



# INNOVATION COMMUNITY

Where tomorrow's ideas grow

**SHEBOYGAN COUNTY, WISCONSIN**



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## Introduction

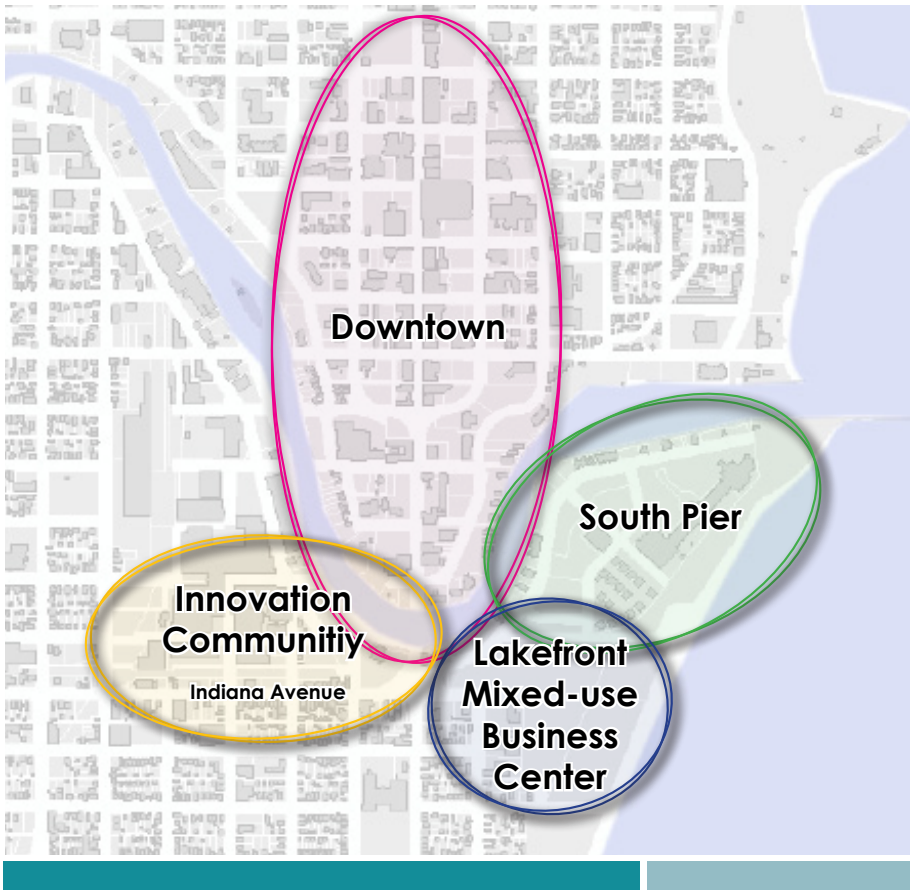
Centrally located and adjacent to a heavily used east-west thoroughfare, Sheboygan County's Innovation Community will be where our community achieves growth through engaging, establishing, and advancing ideas and entrepreneurial spirit.

Developing what will be the epicenter of the innovation community will create a ripple, like a stone tossed in a pond, where idea generation and experimentation can lead to pivotal advancements in product development, design, and efficiency. Creating this community will provide the opportunity for conceptual ideas to become reality, turning prototypes into products on the shelf, and will lead to the establishment of new cutting-edge businesses in Sheboygan County.

## What is this place?

This is the place where founders launch. Retailers exchange. Coworkers share. Non profits transform. Coffee percolates. Professionals mentor. Cyclists cruise. Residents dwell. Businesses accelerate. Restaurants delight. Citizens assemble. Startups disrupt. Students engage. Trailblazers challenge. Investments multiply. Visitors experience. Researchers discover. Parks renew. Families thrive. Pedestrians explore.

This is the place where buildings become bridges, individuals connect into community, challenges offer opportunities, and ideas iterate into innovations.





The Vision of our Innovation Community is:  
A thriving, global live-work-play talent magnet for  
innovation and entrepreneurship.

The Mission of our Innovation Community is:  
Deliver the core programming and ecosystem to  
attract and retain talent to generate marketable  
ideas to expand Sheboygan County's economy.

"Innovation is believed to be  
the fundamental source of  
significant wealth generation  
within an economy"  
-National Science Foundation

# Local Growth

Recently announced growth initiatives by many large businesses, including nationally known Kohler Co., Acuity Insurance, Johnsonville Sausage, Masters Gallery, Sargento and several other companies, all of which include the expansion of current facilities, are adding many jobs over the next few years. Sheboygan County has enjoyed positive growth for six years in a row, including the addition of thousands of new jobs over the last two years.

Since 1974, Sheboygan County has produced one patent every 6 days

# Innovation: Sheboygan County Story

Sheboygan County's story is intrinsically linked to innovation. This area has been leading industries as local companies patented essential technologies. The area's strong manufacturing foundation, coupled with our continued innovation, gives our products their place in nearly every American household.

