



Virtual Build-to-Suit Portfolio Announced

Media Contact: James Otterstein
Phone: 608.757.5598

Date: June 20, 2011

(Rock County, WI) – To facilitate Rock County’s speed to market brand, which is anchored by its “shovel-ready” designations, a virtual building portfolio has been developed. With the assistance of [Angus Young Associates](#) (AYA), this program has various economic development communication, marketing and project management applications. Additional program details are described below.

This portfolio represents six industrial / warehouse buildings, ranging from 59,000 SF to just over 700,000 SF. Each building has been architecturally designed to meet local and/or state building code and site plan requirements – particularly optimized for the County’s “shovel-ready” Parks. A comprehensive building profile accompanies each building, which contains the following items: detailed specs, floor plans, a site plan and aerial / street-level renderings. An added feature includes the ability to select one of two exterior (construction) finishes: metal with EIFS or precast with brick. Future program enhancements will likely seek to incorporate a host of customization features; thereby, fostering the ability to mix-and-match office floor plans, add extra facility amenities, generate cost estimates, etc. all within a real-time environment.

“This virtual building portfolio provides a credible, value-added discussion and illustration platform for our client management activities. The ability to quantify and validate facility cost and/or size expectations plays a critical role during the site selection process”, said James Otterstein, Rock County’s Economic Development Manager.

Jeff Hazekamp, President of AYA, echoed these comments by stating, “Throughout the design of any construction project, it’s important to balance facility needs versus wants within the context of functionality and operations. As a means to facilitate this important discussion, this virtual build-to-suit portfolio essentially serves to frame-up that dialogue for prospective industrial / warehouse end users expressing an interest in Rock County.”

Details regarding this real estate offering can be found online at www.rockcountyalliance.com within the “Available Properties” section.

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.

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