



SCEDC Testimonial

THE OSTHOFF RESORT
ELKHART LAKE, WISCONSIN



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION

DO MORE.

Innovative Financial Solutions

The Osthoff Resort, in Elkhart Lake, Wisconsin, is a premier AAA Four Diamond resort located on 500 feet of recreational lakefront. While serving as an inviting vacation destination for many years, the property also provides large meeting spaces for business conferences and special events.

During their strategic planning process in 2012, the resort realized that many times, particularly in the off-season, their conference space would be completely full yet there were still guest rooms available. Upon further market analysis, the resort realized that there was an opportunity to provide the area with a larger facility that could accommodate larger weddings, corporate retreats and special events. To meet that need, the resort decided to increase the size of their already popular conference center.

Understanding that financing was going to play a significant role in the project, Osthoff Resort General Manager, Lola Roeh, turned to the Sheboygan County Economic Development Corporation for assistance.

Dane Checolinski, Director of the SCEDC, began to research the various options available and steered Ms. Roeh and her team towards the Sheboygan County Revolving Loan Fund (RLF). This federally funded, community development grant was part of an intricate

financing package that was interdependent on all of the financial partners. Because The Osthoff Resort, with the SCEDC's assistance, was able to secure the RLF, all of the other financing pieces, including financing from the Village of Elkhart Lake through a TID, easily fell into place.

As a result of this collaboration, The Osthoff created Sheboygan County's largest meeting room in under nine months. It added an additional 23,000 square feet to their operation and increased employment to almost 450 associates. The new space minimizes the affect of lower occupancy times during the year while providing consistent, yearlong employment for our core staff.

"It was not just the knowledge and assistance the SCEDC provided The Osthoff Resort," Lola Roeh stated. "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."

Ms. Roeh continued, "If any other company is in a similar situation, my advice is to immediately call the staff at the SCEDC. They have their finger on the pulse of this area and can provide outstanding advice and creative business solutions."



“The SCEDC helped us find the perfectly tailored solution to allow our business to grow.”

Lola Roeh
Osthoff Resort General Manager