The innovation community will sit in the heart of the county's largest city, will be easy to access, and will fuel the continued expansion of existing local companies, while providing the infrastructure and support for new ideas on concepts to gain traction.

Sheboygan County's central location and network of thinkers, leaders, experimenters, and entrepreneurs, will continue to drive the industrious spirit of Sheboygan County.



# *The First & The Best*

## *Firsts*

Sargento: First vacuum packaged cheeses, the first packaged shredded cheeses and the first zippered closure for cheese.

Invento: First plastic soda can in North America.

Bemis Mfg: First plastic toilet seat hinge.

Muth Mirror: First blind spot detection display on car side mirror.

Rockline: First pop-up baby wipe.

Kohler Co.: First residential backup generator.

## *Bests*

ACUITY: One of the best places to work for.

Sheboygan County: Lowest poverty rate in the United States & Most Equitable community in the United States.

Johnsonville: #1 national brand sausage.

Sheboygan is ranked 16th in the nation for patents per capita, 2007-2011, and is the only community in Wisconsin to make the top 20 rankings.

-Metropolitan Policy Program at Brookings



## Urban Neighborhood

Walking along the Indiana Avenue corridor you will find bustling streets, small markets, local businesses, people chatting at tables along the cafe, the enticing aroma of some of the best ethnic cuisine the city has to offer and the opportunity to stock up on some signature Sheboygan hard rolls at a long standing family bakery. The Indiana Avenue corridor is a quintessential urban neighborhood offering walkability, easy access to every-day amenities like fresh food and outstanding restaurants, historic structures mixed with newer redevelopment, thriving commercial enterprises along the Avenue, and affordable residences leading deeper into the neighborhood.

Innovation communities thrive in urban neighborhoods like Sheboygan's Indiana Avenue corridor. These areas, with a strong sense of place, lend themselves to casual conversation and cultivate impromptu discussions as people happen upon one another while taking advantage of the area's amenities. Neighborhoods like this breed social capital, which is an essential ingredient for a successful innovation ecosystem.



“Strong places create a culturally and educationally enriched environment that strengthens human interaction, knowledge, and motivation”  
-Brookings Institute



“Top 10 walkable neighborhoods in the midwest” -Redfin

“Only 1 of 17 bicycle friendly communities in Wisconsin” -League of American Bicyclists



Great regional  
resources are  
recharging cities  
on the Great Lakes

## Regional Connectivity

Today the Great Lakes coastal cities are reapplying their vast natural assets and well established human capital to reposition for a new global economy. The Sheboygan innovation community is a key part of that new economic network.

Sheboygan is less than an hour[s] drive to other major population centers including Milwaukee, the Fox Valley and Green Bay resulting in a concentrated population of over 2.5 million residents and nearly 1.5 million employees. Our location offers all the advantage of proximity without the challenges, such as crime and traffic congestion.

"The Sheboygan MSA  
was named one of the  
top 10 safest metros in  
the miwest." -LawStreet







# Master Plan

## A Innovation Center

- Building design defines district vision
- 4 +5 story
- 20,000 sf per floor
- 180'x120' guideline bldg pad
- parking in municipal deck

## D Adjunct Office/Retail

- 2nd and 3rd tier established business
- Stand-alone 1 or 2 story
- 4-6,000 sf per floor
- 75'x95' guideline bldg pad

## B Tech Office

- High visibility/branding along Indiana Ave.
- 2-3 story
- Single or multi-tenant
- 14-16,000 sf per floor
- 80' x 200' guideline bldg pad
- Parking in municipal deck

## E Residential

- Proximity to innovation district, river views
- 4-5 story
- Rental or for sale
- 12-14,000 sf per floor
- 75' x 200' guideline bldg pad
- Parking in 1st floor or municipal deck

## C R+D Office

- High visibility/branding along Indiana Ave.
- 1-2 story
- Single or multi-tenant
- 10-12,000 sf per floor
- 80' x 160' guideline bldg pad
- Parking in municipal lot behind bldg





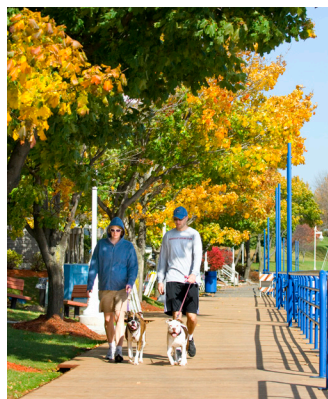
## F World Class Corporate HQ & Mixed-Use Development

- Capitalize on lakefront location
- Compliment surrounding uses including those in the South Pier, Indiana Avenue and Downtown area

## Quality of Life

Hike through the Kettle Moraine, Bike on our expanding trail system, or surf on our shores - Sheboygan County isn't just a great place to build a business, it is also a fantastic place to grow your roots. Whether you are looking for nightlife, unparalleled restaurants and hospitality, or time spent in the great outdoors, Sheboygan County has it all.

Over 400 apartments  
built or planned in  
downtown Sheboygan



Sheboygan is one of the top 10 American cities  
to live comfortably on \$40,000 a year.  
-Business Insider



## Contact Information

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