

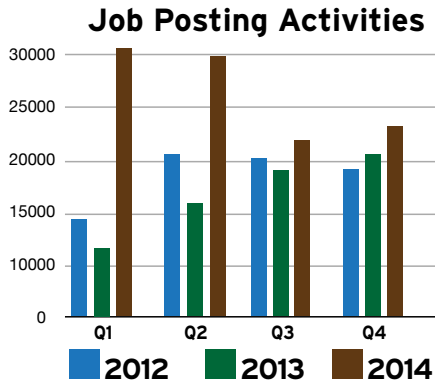
ROCK READY INDEX



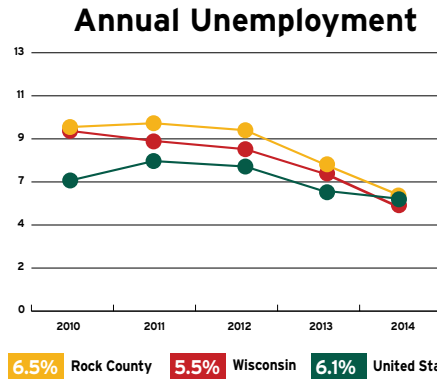
ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q4 2014

Workforce

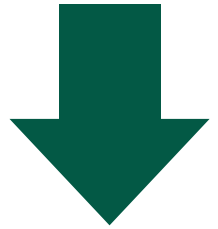


Data Source: SW WDB, WANTED Analytics



Data Source: Wisconsin Department of Workforce Development

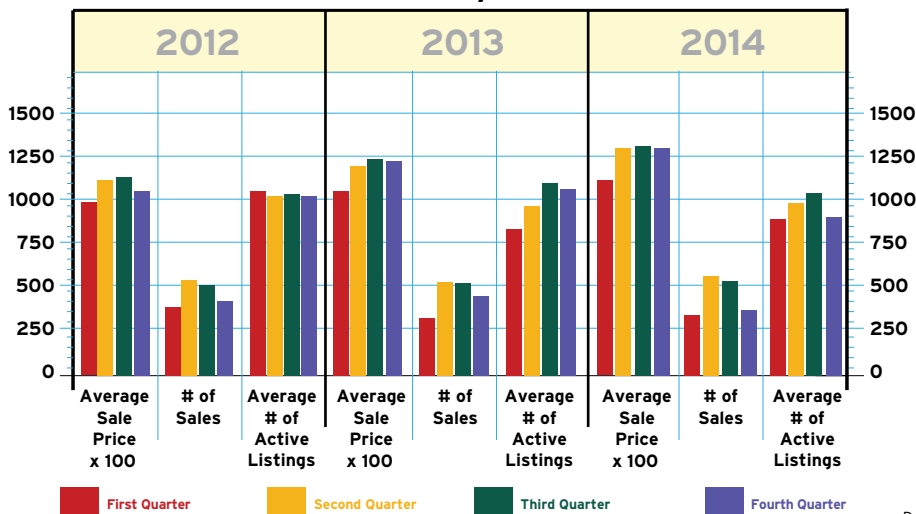
Hiring Activities Remain Strong



Lowest Rates in 6 Years

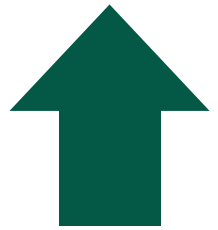
Real Estate

Residential Market Activity



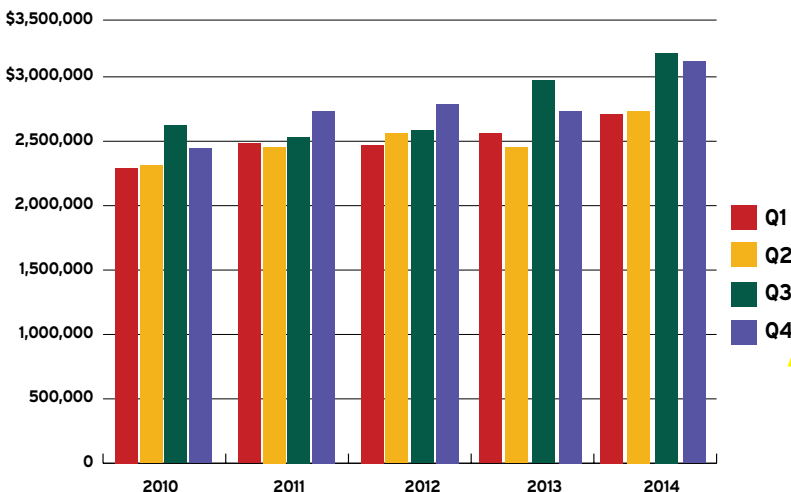
Data Source: South Central Wisconsin MLS Corporation

Highest Q4 Price Points in Seven Years



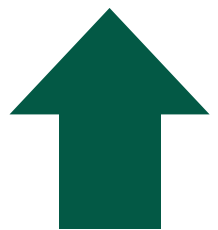
Sales Activity

Rock County Sales & Use Tax Collections



Data Source: Wisconsin Department of Revenue

A New Annual Record: \$11.8 Million



This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

Electric Meter & kWh Data

4th Quarter 2012



4th Quarter 2013



4th Quarter 2014



Most Active Q4 in Several Years

Data Source: Alliant Energy / WI Power & Light
kWh are reported in (000's)

Project Profile

Here's a Sampling of the Economic Development Activity Announced During Q4 2014



PRATT INDUSTRIES
SUSTAINABLE PACKAGING & DISPLAY SOLUTIONS

- Corrugated Box Manufacturing Plant
- 350,000 SF (New Construction)
- \$52 Million Investment
- Opening 2016



- Specialty Fitting Manufacturing Plant
- 30,000 +/- SF (New Construction)
- Opening 2016



- Sporting Goods Equipment, Apparel & Footwear Retailer
- 45,000 +/- SF (Renovated, Leased Space)
- Opening 2015



- Combined Cycle, Natural Gas Turbine Energy Plant
- 115,000 +/- SF (New Construction)
- \$725 + Million Investment
- Opening 2019



- Full-Service, Accounts Receivable Management Solutions Center
- 5,000 SF (Renovated, Leased Space)
- \$5 Million (statewide) Investment
- Opening 2014/2015

Rock County Wisconsin

DEVELOPMENT ALLIANCE



For additional information visit:

RockCountyAlliance.com
608 • 757 • 5598