

ROCK COUNTY 5.0

ONE VISION | ONE VOICE



5 STRATEGIES • 5 YEARS • 5 PARTNERS

Rock County 5.0 Advisory Council Co-Chairs:
Diane Hendricks and Mary Willmer-Sheedy

Rock County 5.0 represents five key economic development implementation strategies:

- ▶ Business Retention & Expansion
- ▶ Business & Investment Attraction
- ▶ Small Business & Entrepreneurship
- ▶ Real Estate Positioning
- ▶ Workforce Profiling

ADVISORY COUNCIL MEMBERS

David Cullen	J.P. Cullen & Sons
Diane Hendricks	ABC Supply Company
Diane Ramsey	Alliant Energy
Gerry Behan	Kerry Americas
Henry Knueppel	Regal-Beloit Corporation
Jane Blain-Gilbertson	Blain Supply, Inc.
Jim Fisher	JBF Group
Jim Fitzgerald	The Fitzgerald Group
Joe Pregont	Prent Corporation
Mary Willmer-Sheedy	M&I Bank
Paul Palmby	Seneca Foods Corporation
Richard Gruber	Mercy Health System
Rob Gerbitz	Hendricks Development Group
Ron Ochs	Janesville Foundation
Steve Eldred	First National Bank & Trust Co.
Tim McKeveff	Beloit Memorial Hospital
Tobin Ryan	Seidler Equity Partners
Tom Ptacin	Klobucar Construction Company

WHAT IS ROCK COUNTY 5.0?

It is a five-year public / private initiative designed to foster collaboration, communication and connections in unprecedented ways. Together, as one community and one voice, we will reposition and revitalize our economy.

WHAT TYPE OF THINGS WILL ROCK COUNTY 5.0 DO?

To effectively influence our economic landscape, our efforts will need to be 100% aligned. This alignment is critical to the successful implementation of the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Real Estate Positioning, Small Business & Entrepreneurship and Workforce Profiling. Simply stated, it is about strengthening / growing our existing assets and opportunities; encouraging and identifying new assets and opportunities; and accelerating and cultivating emerging local assets and opportunities.

WHO IS RESPONSIBLE FOR THIS ROCK COUNTY 5.0 INITIATIVE?

While our entire community is ultimately responsible, the day-to-day duties for implementing this initiative rest upon the shoulders of the Rock County Development Alliance, with ancillary assistance provided by various contracted third parties. The Alliance is a network of five experienced economic development professionals that represent Beloit, Janesville, Rock

County and Alliant Energy. Leadership and oversight will be provided by a diverse cross-section of the county's business community – ranging from agricultural to health care interests – known as the Rock County 5.0 Advisory Council.

WHO IS PAYING FOR ROCK COUNTY 5.0?

Funding will be derived from various individual, business, foundational and governmental sources. These resources will be dedicated toward implementing the five economic development strategies.

WHEN DOES ROCK COUNTY 5.0 START, AND HOW CAN I BECOME INVOLVED?

While various pilot tactics linked to the five strategies have been in place, this initiative is set to be scaled-up and implemented beginning in 2010. As conditions and indicators change, the Advisory Council may adjust the implementation tactics and their related benchmarks. To learn about Rock County 5.0, visit: www.rockcounty5.com

ROCK COUNTY 5.0 WILL DEPLOY A VARIETY OF TACTICS, CAPITALIZING ON RELATIONSHIPS AND LEVERAGING TECHNOLOGY-ENRICHED APPLICATIONS, TO REPOSITION AND REVITALIZE THE AREA'S ECONOMIC LANDSCAPE:



WHAT ARE THE 5.0 GOALS?

- Effectively communicate the community's vision through a single voice.
- Improve the community's image by instilling a feeling of perpetual optimism and providing examples of success in economic development to all in the community.
- Establish and strengthen Business-to-Business relationships and demand-driven workforce development solutions.
- Identify, explore and leverage business and investment connections that provide direct access to decision makers.
- Create, compile and update real-time, marketplace data that's recognized as providing meaningful, value-added information.

"Our communities need to embrace one another and work together to find solutions to our local economic problems. By combining our resources, talents and assets, we can greatly improve our ability to overcome the obstacles we are facing. This is our community; these are our homes and our families. We must not fail."

*Diane Hendricks
Chair • ABC Supply Company*

"We have an opportunity as a business community and as individuals to determine the path and direction of Rock County. Our future, and the future of our children, depends upon our success in retaining existing businesses and attracting new industries to Rock County, as well as employing individuals in meaningful positions in the local economy. We will work together as one community to demonstrate the strengths and resources that this combined community of Rock County brings to the Midwest."

*Mary Willmer-Sheedy
Community President • M&I Bank*

"Clearly the Beloit-Janesville area is facing many challenges; but with challenges come opportunities. By working collectively at the regional level and with a combined commitment to the Rock County 5.0 platform, we will be able to better capitalize on these opportunities. By making connections and building relationships and having one vision and one voice, we can be far more effective in our economic development efforts. I enthusiastically look forward to this exciting new opportunity to enhance regional cooperation for the benefit of all residents of Rock County."

*Larry N. Arft
City Manager • City of Beloit*

"Janesville is committed to a regional economic development approach. The Rock County Development Alliance has helped leverage our limited taxpayer dollars for economic development and achieve far greater place recognition than we could have achieved on our own. For each \$1 invested through this regional approach, Janesville receives more than \$5 of impact."

*Eric Levitt
City Manager • City of Janesville*

"Janesville, Beloit and Rock County have worked together for many years through the Rock County Development Alliance. Given the challenges we face, it is time to take this collaboration to a new level. Rock County 5.0 will harness the strength of both the private and public sectors to provide a shared vision and voice for our economic development efforts."

*Craig Knutson
County Administrator • Rock County*

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