts
- Cost considerations
- Community initiatives
- Localized market data

### Why Work With Us?

- Save Time
- Save Money
- See Results
- Uncover Opportunities
- Retain Privacy



### Workforce Concerns

- Training programs
- Hiring incentives
- Job boards
- Staffing agencies
- Education programs
- Internships



### Cost Control

- Energy saving programs
- Production and supply chain analysis
- Networks and industry clusters
- Benchmarking



### Personalized Service

- Addressing questions both big and small
- Removing man-made barriers to growth
- Advocating on your behalf



### Trade and Export Support

- Market research
- Distributor searches
- Duty and tariff relief
- Exporting plans





“You have been so thorough and helpful to provide focus for the best results.”

**Jim Krautkammer**  
CFO of Glacier Transit and Storage

# Progress Toward Goals

The SCEDC’s 2010-2014 Strategic Plan established the following ambitious goals for job creation and new capital investment. Three years into our five-year strategic plan, we’ve made significant progress. These results are based on our participation in projects for 22 business clients.

### CREATE AND RETAIN 3,500 JOBS

The SCEDC has contributed services that helped to create and retain 2,433 jobs since 2010.



### SECURE \$100 MILLION IN CAPITAL INVESTMENT

In three years, we already exceeded our five-year strategic plan to secure \$100 million in new capital investments by \$12 million!



▲ Designates 2011 year-end total    ■ Designates present total

**Every dollar received by the SCEDC in 2012 resulted in a return on investment of \$134.72 for Sheboygan County.**

## Financials

2012 Revenue: \$392,000

### 2012 Notes

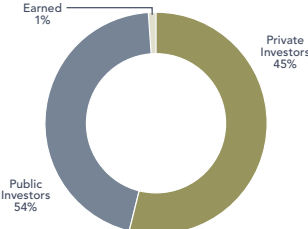
- Raised \$37,000 more than expected, with an 8% increase from our private investors
- 19% increase in investments and 30% increase in number of investors

2013 Budget: \$460,000

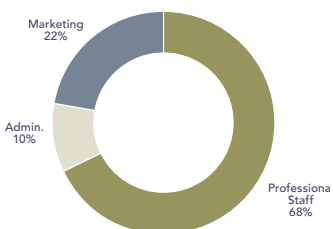
### 2013 Assumptions

- Increase revenue
- Extra funds for additional staff
- Additional funds for marketing and promotions

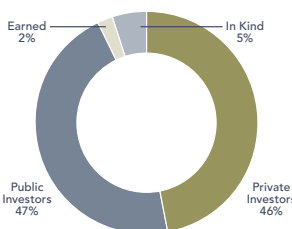
### 2012 Actual Revenue



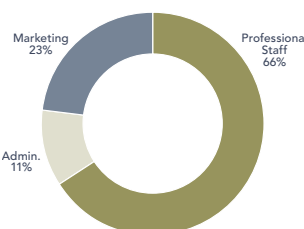
### 2012 Actual Expenses Chart



### 2013 Planned Revenue



### 2013 Planned Expenses





# Success Stories

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

## **American Orthodontics**

American Orthodontics is one of the world's largest orthodontics equipment manufacturers and had recently outgrown its facilities. The City of Sheboygan and SCEDC met with the company to discuss their expansion plans, which included an additional facility. At that meeting, it was brought up that the company may want to purchase the 250,000 square-foot "Thomas" Building.

Company officials had not previously considered moving their operations and jumped at the opportunity. Company founder and Chairman of the Board, Dan Merkel, is very pleased with the purchase. "AO's dedicated people have been manufacturing high quality orthodontic products for the past 44 years. We have been committed to growing our world-wide operations in Sheboygan."

## **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 the State of Wisconsin. As a result, the company has introduced 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. This effort was unsuccessful due to a lack of available facilities. However, 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 attempting to find a suitable Sheboygan-area location."

## **Glacier Transit and Storage**

Glacier Transit and Storage's CFO approached the SCEDC about financial resources that may be available for their new facility in the Plymouth Industrial Development Corporation's Business Park.

After meeting with the company, the SCEDC explained the various programs and the effect they would have financially on the company. The SCEDC recommended the company apply for state economic development tax credits. Together with a local financial package from the City of Plymouth and Plymouth Industrial Development Corporation, the company was able to start the construction of their new 70,000 square-foot cold storage facility.



### **D&H Sales and Service**

Like so many companies in Sheboygan County, D&H Sales and Service was having difficulty obtaining financing for an expansion. The owner contacted the SCEDC not knowing what may be available.

The SCEDC showed the company the available programs for loan guarantees and subordinated debt options. As a result of the information, D&H Sales was able to work with the lender to get the loan they needed to expand their services in Sheboygan County.

