



Advisory Council Release 5.0 Details

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(Rock County, WI) – Details regarding various Rock County 5.0 initiatives were released today. According to Co-Chair Mary Willmer-Sheedy, “These initiatives reflect the comprehensiveness and interconnectivity associated with Rock County 5.0’s work. We realize that repositioning and revitalizing our economy will involve a multifaceted approach over a period of three to five years.” Brief highlights of several key initiatives are provided below.

- Customer Diversification Assessments – Small-to-medium sized manufacturing companies will now have access to (limited) funding that can be used to assist with their customer, market and/or product diversification efforts. These assessments provide businesses with opportunities to evaluate existing, as well as new, products and/or services.
- Shovel-Ready Property Certification Program – Equivalent to an ISO / QS designation for real estate, this certification program provides select properties with a standard recognized by the development and real estate communities, respectively. This certification program will initially target properties within Beloit and Janesville.
- Targeted Communications & Outreach – Effective business development activities, regardless of audience, require ancillary tools to convey and reinforce the message. These tools will assist with reaching targeted supply chain and new business development opportunities.
- Workforce Profiling – Detailed wage and benefits data, as well as other personnel related benchmarks, provides businesses with critical information that can be utilized to support capital investment decisions. These workforce profiles provide the most value when they are current; thereby, affording businesses with real-time data that can be used to make an informed decision.

Rock County 5.0 Co-Chair Diane Hendricks noted that, “Prior to Rock County 5.0, there was simply not sufficient resources to finance these tools. We are pleased to announce that since we are approaching our capital goal of \$1,000,000 the implementation of Rock County 5.0’s strategies can proceed.”

Rock County 5.0 is a collaborative, five-year public / private economic development initiative focused on five specific strategies. For additional information, visit www.rockcounty5.com.

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