






“Change is hard because people overestimate the value of what they have — and underestimate the value of what they may gain by giving that up.”  
- Ralph Stayer & James Belasco

— QUESTIONS?  
**GET IN TOUCH**

-  508 New York Ave, #209  
Sheboygan, WI 53081
-  [info@sSheboyganCountyEDC.com](mailto:info@sSheboyganCountyEDC.com)  
[SheboyganCountyEDC.com](http://SheboyganCountyEDC.com)
-  (920) 452-2479

**OUR CORE SERVICES**

- Small Business Counseling and Development
- Business Expansion Assistance
- Finance – Government Programs
- Workforce Development
- Community Development

Sheboygan County Economic Development Corporation Entities:







**3-YEAR  
STRATEGIC PLAN**

2021-2023



SCAN ME



## 2021-2023 STRATEGIC DIRECTION

Through our public/private partnerships, we administer resources and expertise to encourage private sector investment in Sheboygan County.



### OUTREACH

Provide outreach and engagement solutions to attract, retain, and train the diverse and stable workforce essential to growing our economy.



### BOOST

Develop programming to encourage business resiliency and inclusive community growth.



### PROMOTE

Promote Sheboygan County to attract investment, recruit and retain a diverse and stable workforce, and build our brand as a great place to work, live and play.



### ALLOCATE

Provide the resources and expertise to entrepreneurs, start-ups, and small businesses to succeed.

## 2021-2023 PRIORITIES

- Population Growth (25-44)
- Single Family Home Development
- Talent Development, Recruitment and Retention
- Innovation & Small Business Formation
- Enhance Diversity, Equity, Inclusion

## CORPORATE ENGAGEMENT MODEL

HR DEPARTMENTS

COMMERICAL LENDERS  
BUSINESS RESILIENCY

IN-HOUSE TRAINING DEPARTMENTS

INNOVATION



The SCEDC invites businesses to participate in our four corporate engagement groups that will meet quarterly. Each session will be designed to garner feedback on market conditions from area businesses to ensure existing or proposed services are meeting expectations.

## 2021-2023 INITIATIVES

Workforce Recruitment - Someplace Better Redesign

Talent Relationship Management Tools

Accelerate Business Plan Contest

Launch of Seed Accelerator – Support Start-up Companies

Creation of Employers Education Exchange Training Consortium

Housing Development Strategies

