

PROPOSED KOHLER GOLF COURSE WILL PACK SOLID ECONOMIC PUNCH

Kohler Co. commissioned Chicago-based economic consulting firm [SB Friedman Development Advisors](#) to conduct a detailed economic analysis of the [proposed golf course](#) in the Town of Wilson. SB Friedman has a track record of conducting economic studies for a variety of projects and has worked with both public and private-sector clients on a broad range of assignments. Key findings in the Friedman study on the golf course include:

- **Hundreds of new full-time jobs will be created**
When done and fully operational, the proposed golf course project will create the equivalent of about 227 new, full-time jobs. In addition, the construction and building of the course and related facilities will create an additional 95 construction jobs over a three-year period.
- **Local and state governments will share in the increased tax revenue**
When fully operational, the new course will generate more than \$1.1 million per year in new tax revenue, the majority of which will be paid by tourists who reside outside of Sheboygan County. While the Town of Wilson, State of Wisconsin and Sheboygan County will all receive a portion of the new tax revenue, another important recipient will be the Sheboygan school system, which will gain more than \$100,000 each year from the project.
- **The new jobs will create a multimillion-dollar boost in local salaries and benefits**
The Friedman study estimates that about 168 full- and part-time jobs will be created at the course itself, and the analysis projects that will translate into an additional \$3.6 million in associated salaries and benefits in the region. Of these new jobs, 88 percent of them are expected to be filled by individuals who live in Sheboygan County. Additionally, construction is expected to generate \$12.5 million in economic impact for Sheboygan County annually over the three-year building period.
- **Tourists spend money when they visit**
The Friedman study estimated that about 80 percent of the visitors to the new course will be tourists who come from throughout the nation and even overseas, resulting in 22,000 additional hotel room nights and \$6.5 million in new spending on food, beverages, lodging and retail goods while visiting Sheboygan County.
- **The total estimated economic impact benefits the local area**
The Friedman review analyzed the project and its total estimated economic impact for both operations and golf tourism and projected that \$20.6 million of the impact would occur in Sheboygan County, with about \$9.7 million of that amount in the Town of Wilson. The study said that an 11-county region would realize a total estimated economic impact for operations and golf tourism of about \$25.1 million.