

PROJECT UPDATE — A Modified, Minimalist Design PROPOSED GOLF COURSE

March 2015

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A Letter to the Sheboygan County Community

Kohler Co.'s proposed 18-hole, public golf course in the Town of Wilson – in addition to creating more than 220 full-time jobs, generating \$20-plus million in annual economic impact and



Jim Richerson

boosting the local tax base – represents an extraordinary opportunity to open the land to public use and ensure minimalist development for the future. The project would transform

private property the company has owned for more than 75 years into an exceptional public golf course, designed by Hall of Fame golf course designer Pete Dye and destined to be among the top 50 courses in the world.

We first unveiled the golf course project in early 2014. In the interest of making the public aware of the company's intentions as early as possible, we shared high-level plans prior to detailed engineering and design. Over the past several months, our plans have evolved based on the results of our due diligence and field work, as well as valuable input from the public. We have made concerted efforts to avoid, minimize or mitigate environmental impacts.

Our modified, balanced approach: (1) sharply reduces encroachment on wetlands acreage from more than 25 acres originally estimated to less than five acres; (2) significantly cuts the use of state parkland from 33 acres to less than four acres for an entry road and maintenance building in an area already used by the state park for maintenance equipment and not normally accessed by the public; and (3) removes invasive species, such as the predominant

Japanese barberry – a thorny tangle that makes portions of this land impenetrable and whose removal will allow the land to breathe. Upon completion, the project will open private land to the public.

Whether at Whistling Straits, Blackwolf Run, the River Wildlife land preserve, the Kohler Environmental Center – a leading-edge secondary education institution in Wallingford, Conn. – Kohler corporate headquarters or our many facilities worldwide, Kohler has always believed that good business practice and sound environmental policy must work together. This approach reflects our commitment to sustainability, responsibility, innovation, quality and high standards.

The approval process for the proposed golf course will be an open, fact-based discussion with public meetings for community members to share their thoughts and feedback. A cross-section of public input is important to us. Our goal is to have a world-class destination that creates jobs and provides other economic benefits for the Town of Wilson and the region, and to do it in an environmentally responsible manner that will serve the community and enhance the land for generations to come.

Thanks to those who have expressed support for and interest in our project. We'll work to continue to keep the lines of communication open. More information on the proposed golf course, a revised course map and a report on its economic impact can be found at www.ProposedGolfCourse.com.

Sincerely,

Jim Richerson
Group Director of Golf
Hospitality and Real Estate
Kohler Co.

MINIMALIST DESIGN RESPECTS THE LAND

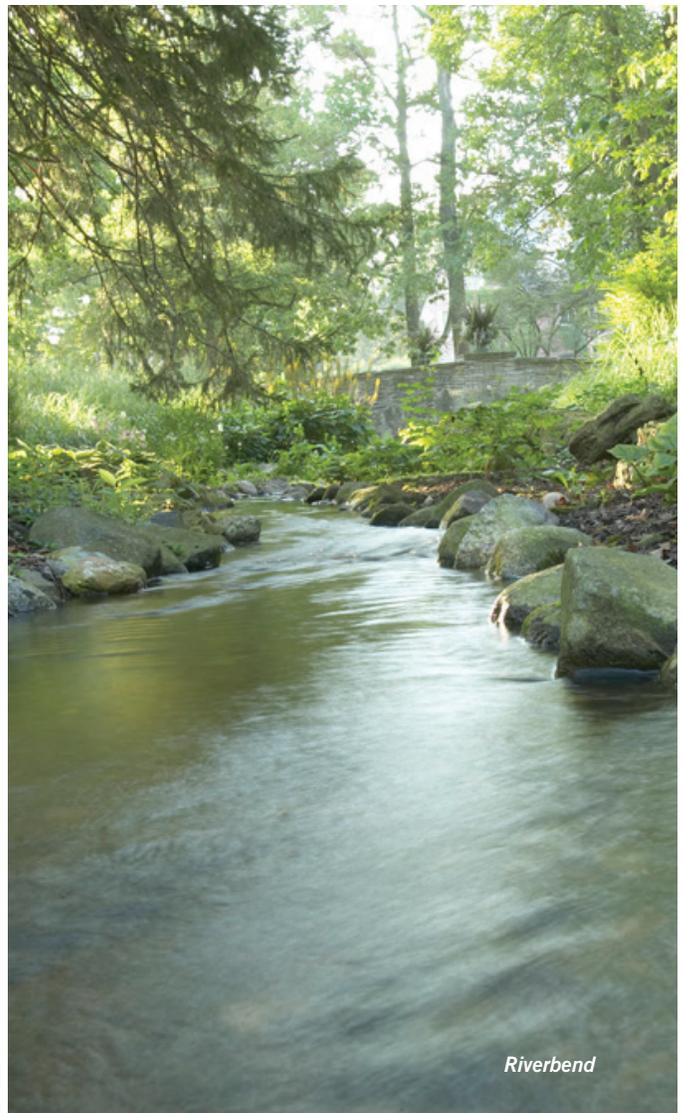
Kohler's modified, minimalist plan for its proposed Town of Wilson golf course includes the following:

