

ROCK READY INDEX

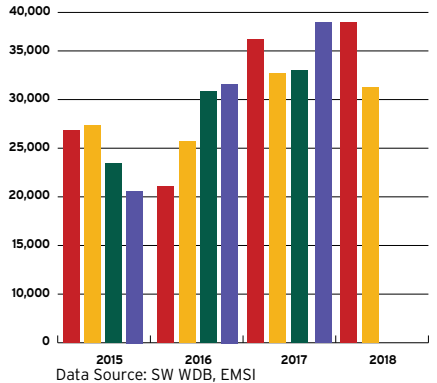


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

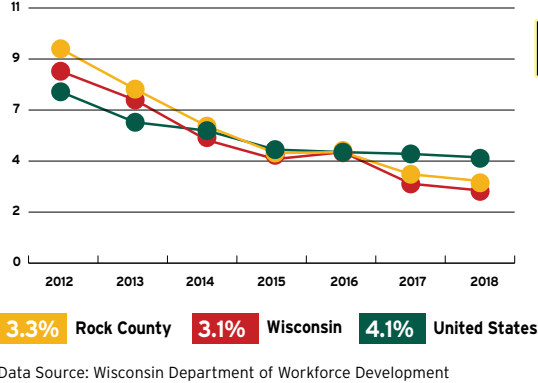
Q2 2018

Workforce

Job Posting Activities



Annual Unemployment

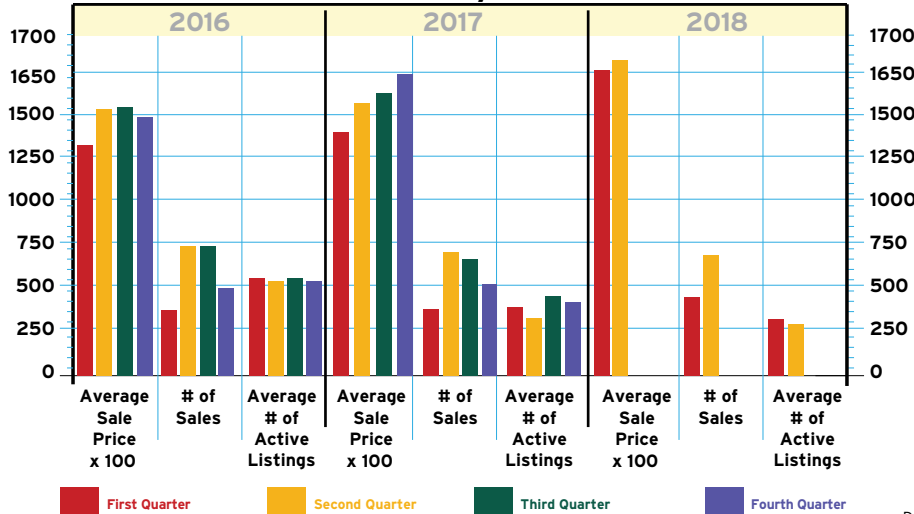


**Rates at
Nearly
20-Year
Low**

No Shortage of Regional Job Opportunities

Real Estate

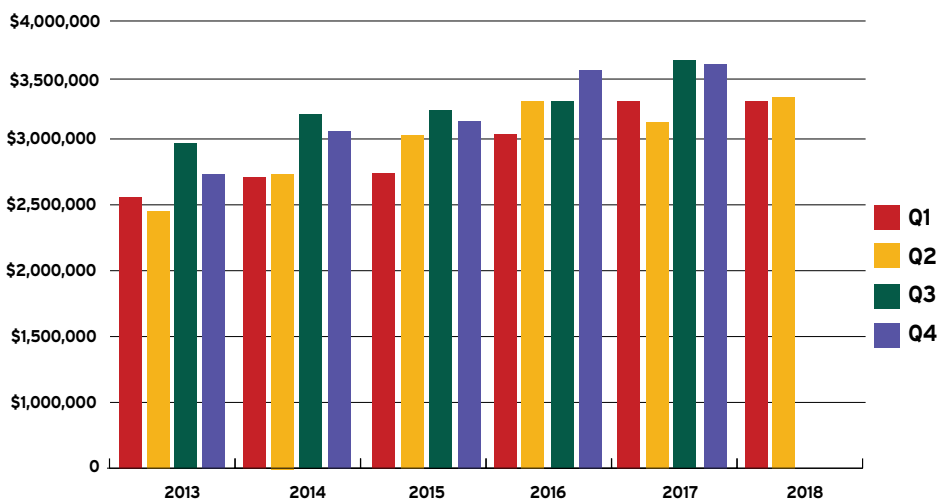
Residential Market Activity



**New Price
Point
Record**

Sales Activity

Rock County Sales & Use Tax Collections

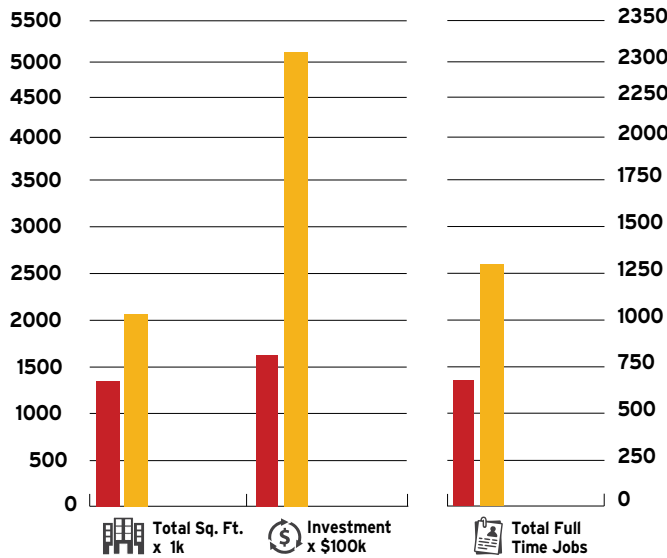


**Another
Strong
Quarter**

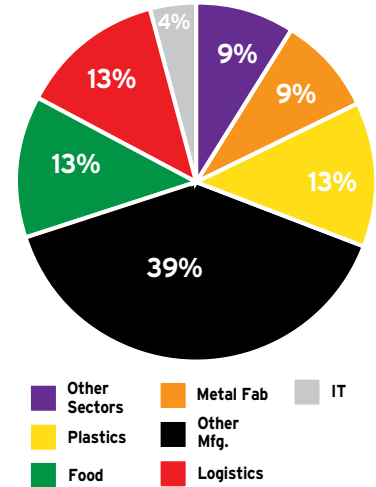
This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

Economic Development Pipeline

Real Estate, Investment & Employment Impacts



Industry Sectors



Project Size and Scope Increase as Manufacturers Dominate the Pipeline

Source: RCDA ED Project Tracker, which provides an aggregate snapshot of the industrial/warehousing and select commercial development opportunities expressing an interest in SC WI, the Janesville-Beloit MSA and/or the Staline area.

Project Profile

CRANES DOT THE JANESVILLE-BELOIT MSA

A number of hotel, industrial / warehousing and multi-family projects were announced during Q2 2018. A brief snapshot of these projects is provided below.

Hotels in Beloit and Janesville broke ground, providing a much needed boost to the area's overnight and extended stay lodging market. In Beloit, the downtown 34-room Hotel Goodwin and Velvet Buffalo Café at the corner of Pleasant and Pubic advanced and upon completion in fall 2018, this property will feature a rooftop pavilion and meeting space. Meanwhile, work continued on the Holiday Inn & Conference Center, a 124-room hotel perched at the City's main intersection of I-39/90 and I-43. In Janesville, construction began on two hotels: the Cobblestone Hotel, a 53-room facility in downtown and then an 87-room Marriott TownPlace Suites located in the City's upper northeast side.

In terms of industrial and warehousing, Janesville-based Badger Property Investments (BPI) announced that it was preparing to construct a pair of buildings. The first development, which is a 60,000 SF build-to-suit project in Milton's Crossroads Business Park, will be leased by SSI Technologies, Inc. This project, which is slated for completion fall 2018, will address SSI's existing and emerging warehousing needs. The second BPI development, which will occur in Janesville's STH Business Park on Innovation Drive, involves a proposed 150,000 SF speculative industrial / warehousing building.

Speaking of industrial, specifically on the redevelopment front, Commercial Development Company Inc. (CDC) began its projected 12-18 month demolition activities at the former GM Janesville Assembly Plant. Since acquiring the property in late 2017,

CDC has invested significant resources into repurposing this 250-acre (+/-) industrial campus for new vertical development. A key component of these activities involves the creation and subsequent submittal of a redevelopment plan, which CDC formally initiated during the quarter.

In Beloit, Hendricks Commercial Properties began renovating the former downtown Kerry Ingredients manufacturing plant, which overlooks the Rock River. This 142,000 (+/-) SF industrial property will be converted into a 70-unit, market rate apartment building. Private balconies, indoor parking, in-unit laundry and a gourmet kitchen in the common area are just a few of this property's amenities.

