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UNIVERSAL ACOUSTIC & EMISSION TECHNOLOGIES • LANAIR HOLDINGS • NORTHSTAR  
FAIRBANKS MORSE • SHINE • FREEDOM GRAPHIC SYSTEMS • MCKENZIE TAXIDERMY •  
METSO PAPER USA • MINIATURE PRECISION COMPONENTS • PENN COLOR • FAB-MASTERS  
SSI TECHNOLOGIES • STOUGHTON TRAILERS • DATA DIMENSIONS CORP • CUMMINS •  
HUB CORP  
KERRY •  
IMP FOODS

# Communicating Our Vision Through a Single Voice

UNIVERSAL RECYCLING TECHNOLOGIES • UNITED ALLOY • ALLIANCE DEVELOPMENT CORP  
WESTERN CONTAINER • PRATT INDUSTRIES • PRENT • GOEX • CPT • HB SPECIALTY PRODUCTS •  
SENECA FOODS CORP. • JOHN DEERE & CO. (LANDAIR) • CHICAGO FITTINGS • DIAMOND FOODS  
EDGERTON HOSPITAL AND HEALTH SERVICES/DEAN CLINIC • BELOW HEALTH SYSTEM • APARA CARE  
ST. MARY'S/DEAN • FAT VALLET • STATE COLLECTION SERVICE • ACCULYNX • COMPLY365  
ALLIANT ENERGY • DELONG CO. • WOODMAN'S FOODS • MERCY HEALTH SYSTEM •  
KENCO LOGISTICS • BLAIN SUPPLY • MELSTER • GRAINGER • AGRACE



# ROCK COUNTY 5.0

ONE VISION | ONE VOICE



\* Companies that have committed to one or more projects since the inception of Rock County 5.0.



# Identifying, cultivating and strengthening value-added relationships

## What is Rock County 5.0?

Founded in 2009, Rock County 5.0 is a public/private economic development initiative designed to foster collaboration, communication and connections in unprecedented ways. Rock County 5.0 provides the vision and strategic plan for the Rock County Development Alliance, our implementation partner. Together, as one community and one voice, we are repositioning and revitalizing the Rock County economy. Today, we need you to help us continue to grow and prosper, building on our successes with innovative programs and forward-thinking partners.


## What does Rock County 5.0 do?

Rock County 5.0 is dedicated to identifying and nurturing economic opportunities, accelerating regional growth and growing local assets. Over the last four years, Rock County 5.0 has effectively influenced our region's economic landscape by aligning efforts in five key areas:

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

## Who is responsible?

While Rock County 5.0 is a reflection of the needs and desires of our entire community, day-to-day implementation duties are overseen by the Rock County Development Alliance. The Alliance is a network of five experienced economic development professionals who work with an interdisciplinary group of regional business leaders on the Rock County 5.0 Advisory Council. Enlisting a broad range of talents and perspectives from the private sector has contributed to the group's wide-ranging successes over the last four years.



# Aligning our assets to leverage opportunities

## Achieving success through collaboration, communication and connections

It is remarkable what can be achieved in a relatively short period of time with leadership, focus and resources. In 2008-2009, a series of business closings triggered by firms linked to the automotive and durable goods manufacturing sector created an economic tailspin. Double-digit unemployment, record commercial and industrial vacancy rates, a tanking residential market and a tsunami of human services needs exceeded even the most well capitalized organizations.

Five years later, the preparation and positioning are paying dividends. Those negative trends from the past are now consistently replaced by steady, as well as strong, economic indicators that are fueling the area's economy: \$155 billion in new capital investments; over 4.7 million square feet of new or formerly vacant commercial and industrial space is occupied; and an anticipated gain of approximately 2,650 new full-time jobs once these new and revitalized businesses attain their full operational capacities.

While many economic wins have been recorded, a significant amount of unfinished business—and opportunity—remains. Join our effort and help us continually move the economic needle in the right direction. Through your engagement and support, we will:

- **Build our brand and cultivate partnerships that translate into strong, sustainable employment and investment opportunities.**
- **Encourage new real estate investments to support the growing space demand.**
- **Facilitate the continued development of innovative workforce solutions to fill the employee pipeline.**

Together, through one vision and one voice, we are stronger than ever. Let's strike while the proverbial economic iron is hot to capitalize upon the positive gains that we have achieved during these last four years. Your time, talents and resources are greatly appreciated. Thank you.

Sincerely,  
The Rock County 5.0 Advisory Council

# Rock County 5.0 Goals

- ▲ Effectively communicate the community's vision through a single voice.
- ▲ Continue to improve the community's image by instilling a feeling of perpetual optimism and providing examples of economic development success.
- ▲ Establish and strengthen business-to-business relationships and demand-driven workforce 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 is meaningful and adds value.



