



## **Beloit and Janesville Business Parks Recognized**

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(Rock County, WI) – Rock County 5.0 announced today that Beloit’s Gateway Business Park and Janesville’s STH 11 Business Park have become Wisconsin’s first and only *officially* designated **shovel-ready** industrial / distribution sites. As an indicator of barrier-free and speed-to-market processes, this shovel-ready designation is increasingly becoming the litmus test for participating in today’s global business development and investment arena. The Ady-Austin consulting group conducted the Beloit and Janesville shovel-ready designation process.

“As a real estate and development company that conducts business globally, I can attest to the necessity of risk mitigation strategies. The detailed front-end analyses and preparation completed by a designated shovel-ready site can literally reduce the property diligence process by several months,” said Diane Hendricks, Rock County 5.0 Co-Chair. Co-Chair Mary Willmer-Sheedy added, “As Wisconsin’s first and only (independently) recognized shovel-ready sites, Rock County joins an elite class of communities throughout the nation. The property designation will definitely assist with competitively positioning, as well as distinguishing, the area’s real estate portfolio.”

“Ady-Austin reviewed over 200 variables, representing primary or secondary data sources, and then combined this evaluation with detailed onsite investigations during the designation process,” said Bob Ady, President of **Ady International Company**. Ady’s colleague, Frank Spano (Director of **Austin Consulting**) added, “The shovel-ready designation process is rigorous and it resembles the exact same methodology that businesses deploy when conducting their site selection processes. Bob and I congratulate, as well as commend, the communities and their staff on earning these shovel-ready site designations.”

James Otterstein, Rock County Economic Development Manager, added, “Speed-to-market is one of our Development Team’s priorities. Moreover, as one of the **Be Bold Wisconsin** recommendations, we’re excited about the future exposure and growth opportunities made available by this shovel-ready site designation.”

Rock County 5.0 is a five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy. The initiative’s efforts are focused on the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

For additional Rock County 5.0 information, visit [www.rockcounty5.com](http://www.rockcounty5.com) .