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Study Shows Proposed Golf Course Will Bring Major Economic Boost to Sheboygan County, Creating Jobs and Increasing Revenues

Project Would Create 227 New Jobs and a \$20.6 Million Annual Economic Impact

KOHLER, Wis. – A new independent study released today shows the proposed Kohler Co. golf course in the Town of Wilson would have a significant positive economic impact on Sheboygan County, boosting the local construction industry, creating hundreds of permanent jobs, growing revenues, and expanding the local tax base.

The analysis was conducted by [SB Friedman Development Advisors](#) as part of an extensive review and approval process for the project, which will also include environmental due diligence as required by the Wisconsin Department of Natural Resources. The SB Friedman study reports that, when fully operational, the golf course would create the equivalent of 227 new full-time jobs and generate an annual \$20.6 million economic impact for Sheboygan County, with about \$9.7 million of that in the Town of Wilson. Construction-related activity would bring an additional boost for the County, with construction alone estimated to create 95 full-time equivalent jobs and generate \$12.5 million annually over the three-year duration of the project.

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“The new golf course is an example of how private investment can provide a major economic lift to the local economy, creating new jobs and growing the local tax base while benefitting local schools, taxpayers and the overall community,” said Jim Richerson, Group Director of Golf. “Our intention is to create a public golf course whose minimalist design captures and enhances the natural beauty of the property and is a world-class destination that solidifies Sheboygan County’s reputation as a premier if not the premier golf destination in the United States.” In the year 2000, Golf Digest ranked Sheboygan County seventh in the world of golf destinations.

The project includes a public 18-hole golf course, restaurant and clubhouse, with the latter expected to qualify as a LEED certified building. When fully operational, the proposed course and facilities will employ about 168 full- and part-time jobs and have associated salaries and benefits of about \$3.6 million. Eighty-eight percent of employees are expected to live in Sheboygan County, according to the report.

The SB Friedman study also details how the proposed golf course will be a growth engine for Sheboygan County business and tourism. About 80 percent of the people who play Kohler’s golf courses at Whistling Straits and Blackwolf Run come from outside Wisconsin.

When fully operational, the new golf course is expected to annually generate 22,000 additional room nights in Sheboygan County hotels, the SB Friedman report states. The report projects that visitors will annually spend nearly \$6.5 million locally on purchases of food, beverages, lodging and retail goods before or after golfing at the proposed course.

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The study estimates the proposed golf course will generate more than \$1.1 million in annual tax revenues, including:

- \$495,000 in sales tax to the State
- \$250,000 in room taxes to local governments
- \$71,000 in non-school property tax to the Town of Wilson, Sheboygan County and State
- \$108,000 in school property tax to the Sheboygan School District and Lakeshore Technical College
- \$152,000 in personal income taxes to the State
- \$40,000 in gasoline taxes to the State

“Kohler has earned an international reputation for high quality and innovation and has established a decades-old track record in environmental stewardship. The proposed golf course project will be no different,” Richerson said. “Our company has owned the proposed golf course property for more than 75 years, and our intention is to enhance and preserve the property by developing a use for the property that will have a positive impact on the broader community, not just those few who have been allowed access historically.”

SB Friedman’s analysis quantified the economic impacts – based on 2014 dollars – of the proposed golf course on the Town of Wilson, Sheboygan County, and an 11-county area stretching from Milwaukee to Green Bay. The study showed that as each dollar spent enters the economy, it supports additional jobs, payroll and economic activity, creating a multiplier effect. SB Friedman is located in Chicago and conducts specialized economic and policy studies throughout the Midwest for a range of public and private clients.

The SB Friedman economic impact study can be viewed at www.ProposedGolfCourse.com.

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