

A REPORT TO THE COMMUNITY



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION

DO MORE.

CUSTOMIZED COLLABORATION

Community-wide issues require a community-wide response. The Sheboygan County Economic Development Corporation (SCEDC), a non-profit corporation, works to build the Sheboygan County economy by providing project management and personalized solutions.

Entrepreneurship

- Business plan development
- Marketing plans
- Sales and marketing resources
- Financial projections

Workforce Development

- Understand local labor market
- Hiring process assessment
- Targeted position advertisement
- Someplace Better job promotion tools

Attraction/Site Selection

- Comprehensive list of available property
- Local market information
- Housing and retail promotion

Nontraditional Finance

- Solution-oriented loan structures
- Local revolving loan funds and TIFs
- State and local incentives

OUR PROMISE

We guarantee that businesses engaging with us can simply DO MORE. Check out our services to see if they are right for your company.

NO-COST SERVICES

Nearly 100 firms have benefited from SCEDC services at no cost. We do ask if our services are of value, that you pay it forward for our future clients by becoming an investor.

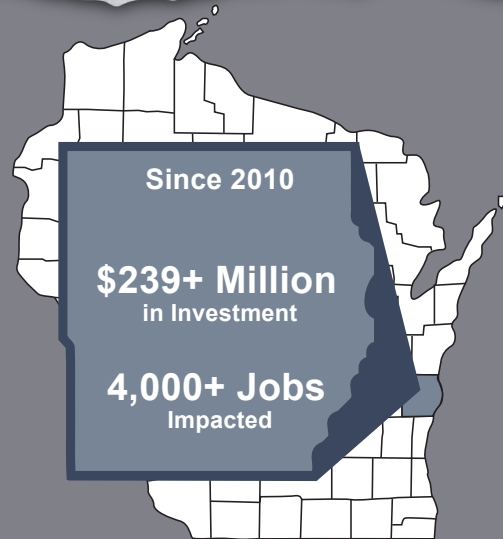
OUR MISSION

Our mission is to lead economic development efforts to improve the economic well-being and long-term prosperity of the businesses, residents, and communities of Sheboygan County.



“SCEDC has been a force for growth in the area.”

August 22, 2013



OUR VISION

Our vision is to be the premier private/public partnership leading collaborative retention, expansion, and attraction efforts for business and employment development in Sheboygan County.



“Free business counseling
available in county”

October 13, 2015

ENTREPRENEURSHIP

Business Plan Development

Business Plan Assistance

- Business expansion
- Home-based businesses
- Start-ups

Marketing Plan Development

- Customer base research
- Research tools and market reports
- Competitor analysis

Bank Financing Strategies

- Industry metrics and benchmarks
- Financial projections

Our clients include:



All Businesses Qualify

We assist businesses large and small regardless of their location in Sheboygan County.



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

- Rob Hurrie, Owner
Black Pig Restaurant

Accelerate Your Sales

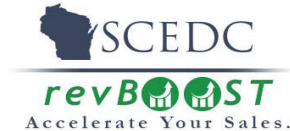
The revBOOST Program

This Economic Gardening program is designed to supply firms with strategic sales and marketing resources to grow revenue. Information to supercharge sales includes:

- Identify market trends and potential competitors
- Recent industry innovation
- Map geographic areas for targeted marketing
- Raise visibility and SEO
- Track websites, blogs and online communications to understand competitors and opportunities
- Project management to change core strategy and grow competitive advantage

Ideal Program Candidates

- Firms with 10-99 employees
- Firms with \$500,000 to \$50 million in sales
- HQ in Sheboygan County
- Companies seeking to increase revenue by 10-25%.



Visit SheboyganCountyEDC.com/revBOOST

Sheboygan Press

PART OF THE USA TODAY NETWORK

“300 apartments being built downtown — is it enough?”

June 16, 2017

SITE SELECTION

Housing

Better Housing, Better Workforce

The absence of available single-family housing and condos creates a barrier to attracting employees to Sheboygan County.

Current Indicators



22 percent increase in median home sale prices in one year.



The county only built half of the 240 for-sale units per year needed.



Homes sell at or above asking price in days.

BizTimes

MILWAUKEE BUSINESS NEWS

Economic Development Corp. tries to attract retailers to Town of Sheboygan

by Corinne Hess July 11, 2016, 1:00 AM

Housing Progress



1,000 apartment units built or proposed



An additional 250 single-family housing units needed by 2020

“ The staff at SCEDC really helped us identify a shortage in the marketplace, guided us on setting our price points, and worked with us to solidify our plan...And frankly they nailed it. ”

- David Griffith, Co-Owner
Portscape Apartments

Local Knowledge

How We Can Help

The SCEDC can assist your firm in identifying communities and corridors compatible with your business goals.