PRESERVATION OF MORE WETLANDS: Scaled-back plans, including a modified course layout, a rerouted entrance and a minimalist design, will reduce impacted wetlands to less than five acres from more than 25 acres originally estimated. Kohler would mitigate the wetlands impact by following the state's mitigation program that allows the company to preserve additional wetlands (preferably in Sheboygan County) or contribute to the Wisconsin Wetland Conservation Trust, resulting in a net increase of wetland habitat.

REDUCED IMPACT TO STATE LAND: The revised proposal would affect approximately four acres of state land for an entry road and maintenance building in an area already used by the state park for a maintenance facility and operations. This area of the state park is not normally accessed by the public, and the easement would follow a route similar to the one approved for a previous development proposal. The original plan impacted approximately 33 acres of state land for additional golf course use, a maintenance building and an access road that crossed park trails. The original plan also required a new river crossing impacting wetlands to the west of the proposed golf course. By utilizing and enhancing the state park's existing entrance, public areas of the state park are not impacted.

NATURAL METHODS PREFERRED: The course will be designed to require minimal maintenance, and the company will use natural methods for controlling invasive species whenever possible. Kohler has a proven record of employing the best management practices regarding use of approved pesticides, herbicides and fertilizers on its golf courses, and its courses have never been cited with an environmental violation.

REMOVAL OF INVASIVE SPECIES: Sound land management principles will feature the removal of invasive species, including the predominant Japanese barberry – a thorny tangle that makes portions of this land impenetrable and whose removal allows the land to breathe.





The Kohler Environmental Center

EXPANDED PUBLIC ACCESS: For decades, only a limited number of area residents had permission to access the property with no cost or taxes to themselves. Among the most vocal opponents of the project are some of those residents who apparently prefer that the land be maintained for their private use. But, like Kohler’s four other award-winning golf courses, this course would transform Kohler’s private property into a public golf course with a realistic chance of it being considered among the top 50 in the world.

ADOPTION OF GREEN BUILDING STANDARDS: Clubhouse plans call for environmentally sensitive design standards to achieve eligibility for Leadership in Energy and Environmental Design (LEED) green building certification.

REVISED GOLF COURSE MAP ON KOHLER CO. PROPERTY

MODIFIED PLAN

Sharply reduces wetlands impact from more than 25 acres to less than 5

Significantly limits state land use from 33 acres to less than 4

Opens private property to public

Removes invasive species and allows land to breathe

Protects wildlife and habitat

Preserves site’s natural character



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PROPOSED GOLF COURSE

Kohler Co.
444 Highland Drive
Kohler, WI 53044

Your feedback is important to us and we encourage you to visit our website at www.ProposedGolfCourse.com to learn more about this project. You are also welcome to email your thoughts to us at info@ProposedGolfCourse.com. We look forward to hearing from you!

www.ProposedGolfCourse.com



Whistling Straits

PROJECT INFORMATION

COMMITMENT TO SUSTAINABILITY

Kohler Co.'s proposed 18-hole golf course will be a world-class public destination that offers golfers an unmatched experience while reinforcing the company's commitment to environmental stewardship. The course will feature a minimalist design by Hall of Fame golf course architect Pete Dye, and includes plans for a LEED green building certification for its clubhouse and other environmental features.

SUPPORTING THE LOCAL ECONOMY

A new public golf course will further enhance Sheboygan County's standing as a global golf destination, creating new jobs and growing the local tax base, benefiting local schools, taxpayers and the overall community.

YOUR FEEDBACK IS IMPORTANT

The approval process for the proposed golf course will be an open, fact-based discussion with public hearings for community members to share their thoughts and input. As a committed and contributing member of the Sheboygan County community, our goal is to have a world-class destination that creates jobs and provides other economic benefits to the Town of Wilson, and does so in an environmentally responsible manner.