

PROPOSED WILSON GOLF COURSE TO HAVE MAJOR ECONOMIC IMPACT; EMBODY KOHLER'S STRONG ENVIRONMENTAL COMMITMENT

March 4, 2015

A Letter to the Sheboygan County Community

In Sheboygan County, golf is more than a popular form of recreation - it's a key industry that contributes significantly to the local economy and provides hundreds of jobs for residents.

As a golf destination, each year Sheboygan County draws more than 40,000 visitors who play more than 100,000 rounds of golf. Approximately 80 percent of those visitors travel from out of state, spending their dollars at local hotels, restaurants and businesses.

The new proposed Kohler golf course in the Town of Wilson offers an opportunity to boost the region's economy and enhance Sheboygan County's reputation as a premier, if not the premier, golf destination in the United States. In 2000, *Golf Digest* ranked Sheboygan County seventh in the world of golf destinations, just behind Southwest Ireland. The magazine said, "What Sheboygan County lacks in quantity of golf, it more than makes up for in quality. Two five-star courses at Blackwolf Run and the magnificent two-year-old Whistling Straits. All three classic Pete Dye designs."

Our intention is to create a top-rated public golf course whose minimalist design captures and enhances the natural beauty of the property. The investment will include the 18-hole course, a unique clubhouse with a restaurant open to the public and a maintenance facility.

We asked an outside agency to determine the economic impact of this proposed project, and you can review the results of that study on our website, www.ProposedGolfCourse.com.

The highlights of that analysis are compelling. Construction for the course itself is expected to create about 100 jobs and generate \$12.5 million for Sheboygan County households and businesses annually over the duration of the project. Once fully operational, the course is projected to create 227 full-time equivalent jobs and generate nearly \$21 million in annual economic activity.

Apart from the significant positive economic impact, we know that sound business decisions are linked to a strong environmental commitment. That's why the course will embody Kohler's commitment to sustainability and will be consistent with our decades-old track record of environmental stewardship. In fact, we plan to apply for LEED green building certification for the clubhouse.

The future of Sheboygan County is important to those who live, work and raise families here, and that's why we want to be sure we have public input. We are currently working through the Town of Wilson and the Wisconsin Department of Natural Resources to ensure that we comply with all necessary rules and regulations. The approval process will be an open, fact-based discussion with public hearings for community members to provide their feedback.

Our goal is to enhance a world-class destination that benefits the Town of Wilson and the entire region, and to do it in an environmentally responsible manner that considers public feedback throughout the process. Along the way, we can create hundreds of jobs and provide millions in economic impact for Sheboygan County.

We believe the proposed golf course will provide substantial benefits to residents, and we hope that the community will continue to stand behind and support this effort.



Sincerely,

Jim Richerson

Group Director of Golf
Hospitality and Real Estate
Kohler Co.