### **Dairy Farmers of America**

Dairy Farmers of America (DFA) indicated plans to make equipment upgrades in a 56-year-old facility in Plymouth, or relocate its operations closer to East Coast markets. Planned upgrades were contingent upon receiving local financial assistance for a new production line and employee training. Throughout the process, the SCEDC coordinated all communications between local partners and DFA representatives. The incentive package from the State of Wisconsin and local partners

totalled \$1.6 million to induce DFA's \$13.4 million investment in new equipment and retain 357 jobs, with local payroll and benefits estimated at over \$20 million.

According to Christopher J. Girod, Director at Ryan, DFA's tax consulting firm, "This was one of the best efforts I've ever experienced in terms of state and local economic development and government representatives collaboratively working together toward a common goal. The project partners all definitely deserve a round of applause."

"The SCEDC was very active in helping us – never for a minute did I feel like they weren't going to do everything in their power to make everything go from point A to point B to get that store open."

**Mark Skogen**  
Owner and President of Festival Foods

# Leading Economic Development Efforts

## Plymouth to Kohler Freight Rail Reconstruction

In 2012, all agreements to restore freight rail service from Plymouth to Kohler along an eleven-mile stretch of railway had been made. The rail service will reconnect five businesses and two industrial parks. The SCEDC, with its partners, raised over \$2.6 million and received over \$17 million in state transportation grants.

Gary Dulmes, Chairman of the Sheboygan County Economic Development Corporation (SCEDC), was very pleased with the announcement and stated, "The SCEDC is extremely pleased to have played a role in the collaborative effort to restore freight rail from Plymouth to Kohler. This project is fantastic for Sheboygan County as it not only creates new jobs, but also offers an additional transportation alternative for local businesses."

The rail line servicing Plymouth to Sheboygan Falls has been out-of-service for over 20 years, while the Kohler to Sheboygan Falls corridor has been discontinued since 2006.

"I'll 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 of Rockline Industries

"This project represents the department's multi-modal approach to addressing transportation needs in Wisconsin," said Wisconsin Department of Transportation Secretary Mark Gottlieb. "We are pleased to partner with several businesses, local governments and organizations to move this project forward."

Participating organizations include the SCEDC, Wisconsin and Southern Railroad, Kettle Lake Co-op, Bemis Manufacturing, Morrelle Transfer and Warehouse, Wisconsin DOT, King Structures Inc., Sheboygan County, City of Plymouth and the City of Sheboygan Falls. This project is the first time a freight rail line has been restored in the State of Wisconsin.

## Lakeshore Industry Cluster Initiative

The Lakeshore Industry Cluster Initiative, supported by the SCEDC, engages businesses in specific industries to analyze and leverage assets and opportunities for additional business growth. To encourage business participation, the initiative has employed facilitators to engage in group discussions with company leaders.

The Lakeshore Industry Cluster Initiative, encompassing from Sheboygan to Door Counties, hopes to uncover and create opportunities for companies in the following industries:

- Tourism
- Energy
- Manufacturing
- Agriculture/Food Processing

The SCEDC is confident this initiative will make a positive impact on the businesses located in Sheboygan County. [lakeshoreinitiative.webs.com](http://lakeshoreinitiative.webs.com)







## Sheboygan County Honors and Awards

Sheboygan County is home to the **ONLY DEDICATED SPACEPORT IN THE MIDWEST**, Spaceport Sheboygan.

Sheboygan County is home to **ONE OF ONLY FOUR UNITED STATES SAILING CENTERS**.

Sheboygan County beaches have been named as one of the **BEST BEACHES FOR FAMILIES** in the world. – iVillage.com, 2012

Sheboygan County is **ONE OF FOUR COUNTIES IN THE NATION TO BE DESIGNATED AS A BICYCLE FRIENDLY COMMUNITY**.

– League of American Bicyclists, 2011

Sheboygan County was named the **MOST EQUITABLE COMMUNITY IN THE UNITED STATES**.

– The Daily, 2011

Sheboygan County is ranked **THE THIRD BEST GOLF DESTINATION** in the United States.

– Golf Magazine, 2010

## Sheboygan County Businesses

Times Printing Company was named the **BEST WORKPLACE IN THE AMERICAS**. – The Printing Industries of America, 2011

Johnsonville Sausage was named the **NATIONAL EMPLOYER OF THE YEAR**. – National Association of State Workforce Agencies, 2011

ACUITY has been named the **2011, 2010 and 2004 BEST MEDIUM-SIZED COMPANY TO WORK FOR**.

– Great Place to Work Institute

American Orthodontics Corporation was the **2009 WISCONSIN MANUFACTURER OF THE YEAR**.

