

2011 SPRING BUSINESS SURVEY RESULTS

Sheboygan County, Wisconsin



SHEBOYGAN COUNTY
★ ECONOMIC DEVELOPMENT CORPORATION

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ABOUT THE SCEDC

The Sheboygan County Economic Development Corporation (SCEDC) is a non-profit public/private partnership with the goal of increasing jobs and investment in Sheboygan County, Wisconsin. We have been successful in this effort by leading initiatives to support business and community development, forging strong strategic partnerships with key local and regional organizations, assisting businesses one-on-one with a variety of short and long-term needs, and providing the most accurate up-to-date information available to our clients and stakeholders.

ABOUT THE 2011 SPRING BUSINESS RETENTION SURVEYS

In 2011, 72 companies were visited throughout Sheboygan County, representing both the fastest growing industries according to the Bureau of Labor and Statistics and the SCEDC stated targeted industry clusters. Most businesses were visited during a condensed 45-day survey blitz organized by the SCEDC in May and June. All businesses were in the following industry classifications and employed between 5 and 50 individuals according to Selectory, a Dunn and Bradstreet product:

HIGH GROWTH INDUSTRIES (by NAICS)

- ▶ 311 – Food Manufacturing
- ▶ 321 – Wood Product Manufacturing
- ▶ 327 – Nonmetallic Mineral Product Manufacturing
- ▶ 337 – Furniture & Related Product Manufacturing
- ▶ 339 – Miscellaneous Manufacturing
- ▶ 424 – Merchant Wholesalers, Non durable Goods
- ▶ 481 – Air Transportation
- ▶ 493 – Warehousing & Storage
- ▶ 511 – Publishing Industries
- ▶ 518 – ISP, Web Search Portals, & Data Processing Services
- ▶ 541 – Professional, Scientific, & Technical Services
- ▶ 561 – Administrative & Support Services
- ▶ 562 – Waste Management & Remediation Service

TARGETED INDUSTRIES (by NAICS)

- ▶ 311 – Food Manufacturing
- ▶ 331-336 – Metal Manufacturing and Fabrication
- ▶ 322-323 – Paper Manufacturing and Printing
- ▶ 325-326 – Chemical, Plastic and Rubber Manufacturing

Sheboygan County is located within the 18-county *New North* region. Economic development organizations throughout the region perform similar business retention survey outreach efforts, and utilize a shared online software program, Executive Pulse, to analyze survey results.

The 125-question survey includes sections on: company profile, local workforce, sales, e-commerce, facility and equipment, municipal services, and business climate. A summary of the 2011 Spring Business Survey responses from Sheboygan County businesses follows.

SHEBOYGAN COUNTY RESPONSES

Overview	Firms	Employment
Total	72	1,274
Manufacturing	24%	41%
Prof., Scientific, Tech. Services	35%	21%
Administrative, Support, Waste Mgmt.	10%	11%
Wholesale Trade	10%	9%
Other	21%	18%

Projected Employment	Current	Projected	Difference	% Difference
Total	1,274	1,309	+35	+2.7%
Manufacturing	526	532	+6	+1.1%
Prof., Scientific, Tech. Services	269	274	+5	+1.8%
Administrative, Support, Waste Mgmt.	146	150	+4	+2.7%
Wholesale Trade	121	121	0	0%
Other	212	232	+20	+9.4%

Projected Sales Growth	Firms	Percent
50%+	1	1%
25 – 49%	6	9%
10 – 24%	20	30%
1 – 9%	27	40%
0%	11	16%

Municipal Services	Excellent/Good	Fair	Poor
Water/Sewer	69%	11%	5%
Code enforcement	61%	15%	5%
Building inspection/permitting	63%	12%	8%
Zoning/land use	58%	11%	17%
Local road network	56%	20%	18%
Interstate highway system	74%	12%	2%
Airport	41%	3%	5%
Rail	20%	3%	5%
Gas Utility	82%	9%	0%
Electric Utility	85%	9%	3%
Phone/Internet	73%	15%	6%
Police protection	89%	8%	2%
Fire/emergency services	87%	8%	2%
Public transportation	36%	6%	3%

Business Climate	Excellent/Good	Fair	Poor
Overall	58%	20%	13%
Workforce quality	77%	15%	6%
Workforce availability	62%	22%	16%
Local government	49%	31%	9%
Local tax structure	28%	36%	27%
State tax structure	19%	36%	33%
Workers compensation rates	32%	24%	33%
Economic development	46%	26%	14%
Recreational/Cultural amenities	79%	12%	3%
Housing	76%	12%	2%
K-12 Education	83%	5%	3%
Colleges/Universities	68%	12%	3%
Technical Training	78%	11%	8%

SHEBOYGAN COUNTY SNAPSHOT

Innovation, Sales and Growth

- ▶ 90% of firms project sales growth in the upcoming year
- ▶ 58% of firms have a strategic plan
- ▶ 82% of firms consider themselves to be innovative in their industry
- ▶ 49% of firms have increased their IT investment over the past 18 months
- ▶ 17% of firms export products to other nations
- ▶ 44% of firms use the internet to sell products
- ▶ 79% of firms indicate their markets are expanding

Facility and Equipment

- ▶ 18% of firms have local expansion plans within the next 12 to 18 months
- ▶ 87% of firms rate their facility's overall health as good or excellent
- ▶ 90% of firms rate their equipment's condition as good or excellent

Workforce

- ▶ 33% of firms plan to hire more employees within the next 12 months
- ▶ 41% of firms have a formal workforce training program in place
- ▶ 76% of firms indicated that the majority of essential personnel were middle-aged
- ▶ 9% of firms have indicated problems retaining employees

Supply Chain

- ▶ 10% of firms import materials from other nations
- ▶ 77% of firms use the internet to buy products

Community

- ▶ 88% of firms have a positive attitude about their community
- ▶ 85% forecast that the local business climate will be better five years from now

OPEN ENDED QUESTIONS AND ANSWERS

Q: What are the factors that make your company successful here? (top three responses)

A: 43% – Good service/product
29% – Good workforce
12% – Transportation advantages/Close to customers

Q: What technological changes are likely to have the greatest impact on your company and industry over the next five years? (top four answers)

A: 22 – Computer/Software/Internet/Information processing
14 – “Green” or environmental friendly alternatives (products & processes)
10 – New industry-specific technologies
8 – Efficient process improvement

Q: Are there specific skill sets that are difficult for your company to attract? What skills/abilities will your workforce need? (top four answers)

A: 28 – No Difficulties
7 – Technicians & machinists
5 – Social/Basic skills
4 – Engineers

Q: What federal, state or local legislation changes would benefit your business over the next five years? (top three answers)

A: 28 – Lower taxes
15 – Ease business regulation
8 – Repeal national health care