

2010 BUSINESS SURVEY RESULTS

Sheboygan County



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 2010 BUSINESS RETENTION SURVEYS

In 2010, a total of 107 companies were visited throughout Sheboygan County, representing many of the major employers or key community businesses. Most were visited during a condensed 45-day survey blitz organized by the SCEDC in September and October. During this time period, multiple state-wide elections were in full swing and the national debate regarding healthcare was at its zenith. These events likely influenced responses during 2010.

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

The 133-question survey includes sections on: company profile, local workforce, sales, e-commerce, facility and equipment, municipal services, and business climate. A regional comparison of 2010 summary responses follows.

REGIONAL COMPARISON

	Sheboygan County	New North*
Overall		
Businesses surveyed	107	330
Workforce represented	10,417	39,147
% of companies who project they will ...		
Hire more employees	42%	37%
Increase sales	88%	84%
Increase sales overseas	15%	19%
Expand locally	22%	20%
% of companies who...		
Increased investing in their business	35%	33%
Rated the workforce excellent or good	83%	86%
Own their facility	81%	77%
Facilities		
Planning an expansion	21%	20%
Rated facility good or excellent	92%	91%
Equipment		
Rated equipment good or excellent	96%	87%
Trend of increasing investment in equipment	56%	49%

*Includes all of Brown, Calumet, Dodge, Door, Florence, Fond du Lac, Green, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Washington, Waupaca and Winnebago Counties.

SHEBOYGAN COUNTY RESPONSES

Overview	Firms	Employment
Total	107	10,417
Manufacturing	69%	63%
Finance and Real Estate	15%	8%
Construction	6%	2%
Health Care & Social Assistance	4%	23%

Projected Employment	Current	Projected	Difference	% Difference
Total	10,417	11,233	+816	+9.6%
Manufacturing	6,529	6,885	+356	+5.5%
Finance and Real Estate	707	724	+17	+0.2%
Construction	188	193	+5	+2.7%
Health Care & Social Assistance	2,382	2,372	-10	-0.4%

Projected Sales Growth	Firms	Percent
50%+	7	7%
25 – 49%	6	6%
10 – 24%	36	36%
1 – 9%	40	40%
0%	10	10%

Municipal Services	Excellent/Good	Fair	Poor
Water/Sewer	72%	5%	1%
Code enforcement	73%	6%	5%
Building inspection/permitting	73%	12%	2%
Zoning/land use	76%	14%	2%
Local road network	62%	18%	11%
Interstate highway system	85%	6%	2%
Airport	44%	8%	2%
Rail	19%	8%	8%
Gas Utility	82%	8%	3%
Electric Utility	83%	8%	4%
Phone/Internet	65%	22%	8%
Police protection	89%	6%	1%
Fire/emergency services	90%	3%	0%
Public transportation	50%	6%	2%

Business Climate	Excellent/Good	Fair	Poor
Overall	49%	41%	11%
Workforce quality	83%	13%	0%
Workforce availability	70%	19%	8%
Local government	54%	30%	10%
Local tax structure	27%	39%	25%
State tax structure	9%	30%	51%
Workers compensation rates	30%	39%	19%
Economic development	39%	33%	18%
Recreational/Cultural amenities	81%	6%	5%
Housing	79%	8%	3%
K-12 Education	79%	8%	3%
Colleges/Universities	76%	6%	3%
Technical Training	83%	6%	2%

SHEBOYGAN COUNTY SNAPSHOT

- ▶ 62% of firms have a strategic plan
- ▶ 79% of firms consider themselves to be innovative
- ▶ 14% of firms own a patent
- ▶ 4% of firms have a trademark
- ▶ 48% of firms have increased their IT investment over the past 18 months
- ▶ 16% of firms sell directly to government
- ▶ 18% of firms import materials from other nations
- ▶ 31% of firms export products to other nations
- ▶ 57% of firms use the internet to sell products
- ▶ 61% of firms use the internet to buy products
- ▶ 67% of firms have a formal workforce training program
- ▶ 76% of firms indicated that the majority of essential personnel were middle-aged

OPEN ENDED QUESTIONS AND ANSWERS

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

- A: 37% - Good workforce
14% - Transportation advantages/Close to customers
10% - Company was always here

Q: Businesses with other locations were asked what were the advantages and disadvantages of operating in Sheboygan County. *(all responses)*

- A: Advantages (+) Low utility cost when compared to Kentucky
 Low cost of living when compared to Minneapolis

- Disadvantages (-) Hard to attract talented workers when compared to Arkansas
 Wisconsin government is hard to work with compared to Georgia & Pennsylvania
 SE Wisconsin has additional air pollutant regulations compared to Georgia

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

- A: 24 – None
18 – Efficient process improvement
14 – Hardware & software improvements
13 – Web-based technology
12 – “Green” or environmental friendly alternatives (products & processes)
7 – New product development

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

- A: 12 – Technicians & machinists
9 – Dependable workers with soft skills (communication, showing up)
4 – Engineers & technical positions