# Investors

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

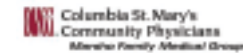
## Promise Keepers (\$25,000+)



## SCEDC Champions (\$15,000 - \$24,999)



## Gold Sponsors (\$2,500 - \$4,999)



## Diamond Sponsors (\$10,000 - \$14,999)



## Platinum Sponsors (\$5,000 - 9,999)



## Silver Sponsors (\$1,000 – \$2,499)

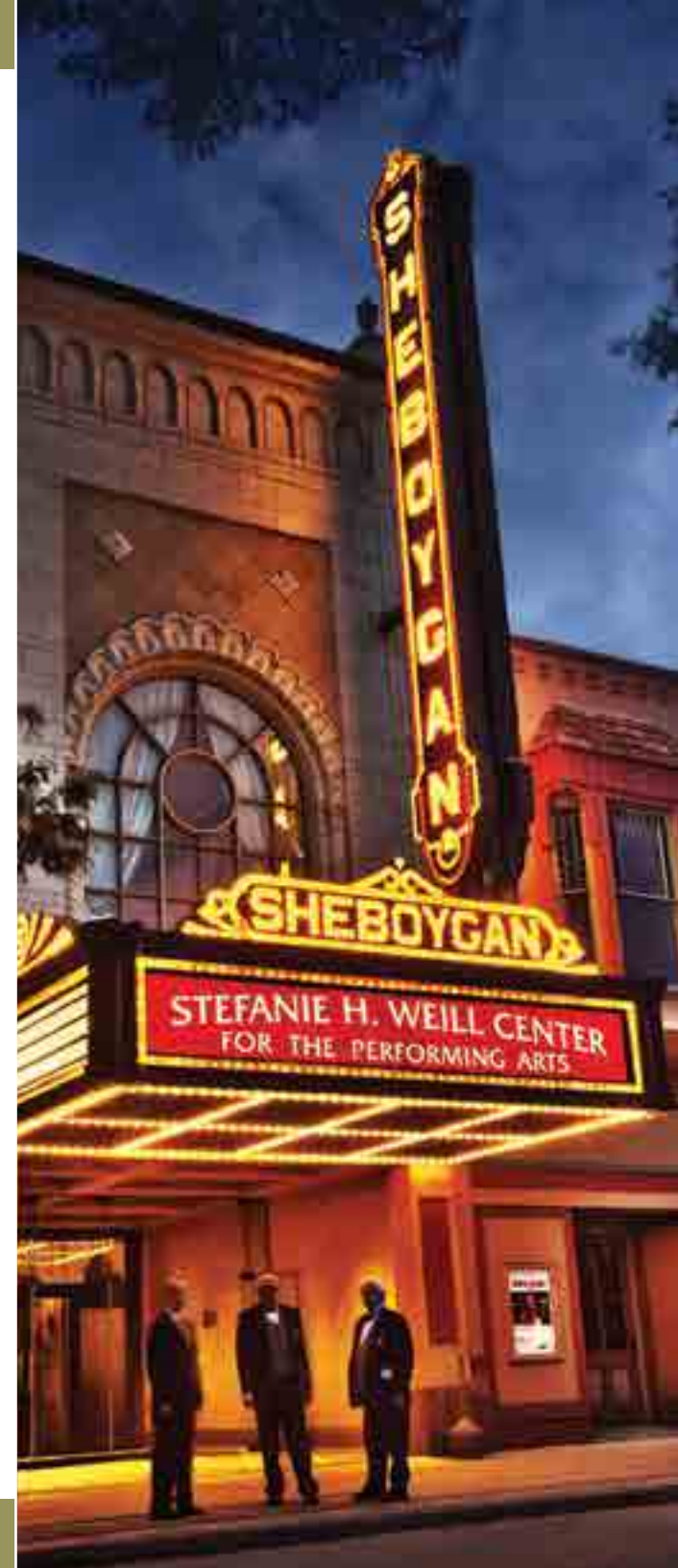
Aldag/Honold Mechanical	Lakeside Bottling Company
Alliant Energy	Maritime Insurance Group
American Transmission Company	Oostburg Concrete Products Company
Bitter Neumann	Reinbold-Novak Funeral Home
Burkart-Heisdorf Insurance	Rhode Dales LLP
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Dairy Farmers of America	Werner Homes
Keller, Inc.	Wisconsin Public Service
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## Bronze Sponsors (\$500 - \$999)

Alaark Tooling & Automation	Precision Roofing Services, Inc.
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First Bank Financial Centre	Sheboygan Paint Company
H.C. Denison	Specht Electric
Kleiber Construction	Torke Coffee Roasting Company
Mayline	Watson's Vending & Food Service
Mike Koenig Construction Company	Wigwam Mills
Plymouth Foam	

## Associate Sponsors (\$250 - \$499)

A Great Event	Rudnick Jewelers
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Clifton Larson Allen LLP	Village of Waldo
Dutchland Plastics Corporation	Waldo State Bank
Grover Family Foundation	Wisperion Advisors
Hopp Neumann & Humke LLP	Zimmer Westview Funeral & Cremation Care Center
Oostburg Lumber Company	



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**Adam Payne\***  
Sheboygan County

**Michael Suprick**  
Johnsonville Sausage

\*Executive Committee Members



SHEBOYGAN COUNTY ECONOMIC  
DEVELOPMENT CORPORATION

BUSINESS RESOURCES - SITE SELECTION - COMMUNITY DEVELOPMENT

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