

“Promise of Sheboygan County 2020” Young Professional Retreat



9 March 2010

Agenda

- Overview of Event
- Over-Arching Themes
- The Vision Generated for the potential future of Sheboygan County to 2020.
 - Special Features
 - Build on Success
 - Brand Uniqueness & Message Marketing
 - Social Fabric
 - Next Gen & Talent Attraction
 - Business Incubation
- Sustaining Momentum & Request

Overview



- Young Professional Focus Group
- Professionally Facilitated
- Ages 25-45
- All Participants were Nominated by Others

93 Young Professional Invited
62 Young Professionals Attended

Over-Arching Themes

Career & Workforce Issues

- Career growth opportunities must be present
- Support high-growth companies
 - existing & new
 - incubation
- Generational expectation gap
- Job Enrichment & Enlargement
- High turnover
- Attract YP
- Trailing Spouse

Communication & Engagement

- Difficulty identifying community events
- “Locals” vs “Transplant” relations and expectations
- Ambassador to make community connections
- Communicating vision of City and County of Sheboygan
- Poor job communicating assets of area to existing residents
- Networking

Livability & Amenities

- City of Sheboygan
- Downtown housing!!!
- Entertainment District
 - Food
 - Entertainment venues
 - Specialty shopping
 - 3rd party space
- Neighborhood Associations
- Community pride
- Bridge Lakefront to 8th Street

Sheboygan County, be Sheboygan County !!

SPECIAL FEATURES

- If one of the most attractive features of Sheboygan County is its lakefront and riverfront areas, what can be done to enhance this community asset, particularly in downtown Sheboygan?

Increase Promotion

- **County-wide event calendar!!!!**
- County-wide cross-business promotions
- Event Facebook page

General Recreation

Improve Access

- West-side YMCA
- Increase way-finding signage

Create Attractors

- Close-off street for event
- Refresh the fishing derbies
- Winter events “pick up where summer left off”

- Competitions with other lakefront communities

Downtown & Lakefront

- Connect DT w/ Lakefront
 - Pedestrian Bridge
 - Flow of Shops
- Increase way-finding signage

- Entertainment District using Anchors
- “Taste of Sheboygan” Event
- Off shore activities

BUILD ON SUCCESS

- Where are there opportunities to build upon successes?

Outdoor Recreation

- Lake Michigan
 - Powerboat races
 - Kite boarding
- Winter Events
 - Biathlon
 - Snow-shoe
 - Snowmobile
- Downtown Sheboygan
 - Focus efforts from South Pier to 8th. Connect them.

Global Companies

- Utilize an organization to tour prospective transplants
- Retreat with company leaders and young professionals
- Provide an incentive for college educated Sheboyganites to return after college

Build an artificial reef for better surfing

Food Industry

- Organic food spin-offs
- Microbrewery roots
- Themed restaurants with food processors
- Awesome restaurants

Community Beautification

- 50-Year County Plan
- Corridor beautification
 - Taylor St
 - Riverfront West to 8th
- Foster Neighborhood Associations

Other Strengths to Build Upon



BRAND UNIQUENESS

- What makes Sheboygan County truly unique, and how can we harness those unique attributes to position the county for success?



Current Brands

- Lighthouse
- “Weird” stories
- Brat Days
- “Behind the Times” mentality
- Internal negative perception



Competitive Advantages

- Lakefront
- Road America
- Golf courses
- Elkhart Lake
- Restaurants
- Resorts
- Small events
- Midwest friendly

BRAND UNIQUENESS - Continued



Outface Competition

- Print literature
- Billboards
- Website
- Social Media
- Radio for local artists
- PR
- Events
- Targeted campaigns (community pride)
- Maintain quality



Possible Future Needs

- Solicit expectations from public
- Promote diversity
- YP Ambassador program
- Consistent messages from small businesses
- Develop DT culture
- Better Access DT

SOCIAL FABRIC - What are the opportunities in the fabric of Sheboygan County - i.e. retail, housing, education, technology, livability, resources, programs, community, connections, etc.?

Neighborhoods

- Create neighborhood groups
- Centralization of housing for younger demographic downtown

Social Connections

- Centralization of communication on events
- Young professional welcome ambassadors
- Entertainment District

Education

- Increase higher-education opportunities

Have colleges sponsor/support student housing in downtown. Have it be a WiFi hotspot & serviced by Lakeshore Transit.

CENTRALIZATION

SOCIAL FABRIC - Continued

Connect the lakefront with downtown with rows of shops, entertainment venues, and housing options to create an Entertainment District desired by YP and "Empty Nesters."



NEXT GENS - How can we empower young people in the county? How can we attract talent, capital, and ideas?

Communication

- Alumni networks
- Connect families and young professionals to social activities
- Embrace essence of Sheboygan County and promote it
- Get new employees together, have them build bonds in Sheboygan

Show the "Promise" video to potential new employees. Alter it to show more realistic view of County and testimonies from Young Professionals.

Career Opportunities

- Career advancement and opportunity is primary way to attract/retain YP
- Centralized communication of opportunities for young professionals (2nd and 3rd Career posts)
- Need growth in positions

Generational Differences

- Generational Training
- Embrace different generations for what they are and held values
- Younger generation must have job flexibility
- Differences worst in smaller communities, difficult to "be assimilated" unless have children

BUSINESS INCUBATION – How is Sheboygan County positioned to support entrepreneurs, innovation, and future business development efforts of young professionals?

Educational Infrastructure

- Local colleges teaching old technology (computer programming)
- Junior Achievement is great
- Need stronger tech transfers from UW and LTC
- More internships needed for HS & Colleges
- Emphasis on business education
- Entrepreneurial Charter High School
- Career fairs & days

Holes to Support Entrepreneurs

- No “3rd party” space at night to work/study
- Seed capital gap (support business for at least 2 years)
- Not enough Economic Development professionals with “boots on the ground”
- Communities unwilling to accept risk
- No research tech park/incubator/tech transfers
- Sheboygan not good at marketing quality of living aspect – reasons to stay.

Big Business help Small Businesses

- Mentor programs
- Help smaller, faster pace, complementary spin-offs from giants

Existing Support Services need to be Enhanced

- Business “Assistance” teams
- Seed capital & rules
 - Equity & Winnings
- ED efforts
- Education infrastructure

SUSTAINED MOMENTUM - How can we continue to engage these young leaders in fulfilling the 'Promise of Sheboygan County' effort through 2020?

Young Professionals at Retreat Requested

1. SCEDC Reaction to Event
2. Suggestions to Move Forward
3. Reconvene Young Professional Who Wanted to Get Involved & Organized
4. Ongoing Communications with SCEDC
5. Potential Creation of a Young Professionals Action Group
6. Most Off All – Keep Momentum that has Resulted from Retreat

Quick Facts:

62 Young Professionals in Attendance

48 Completed Surveys

43 Wanted to Get Involved Implementing Actions From Retreat

SUSTAINED MOMENTUM - Continued



“The true challenge of a community leader is to find the few citizens living amongst residents. Residents, when seeing a problem will call to complain about it. A citizen will call about the same problem and ask what they can do about it.”

90%
of survey respondents
want to help implement
these ideas