

Promise of Sheboygan County 2020  
**YOUNG PROFESSIONAL COMMITTEE REPORTS**



**SHEBOYGAN COUNTY, WISCONSIN - DO MORE**  
**SHEBOYGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION**

JULY 2011

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# YP Attraction and Retention

# YP Attraction & Retention GOALS



## SHORT-TERM GOALS (by end of 2011)

- ▶ Conduct *YP Employee Survey*
- ▶ Conduct *YP Employer Survey*
- ▶ *Work with other groups with committee overlapping*

## LONG-TERM GOALS (*identify completion date*)

- ▶ *Data review (Long term goals are dependant upon our survey findings.)*
  - ▶ *Possible YP video*
  - ▶ *Data links for YP interests*
  - ▶ *Partnership with Coastal Connections*



# YP Attraction & Retention INITIATIVES



## SPECIFIC INITIATIVES

- ▶ Sheboygan County wide *YP Employee/Employer Survey*
  - ▶ survey data to provide better information to understand the needs of businesses and what YPs are looking for
- ▶ *Data collected and analysis*
- ▶ *Data distribution to the SCEDC and Companies*

## YP Definition for Surveys

We have defined a "young professional" as an individual between 24-44 years old and has 2-4 college degree and/or equivalent experience in their area of expertise.

# YP Attraction & Retention INITIATIVES



## YP Employer Survey

### Young Professional Attraction & Retention Committee

#### EMPLOYEE SURVEY

##### Question

- 1 What is your age range?
- 2 What city do you live in?
- 3 Do you own a home or rent?
- 4 How long have you lived in Sheboygan County?
- 5 Were you raised in Sheboygan County?
- 6 What challenges did you have when you first moved to Sheboygan County?  
Check all that apply
- 7 If a comparable job became available out of Sheboygan County, would you consider taking it?
- 8 Does your employer have a career development plan in place for you?
- 9 What are the most important factors to you in considering where to live?  
Number 1-5, #1 being most important
  
- 10 What do you like most about Sheboygan County?
- 11 Did you have other job offers? Why did you accept your position?
  
- 12 What do you wish Sheboygan County offered?
- 13 Are you satisfied in your current role?
- 14 Do you plan on relocating outside of Sheboygan County?

##### Response

- 24-30, 31-36, 37-44
- Own or Rent
- Less than 1, 2-5, 6-10, Over 10, I don't live in Sheboygan County
- Yes or No. If so, why do you stay? If not, what brought you here?
- Trailing spouse, making friends, getting involved in the community, leisure activities, shopping, Other \_\_\_\_\_, Not applicable
- Yes or No
- Yes or No. If Yes, Define.
- Prioritize your top 5: Family, Commuting Distance, Location, Shopping Areas, Dining, Arts & Entertainment, Night Life, Outdoor Activities, Quality of Schools, Crime Rate, Company, Salary, Cost of Living, Other \_\_\_\_\_
- \_\_\_\_\_
- Please select all that apply: Company Branding, Company Culture, Cost of Living, Salary, Benefits, Location, Other \_\_\_\_\_
- Explain.
- Yes or No. If No, explain.
- Yes or No. If yes, where and why?

#### **Additional Comments:**

# YP Attraction & Retention INITIATIVES



## YP Employee Survey

### Young Professional Attraction & Retention Committee

#### EMPLOYER SURVEY

<u>Question</u>	<u>Response</u>		
1 What percentage of your workforce are young professionals?	0-5%, 6-10%, 11-15%, Other _____		
2 What is the annual turnover rate for this demographic?	List % _____		
3 What is the seniority of this demographic?	_____		
4 What are the most common reasons that young professionals leave your organization?	<b>Check the top 5:</b>		Better Job Opportunity _____
	Working conditions _____	Workload _____	Supervision _____
	Content of Position _____	Health _____	Better benefit program _____
	Lack of Opportunity for advancement _____	Military _____	Family Reasons _____
	Commuting distance _____	Salary _____	Moving from area _____
5 Do you have a career development plan in place for young professionals?	Self employment _____		
6 When young professionals leave your organization, for the most part are they staying in:	Yes or No. If Yes, Define.		
7 What methods have you found work best to recruit young professionals?	Sheboygan County, Within the state, Out of State, Don't Know		
8 What does your organization do to retain young professionals?			
9 What does your organization do to help orientate young professionals to Sheboygan County?			
10 We have defined for the purposes of this survey the definition of a young professional. How do you define a young professional for your organization?			

