

# PROJECT UPDATE PROPOSED GOLF COURSE

March  
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."

Our intention is to create a top-rated public golf course whose minimalist design captures and enhances the natural character 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](http://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.

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Sheboygan Lakefront



Whistling Straits

## Supporting the Local Economy

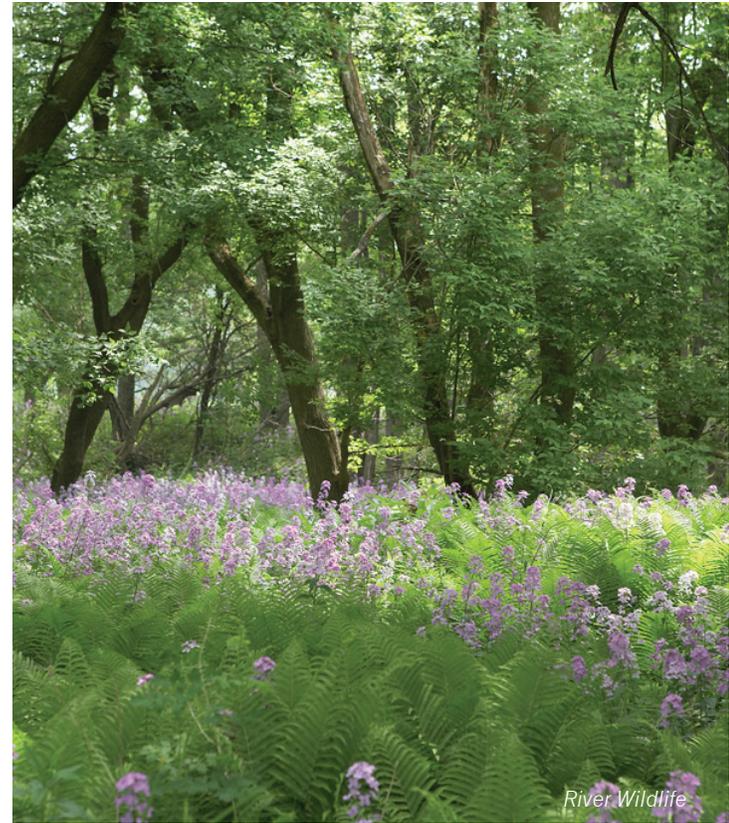
For Sheboygan County, golf is more than a recreational activity – it is a key industry contributing to the strength of the local economy and creating jobs. With multiple premier golf courses and resort hotels located in the region, Sheboygan County has already established itself as an international golf destination. In 2000, *Golf Digest* ranked Sheboygan County seventh in the world of golf destinations, just behind Southwest Ireland.

A new public golf course will further enhance Sheboygan County’s standing as a global golf destination, thereby creating new jobs and growing the local tax base, benefitting local schools, taxpayers and the overall community. There will be significant economic benefits, including new jobs, purchases from local suppliers and more tourism spending from visitors who come to Sheboygan and the surrounding areas.

A recent analysis conducted by the economic consulting firm SB Friedman Development Advisors found that **when fully operational, the proposed golf course is projected to create the equivalent of 227 full-time permanent jobs and generate nearly \$21 million in annual economic activity for Sheboygan County households and businesses.**

## Boosting Local Construction

The construction and capital investments associated with the proposed golf course are anticipated to generate significant and positive economic impact. With an initial investment of more than \$25 million, the project will create jobs in the construction and maintenance industries, and will require the purchase of equipment and supplies during the construction period. The construction of the golf course and facilities is an opportunity to generate a meaningful economic boost for small businesses, the local construction industry and related sectors. The project is anticipated to generate economic activity over the duration of the building period. This new construction investment in Sheboygan County is projected to create significant activity for local contractors, tradespeople, small businesses and suppliers. Construction itself is estimated to create the equivalent of 95 full time jobs and generate \$12.5 million for Sheboygan County households and businesses annually over the duration of the project.



River Wildlife



Whistling Straits

### Total Estimated Annual Economic Impact for Construction

	JOBS (FTE)	SALARIES & BENEFITS (millions)	IMPACT (millions)
Town of Wilson	67	\$3.9	\$9.0
Sheboygan County	95	\$5.3	\$12.5
11-County Region	102	\$5.8	\$13.6

Source: IMPLAN and SB Friedman

## ECONOMIC BENEFITS FROM THE NEW COURSE:

**227** FTE JOBS created in Sheboygan County

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**\$20.6** MILLION in total annual economic output in Sheboygan County

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**\$6.5** MILLION in additional expenditures for the hospitality, retail, food and beverage industries

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**22,000** ADDITIONAL room nights per year at Sheboygan County hotels

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**23,000** ROUNDS of golf per year



*Riverbend*

## Golf in Sheboygan County

Sheboygan County has established itself as a premier destination for golf. In addition to various golf options, Sheboygan County is home to resort hotels. During golf season, more than 42,000 people travel to Sheboygan County to experience one or more of the golf course options and stay in county hotels and resorts. A majority of visitors travel from outside the region, with 80 percent traveling from out of state. The proposed new course is expected to attract visitors from throughout the nation and generate expenditures from guests and hospitality in Sheboygan County. These expenditures include more than \$6.5 million in lodging and purchases of food, beverage and retail goods, before or after golfing at the proposed course.



*Whistling Straits*

# PROJECT UPDATE PROPOSED GOLF COURSE

Kohler Co.  
444 Highland Drive  
Kohler, WI 53044

We would like to hear your thoughts on the proposed golf course. Email us at [info@ProposedGolfCourse.com](mailto:info@ProposedGolfCourse.com)

[www.ProposedGolfCourse.com](http://www.ProposedGolfCourse.com)



Blackwolf Run

### Popular Destination.

For many golfers, playing golf in Sheboygan County is a “bucket-list” experience. In 2000, *Golf Digest* ranked Sheboygan County seventh in the world of golf destinations, just behind Southwest Ireland.

### Championship Events.

The Straits Course has hosted the 2004 and 2010 PGA Championships and the 2007 U.S. Senior Open. It will host its third PGA Championship in 2015 and the prestigious Ryder Cup in 2020. Blackwolf Run has hosted the U.S. Women’s Open in 1998 and 2012.

### Proposed Golf Course.

Kohler Co. has proposed building a world-class, 18-hole golf course on land it has owned in the Town of Wilson for more than 75 years. The course will join Kohler’s courses at Whistling Straits and Blackwolf Run to reinforce Sheboygan County as a premier golf destination in the U.S.