

Quarterly Report 2nd QUARTER, 2011

The SCEDC issues quarterly reports to stakeholders of the organization. All content correlates directly to goals, core services, and responsibilities outlined in the SCEDC's 2010-2014 Strategic Plan. Questions or comments about this report can be directed to Patrick Drinan, Executive Director of the SCEDC, at Drinan@SheboyganCountyEDC.com or (920) 452-2350.

COMMUNICATION! COMMUNICATION! COMMUNICATION!

E-NEWSLETTER LAUNCHED

On March 28, 2011 the SCEDC distributed the first e-newsletter. The purpose of the newsletters are to increase awareness of activities of the SCEDC, share business relevant news and events, and highlight key attributes and resources in Sheboygan County.

The SCEDC will generate an e-newsletter every 2-3 weeks. All those who wish to receive the e-newsletter are encouraged to sign up on the SCEDC website or contact the SCEDC office. There are approximately 400 individuals receiving the e-newsletter.

FACEBOOK PAGE IN FULL SWING

During the 2nd quarter 2011, the SCEDC has begun actively updating the SCEDC Facebook page at www.facebook.com/SheboyganCountyEDC. Fully 73 individuals are following the site and receive timely access to the most comprehensive coverage of business news about Sheboygan County.

NEW WEBSITE LAUNCHED

The SCEDC announced the launch of its redesigned and updated website on May 28, 2011. The site incorporates new sections, enhanced features, and additional information to bolster available local business resources in Sheboygan County.

The updated SCEDC website contains the following enhanced information: list of businesses for sale, business start-up and entrepreneurial resources, access to custom ESRI demographic reports and community profiles, area workforce information, financial incentives, community initiatives, Sheboygan County business news, available sites and buildings, target industry sector information, investor highlights, and "The Promise of Sheboygan County" video.

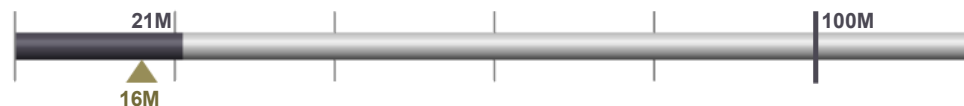
The website is available at: www.SheboyganCountyEDC.com.

PROGRESS ON STRATEGIC GOALS (2010-2014)

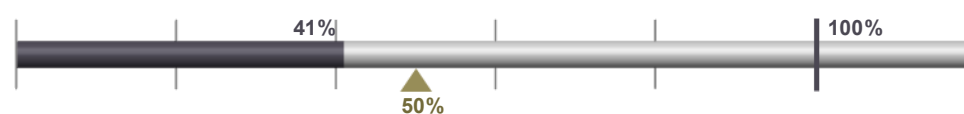
CREATE AND RETAIN 3,500 JOBS



SECURE \$100 MILLION IN CAPITAL INVESTMENT



UTILIZE 95% OF THE SHEBOYGAN COUNTY REVOLVING LOAN FUND (RLF)



▲ Designates 2010 year-end total ■ Designates present total

NOTES:

- Three projects in which the SCEDC was involved beginning in 2010 recently came to a successful conclusion: Torginol, Inc.'s purchase of the Alumeroll facility in Sheboygan to accommodate the company's expansion plans, First Supply opening a new showroom and wholesale distribution facility, and Muth Mirror Systems' successful application to the Town of Sheboygan's revolving loan fund program to help fund expansion of its operations.
- While the program was heavily promoted by the SCEDC, no loans were made through the Sheboygan County RLF program in the 2nd Quarter, 2011.

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BUSINESS ASSISTANCE

SCEDC launched a "Spring Business Retention Survey Blitz" to survey 230 Sheboygan County small businesses in targeted or high-growth industries. Over 25 community volunteers helped administer the survey and visited with company leaders. The survey blitz ended on June 30th, and summary results will be reported in July.

Staff is participating in the Northeast Wisconsin Global Trade Strategy project. Outcomes of the project include an inventory of regional exporting capacity and an actionable plan to increase global trade competitiveness.

BUSINESS ATTRACTION & RECRUITMENT

The SCEDC launched its updated website, www.SheboyganCountyEDC.com. The new site contains more information and enhanced features, and utilizes a sleek design and bold imagery to convey the inherent promise of Sheboygan County.

SCEDC made a formal request to the Sheboygan County Board of Realtors for permission to share property data from Metro MLS with the SCEDC's Location One Information System (LOIS) and the State of Wisconsin's www.LocateInWI.com database. This will make it easier for individuals to search for available sites and buildings in Sheboygan County.

ENTREPRENEURIAL DEVELOPMENT

SCEDC Board of Directors has authorized moving forward with the creation of an Angel Investment Network, to support entrepreneurial development in Sheboygan County. Additional information will be forthcoming this summer.

FINANCING TOOLS

Sheboygan County approved an agreement for the SCEDC to provide administrative services for the Economic Development Revolving Loan Fund Program.

WORKFORCE

Young professionals have formed four sub-committees resulting from the "Promise of Sheboygan County 2020" retreat held in March 2011. Each has submitted a plan to address the following opportunities: 1) improving downtown Sheboygan livability, 2) seeking ways to attract and retain young professionals, 3) creating an on-line events/entertainment forum geared

towards young professionals, and 4) seeking ways to encourage young entrepreneurs in Sheboygan County.

COMMUNITY INITIATIVES

Staff has been coordinating efforts between public and private entities to secure local and state funding for the \$15 million Plymouth to Kohler Rail Reconstruction Project, including assisting Sheboygan County and Bemis Manufacturing Company with submittal of a \$1 million Transportation Economic Assistance (TEA) Grant from the State of Wisconsin.

The SCEDC is working with the City of Sheboygan and Vandewalle and Associates, Inc. to continue promoting development opportunities along the Indiana Avenue Technology Corridor, including the I-43 Business Center and Lakefront Business Center.

SCEDC received a \$1,000 Community Partnership Grant from Alliant Energy, for printing costs related to the SCEDC's 2010 Annual Report.

COORDINATION AND COMMUNICATION

In addition to the communication vehicles identified on the front page, the SCEDC is utilizing YouTube to highlight the "Promise of Sheboygan County 2020" Video and to allow local companies to embed the video into their websites, and the SCEDC's new website.

INVESTORS

The SCEDC welcomes and thanks the following new investors this quarter: Heartland Business Bank, Legend Larry's Distribution, Maritime Insurance Group, Quasius Construction, Zimmer Westview Funeral & Cremation Center, and Zimmerman Printing. A complete list of investors are on the SCEDC website.

ABOUT THE SCEDC

MISSION STATEMENT - The mission of the Sheboygan County Economic Development Corporation, a countywide private/public partnership, is to lead diversified economic development efforts to improve the economic well-being and long-term prosperity of the businesses, residents, and communities of Sheboygan County.

VISION STATEMENT - The Sheboygan County Economic Development Corporation will be the premier private/public partnership leading collaborative retention, expansion, and attraction efforts for business and employment development in Sheboygan County.