#### Additional Comments:



## REQUESTED RESOURCES/ASSISTANCE

- ▶ *List of Sheboygan County businesses and contacts to send surveys to*
- ▶ *Assistance from Patrick and Dan with data analysis*
- ▶ We would appreciate the support from the SCEDC to exercise their executive relationships to assist in the completion of the company surveys.

## POTENTIAL REVENUE SOURCES *(if any)*

- ▶ *None*

## COMMITTEE PROFILE

**Chair(s):** *SCEDC Board member Peter Thillman and YP Todd Wolf*

**Committee Members:** *Active: Emily Vetting, Lisa Hartman, Maureen Anderson, Shikara, Beaudoin, Tracy Schultz, Travis Knier, Wendy Rainer*  
*Additional members: Doug Hamm, Eric Hesselink, Jessica Potter, Jessica Schmitt, Patrick Drinan, Sara Suckow, Todd Weiss, Don Hammond*

**Meeting Schedule:** *Had 5 initial meetings to set up goals and create surveys. Will have additional meetings after SCEDC review.*

**Key Contact:** Presently Todd Wolf would be the key contact and if needed I would contact our committee members that would like to assist.

## IDENTIFIED STAKEHOLDERS AND PARTNER ORGANIZATIONS

- ▶ Sheboygan County Businesses
- ▶ *Young Professionals looking for career opportunities in Sheboygan County*

# Promotions

# Community Promotion GOALS



## SHORT-TERM GOALS (by end of 2011)

- Expose young professionals to the many events and food/entertainment venues available in Sheboygan County
  - Tactic 1: Create a website that is the hub of “what to do” in Sheboygan County. User-content generated.
  - Tactic 2: Establish partnerships with local venues and organizations to (1) help them promote their events to young professionals and (2) own their own content on the new website.
  - Potential Tactic: Secure founding advertisers and create future rate card.
- Establish media partnerships to promote the “good things” in Sheboygan County.
  - Tactic 1: Pitch idea of a monthly column aimed at the young professional leadership that features topics of interest to this audience.
  - Tactic 2: Gain support in promoting new website in editorial.
  - Tactic 3: Organize a “ghost” restaurant review that will engage the young professional audience to participate and to provide a third-party review for the publications.

# Community Promotion INITIATIVES



## LONG-TERM GOALS (2013)

- Continue “good things” of Sheboygan County messaging and engrain the attitude in area culture.
  - Potential Tactic: Create a county-wide campaign to have residents submit the “good stories.” For example, a possible YouTube video-submission campaign/contest. “People spotting the good things in Sheboygan County”
  - Potential Tactic 2: Plan to combat or embrace the “not-so-good things” about Sheboygan County. The news items/stereotypes that the media has already perpetuated. Possible “if you can’t beat ‘em, join ‘em” strategy.
- Plan for the financial independence of the website.
  - Initial start-up costs will be a donation from Dynamic allowing them the rights to the codes

# Community Promotion RESOURCES



## REQUESTED RESOURCES

- ▶ Connections with local business owners who maybe interested in advertising
- Possibility of SCEDC Members who are contributors to the community already
- Chamber Members and the Chamber
  
- ▶ Newspaper Editors and writers
- To establish and create editorials for YP in school papers such as the Lakeland Mirror, LTC News, and UW Sheboygan News.

## POTENTIAL REVENUE SOURCES

- ▶ Advertising on the “what to do” in Sheboygan County Website
- Founding Advertisers
- ▶ Membership opportunities on the website
- Different levels of access, maybe passes and discounts to venues
- ▶ District & Business Crawls (Promotional Events/Fundraisers)
- Organization and facilitation of events to drive people to business districts promoting awareness and discovery
- Scholarship for Video Presentations of the Positive Side of Sheboygan County



## COMMITTEE PROFILE

**Chair(s):** Gary Dulmes SCEDC Board Member, Tina Lammers Young Professional

**Committee Members:** Daniel Bateman, Jason Irish, Kari Cox, Katie Checolinski, Ronaldo Cordeiro

**Meeting Schedule:**

**Key Contact:** Tina Lammers (920)459-6840 work; (920) 207-9203 cell or carloanlady@gmail.com

## HOW CAN THE SCEDC ASSIST YOUR COMMITTEE

- Resources, flyers for presentation of advertising opportunity
- Funding, possible funding for basic supplies (Legal Documents, Printing, Paper, etc...)
- Motivation, continual efforts from SCEDC showing that they are interested in what we are producing

Incubation of the initial website off of SCEDC. Allowing us the option to either create an LLC or sell the website in the future.