More progress ahead

## NUMBERS TELL THE STORY\*

INVESTMENTS  
**\$1.55  
BILLION**

Sq. Ft. Leased/Sold  
**2.37 Million**

**69 PRIVATE  
DEVELOPMENT  
PROJECTS**

**2,633  
New Jobs Created**

Sq. Ft. Constructed  
**2.39 Million**

2010-2014. Information collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

\* Announced, completed or in progress.

## Rock County 5.0: Moving the needle in the right direction



This information was collected from primary and secondary sources deemed reliable, such as: Alliant Energy (WP&L), Beloit Daily News, Janesville Gazette Rock County Clerk of Circuit Courts, Rock County Planning & Development, SC WI MLS Corp., SW WDB, WANTED Analytics, U.S. District Court of WI (Western Region) WI Dept. of Revenue, and WI Dept. of Workforce Development.

Please note, this information is subject to change without notice.

## Goals

Economic Indicators



Business Development Outreach & Exposure



Public/Private Sector Engagement & Collaboration



Economic Diversity & Investments



Enhanced Service & Tools



Become an Ambassador of Optimism by joining the movement.

Help us leverage the strong foundation that exists. Support Rock County 5.0.



# Investing in our future

## ECONOMIC INDICATORS:

Analyzing job, growth, housing, income and other economic statistics supports sound investment and development decisions.

## BUSINESS DEVELOPMENT OUTREACH & EXPOSURE:

To build positive brand equity, targeted messaging was created and delivered through various mediums, reaching nearly two million people over the last four years.

## PUBLIC/PRIVATE SECTOR ENGAGEMENT & COLLABORATION:

By actively planning and working together toward a common outcome, we are operating at unprecedented levels.

## ECONOMIC DIVERSITY & INVESTMENTS:

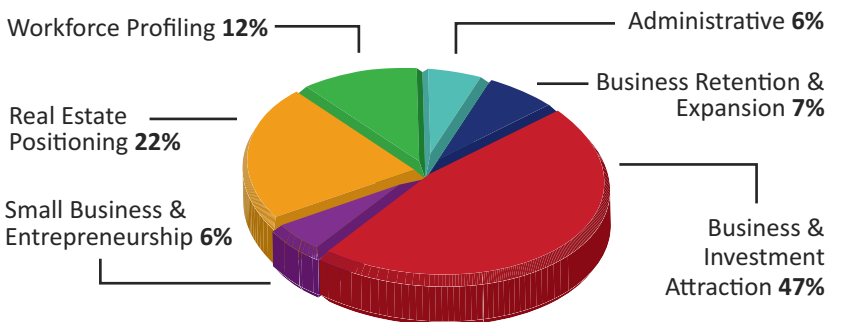
Our repositioning and revitalization efforts are fueled by different industries. A diverse portfolio of investments broadens and strengthens Rock County's economic base.

## ENHANCED SERVICES & TOOLS:

Our toolbox, which is recognized by our clients and peer organizations as leading edge, affords us the opportunity to provide more efficient, effective and proactive services.

## Utilizing Resources Efficiently

Over 60 private businesses, non-profit organizations and individuals have contributed their financial resources and in-kind services to support Rock County 5.0. This support is in addition the generous allocation of staff and office resources provided by Rock County, as well as the cities of Beloit and Janesville. Rock County 5.0 provides for the efficient use of resources, maximizing results in the most effective manner possible. We take our stewardship role seriously, operating lean on the administrative side and demanding value from every dollar invested.



*\*Does not include in-kind donations.*

## ADVISORY COUNCIL MEMBERS

- David Bagley .....McGladrey
- Gerry Behan .....Kerry Americas
- David Cullen .....J.P. Cullen & Sons
- Craig DeGarmo\* .....DeGarmo Plumbing, Inc.
- Tom Eckert .....Blackhawk Technical College
- Steve Eldred .....First National Bank & Trust Co.
- Jim Fisher .....JBF Group
- Kerry Frank .....Comply365
- Rob Gerbitz .....Hendricks Commercial Properties
- Jane Blain-Gilbertson .....Blain Supply, Inc.
- Mark Gliebe .....Regal Beloit Corporation
- Richard Gruber .....Mercy Health System
- Bob Gutschenritter .....Alliant Energy
- Prudence Harker .....LifeCircle
- Diane Hendricks .....ABC Supply Company
- Jeff Klett\* .....TRICOR Insurance
- Curt Lansbery .....North American Tool Corporation
- Tim McKeveitt .....Beloit Health System
- Paul Palmby .....Seneca Foods Corporation
- Joe Pregont .....Prent Corporation
- Tobin Ryan .....Seidler Equity Partners
- Mary Willmer ..... BMO Financial Group

\*These positions represent the Chairs of the Beloit Economic Development Corporation and Forward Janesville, which change annually.

## ROCK COUNTY 5.0 PARTNERS

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**Invest in your future by supporting Rock County 5.0 and the work of the Rock County Economic Development Alliance.**

**Learn how at [www.RockCounty5.com/investors](http://www.RockCounty5.com/investors).**