- GIS Mapping
- Community comprehensive plans
- Introduction to local leaders
- Understand area demographics
- Maps of TID and other incentive districts
- Identify community wants and needs
- Quantify underserved markets

Our clients include:



Focus On Retail

Adding retail options has been an ongoing challenge. The SCEDC has championed a large-scale retail effort.

\$1 Billion in Retail Leakage Top Retail Opportunities

Clothing | \$62.7 M

Clothing Accessories | \$60.5 M

Sporting & Hobby | \$36.2 M

Effort in partnership with:



WORKFORCE DEVELOPMENT

The Laborshed

The Challenge

With ample job opportunities, firms in Sheboygan County are increasingly having to hire from outside the area. The laborshed offers abundant recruitment opportunities.

Our clients include:



	Blue Collar	White Collar
Definition	<2-year degree	≥2-year degree
Laborshed Radius	45-minute drive time	80-minute drive time
North to	Two Rivers	Green Bay
South to	North Milwaukee	Greenfield, Franklin
West to	Fond du Lac	Oshkosh, Appleton
Population	500,000	2,500,000
Availability	10,800 underemployed	504,000 4-year college grads
	123,000 individuals who could enter the workforce	21,000 annual college grads

“ We have worked with [Pastor Smith] for about a year on The Joseph Project...we have had great success in recruiting and employing individuals that he has referred to us. ”

- Tom Bair, HR Director
Nemak

Our Programs

Job opportunities are abundant in Sheboygan County, with nearly **3,000** jobs posted and an unemployment rate of less than 3 percent. Firms are reporting challenges finding applicants. However, marketing job openings and finding qualified applicants can be made easier by working with the SCEDC.



The Joseph Project connects Milwaukee inner-city residents with jobs after intense weeklong soft-skills course. More than 50 percent of graduates apply jobs in Sheboygan County.



Do More Project is a collaboration between the SCEDC and Milwaukee Public School District providing a 16-day course on interviewing, resume building and more. Graduates of the program are introduced to Sheboygan County employers. **More than 70 students participated in 2017.**



Co-Op Grant, a partnership with [Inspire Sheboygan County](#) provides \$90,000 towards growing high school co-ops by connecting students with career opportunities at local companies.



SOMEPLACE
better



Promoting Our Communities

Someplace Better is a comprehensive, flexible workforce attraction campaign. The program supplements company practices by offering community marketing materials, infrastructure to social media resources, resume intake, job fair organization, and job-seeker analytics.

Seven entry-level job fairs have used the program to fill 253 positions.

Brand in partnership with:



Our clients include:



Leveraging the Brand

"Someplace Better" was designed to encourage people to move to Sheboygan County to work and live. The slogan is a nod to the fact that people relocate when they are unsatisfied with their current situation.

Companies in Sheboygan County are encouraged to use the brand, website and materials.

Additional information, logo and toolkit is available online.

SOMEPLACE
better

Visit SomeplaceBetter.org/Employer.

“The process was simple: we gave the Someplace Better team all of the information they needed regarding our position openings, and [the SCEDC] took care of the rest.”

- Amanda Novak, HR Generalist
Plymouth Foam

Partnership Programs:

PROMOTIONAL TOOLS

- Featured Job Posts
- Job Fair Event Posts
- Press Releases
- Paid Search Advertising
- Paid Social Media Advertising
- Custom Articles and/or Testimonials
- Online Application Submission
- Online Event Pre-Registration
- Free Earned Media: Radio/TV/Print

MARKETING CHANNELS



COST SHARING



MONTHLY TRAFFIC ON

SOMEPLACEBETTER.ORG

2,691

VISITORS



52

PERCENT OF JOB SEEKERS FROM OUTSIDE THE COUNTY

1,643

JOBS CLICKED ON



Sheboygan County employers taking part in "Someplace Better" campaign



USA TODAY

“Dutchland Plastics in Oostburg adding 50 jobs”

May 18, 2017

NONTRADITIONAL FINANCING

Financial Resources

Customized Solutions

The SCEDC serves as a clearinghouse of information related to financing questions. By complementing bank financing, non-traditional options provide firms with more flexibility in financial structures. Contact the SCEDC for information about:

- Loan guarantees
- Subordinated debt programs
- Tax Incremental Financing (TIF)
- Workforce training grants
- State tax credits
- Angel/equity financing

Our clients include:



Applicable Uses

- Building construction/renovation
- Façade (historic) improvement
- Furniture, fixtures and equipment
- Working capital
- Business start-ups and acquisitions
- Tax incentives for increasing workforce
- Employee hiring and training
- Raising equity



**OVER \$33 MILLION OF
NONTRADITIONAL
FINANCING WAS PROVIDED TO
SHEBOYGAN
COUNTY FIRMS.**

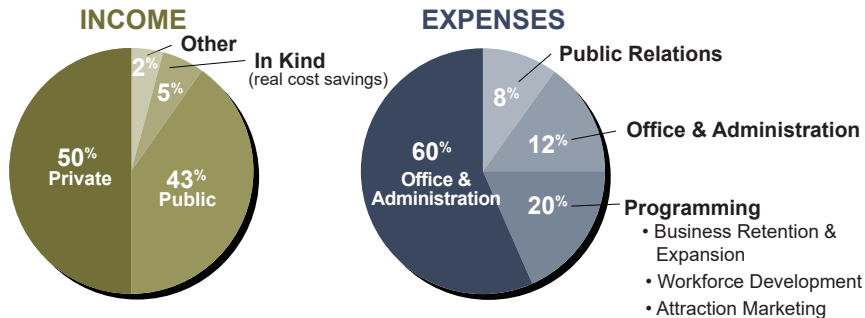
“ It was not just the knowledge and assistance the SCEDC provided The Osthoff Resort. It was the eagerness to make it happen. They have been a partner in this project from the beginning and they helped us find the perfectly tailored solution to allow our business to grow. ”

- Lola Roeh, General Manager
The Osthoff Resort

We Need Your Support

SCEDC Finances

2017 Budget: ~\$525,000



Invest In Sheboygan County's Economic Vitality

As a 501(c) nonprofit organization, the SCEDC depends on annual commitments. We invite you or your company to become an annual investor. One-time legacy gifts, in-kind services and event sponsorships are also welcome.

**Donate online at SheboyganCountyEDC.com/Give*

OUR INVESTORS

We thank all of our current investors. Without your support and financial commitment, our work would not be possible.

Economic Drivers (\$100,000 +)



Platinum Investors (\$5,000 – \$9,999)



Champion Investors (\$15,000 – \$24,999)



Gold Investors (\$2,500 – \$4,999)



Diamond Investors (\$10,000 – \$14,999)



Silver Investors (\$1,000-\$2,499)

Aesse Investments / Saco Polymers
Ansay & Associates
Associated Bank-Corp
Burkart Heisdorf Insurance
Bitter Neumann
CSA Commercial
Commerce State Bank
Curt Joa
Festival Foods
Glacier Transit & Storage
HUB International
Investors Community Bank
Konrad & Mary Jo Testwuide Foundation

Lakeside Bottling Company
Lola and Gary Roeh
Oostburg Concrete Products
Reinbold-Novak Funeral Home
Richardson Industries
Rohde Dales LLP
Sheboygan Area School District
Sign Shop of Sheboygan
Wisconsin Advisors
Wisconsin Public Service
Village of Oostburg
Zimmermann Printing Company

Bronze Investors (\$500-\$999)

Century 21 Rautmann/Schils
Dutchland Plastics Corporation
H.C. Denison
Jos. Schmitt & Sons Construction
Kleiber Construction
Keller Construction
Meadowlark Storage Cedar Grove
Oostburg Lumber, Inc.
Plymouth Foam
Poly Vinyl

Rudnick Jewelers
Safo/Mayline
Sheboygan Paint Company
Torginol
Torke Coffee Roasting Company
Waldo State Bank
Watson's Vending & Foodservice, Inc
Windsor Industries, Inc
Sheboygan Falls Properties
Specht Electric and Communications

Associate Investors (\$250-\$499)

A Great Tour
Alaark Tooling & Automation
Black Pig
CliftonLarsonAllen LLP
Dollhouse Dance Factory
Horizon Capital Investments
Huberty and Associates, S.C.
Lakeshore Community Health Care

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Paperbox and Specialty Co.
Red Wing Shoes
Sun Graphics
Trattoria Stefano
Viking Masek
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SCEDC TEAM

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Mary Motiska, Special Projects Assistant



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
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