# Entrepreneurial Incubation

# *Entrepreneurial Incubation*

## GOALS AND INITIATIVES



### SHORT-TERM GOALS (by end of 2011)

- Provide seed capital for new/spinoff businesses.
  - Tactic 1: Coordinate and establish a local Angel Investment Network serving Sheboygan County.
  - Tactic 2: Establish a locally-controlled business loan fund for entrepreneurial start-ups.
  - Tactic 3: Aggressively promote available resources, such as the Sheboygan County Revolving Loan Fund Program.
- Coordinate entrepreneurial and start-up business assistance programs and resources with partner organizations: Sheboygan County Chamber of Commerce, Lakeshore Technical College, Small Business Development Center, and others.
  - Tactic 1: Create one-stop online resource as point of initial intake, evaluation, and referrals for entrepreneurs.
  - Tactic 2: Evaluate best practice models for business assistance/incubation.

# *Entrepreneurial Incubation*

## GOALS AND INITIATIVES



### LONG-TERM GOALS (by 2013)

- Establish a comprehensive county-wide strategic plan for entrepreneurial incubation and assistance.
- Encourage and push internships and entrepreneur education in public schools.
  - Tactic 1: Coordinate efforts with Junior Achievement or other similar organizations, and School Districts, to evaluate and implement entrepreneurial education curriculum.
  - Tactic 2: Arrange for young entrepreneurs to present information to area schools.
  - Tactic 3: Coordinate internship opportunities between schools and area entrepreneurs.
- Identify opportunities for additional business incubators.



### REQUESTED RESOURCES

- ▶ Community relationships and connections related to angel investment network.
- ▶ Research related to entrepreneurial support organizations or models: JumpStart, YCombinator, Spreenkler, etc.
- ▶ Identify opportunities for supporting new product development.

### POTENTIAL REVENUE SOURCES

- ▶ Administrative fees related to angel investment network.
- ▶ Administrative fees related to Sheboygan County revolving loan fund program.
- ▶ Equity investments in companies related to local seed capital/loan program.

# Entrepreneurial Incubation



## COMMITTEE PROFILE

**Chair(s):** Jeff Clark, Young Professional

**Committee Members:** Shawn Rice, John Rogers, Tryg Jacobsen, Jim Prange, Kristen Bell-Abel, Steve Schmitt, Jim Gallimore, Ryan Kauth, Josh Neeb, Jane Halverson, Jeff Prange, Jeremy Martin, Aaron Bieck

**Key Contact:** Jeff Clark (262) 546-1819 work; (262) 853-7385 cell;  
jeff@speculategrowth.com

## HOW CAN THE SCEDC ASSIST YOUR COMMITTEE

- Help coordinate independent business assistance efforts to achieve the same objective in Sheboygan County.
- Help communicate efforts outside of existing channels.
- Help engage more support and resources for objectives.
- Help provide additional thoughts and fresh perspectives.

# Downtown Livability

# *Downtown Livability*

## GOALS AND INITIATIVES



### SHORT-TERM GOALS (by end of 2011)

- Create and distribute a statistically significant survey to gauge market for Young Professional market-rate rental housing.

# *Downtown Livability*

## GOALS AND INITIATIVES



### LONG-TERM GOALS (by 2013)

- Development of downtown housing for young professionals.
- Establish an entertainment district in downtown Sheboygan.
- Create non-motorized connection between downtown with lakefront.
- Provide other amenities requested by Young Professionals.
- Identify/brand different districts.



### REQUESTED RESOURCES

- ▶ \$1,000 to \$2,000 for a survey

### POTENTIAL REVENUE SOURCES

- ▶ Unknown



## COMMITTEE PROFILE

**Chair(s):** Matt Quasius, SCEDC Board Member and Bob Werner, SCEDC Board Member

**Committee Members:** Matt Burzon, Jim Madden, Aaron Brault, Justin Richardson, Allison Blake, Bill Marklein, Danielle Graf, Joe Blake, Dave Aldag (SCEDC), Steve Schmitt(SCEDC), Chad Pelishek. (City of Sheboygan) and Randy Schwoerer (Sheboygan BID).

**Key Contact:** Bob Werner

## HOW CAN THE SCEDC ASSIST YOUR COMMITTEE

- \$1,000 - \$2,000 to perform a statistically significant housing survey
- Assistance to distribute the survey