

ROCK READY INDEX

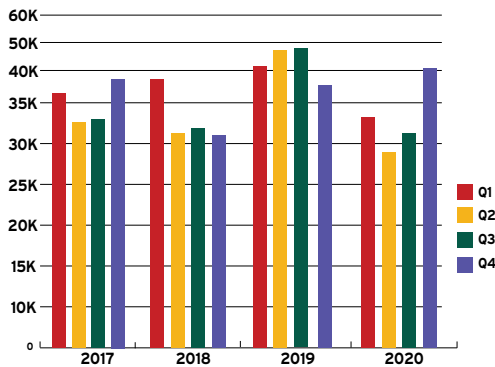


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q4 2020

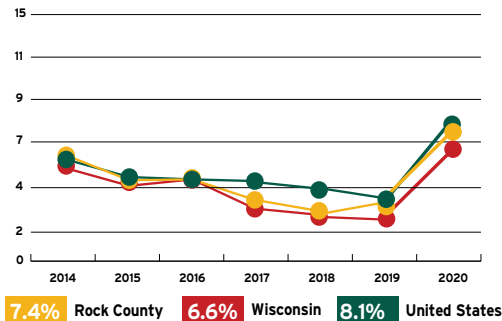
Workforce

Job Posting Activities

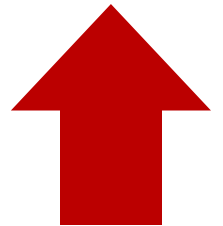


Data Source: SW WDB, EMSI

Annual Unemployment



Data Source: Wisconsin Department of Workforce Development

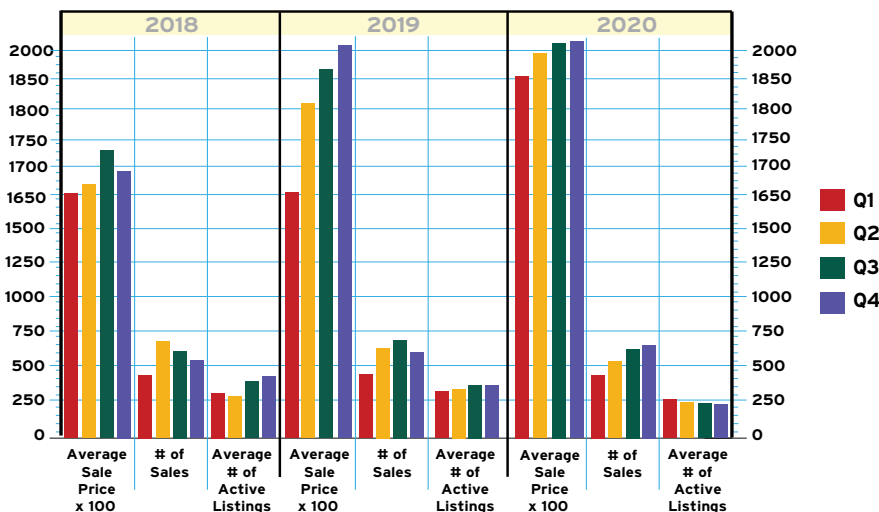


**High Rates
Due to the
Pandemic**

Elevated Job Openings Underscore Systemic Labor Market Challenges

Real Estate

Residential Market Activity

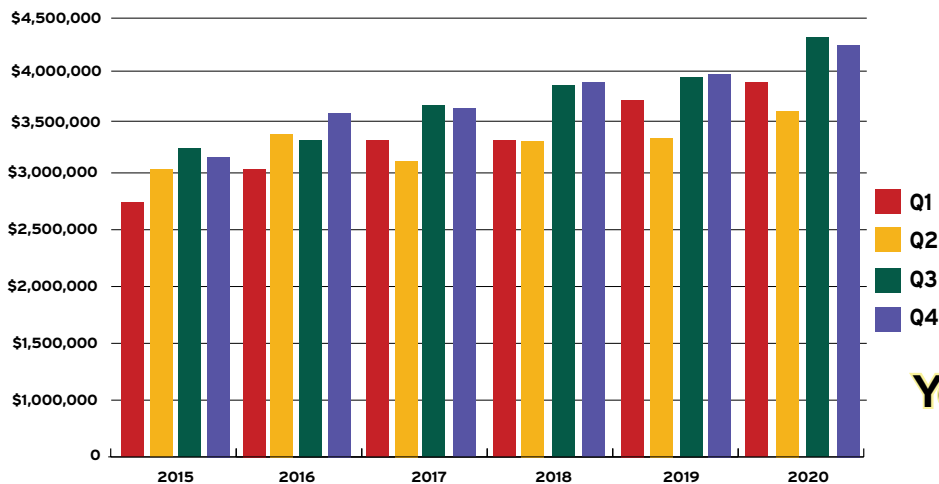


**Steady Demand
Pushes Pricing
to New Level**

Data Source: South Central Wisconsin MLS Corporation

Sales Activity

Rock County Sales & Use Tax Collections



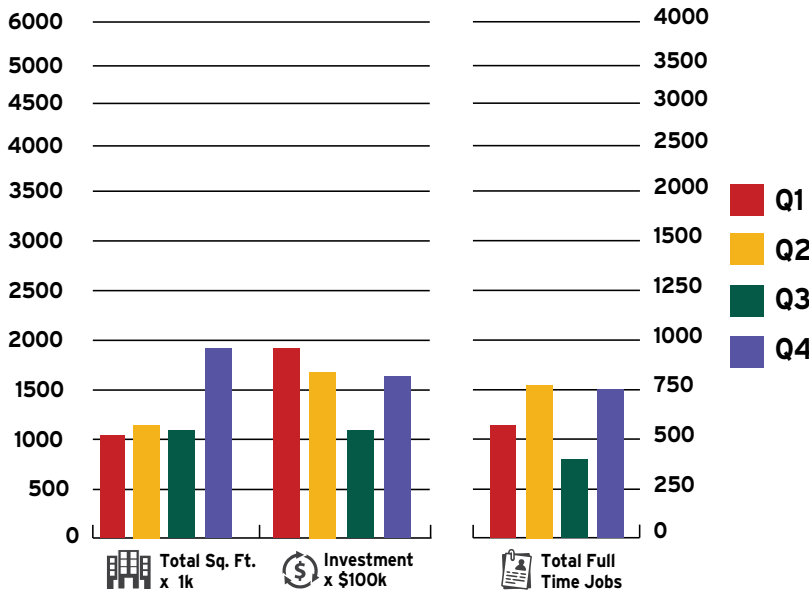
**Strong Finish
Yields Q4 &
Year-End Records**

Data Source: Wisconsin Department of Revenue

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

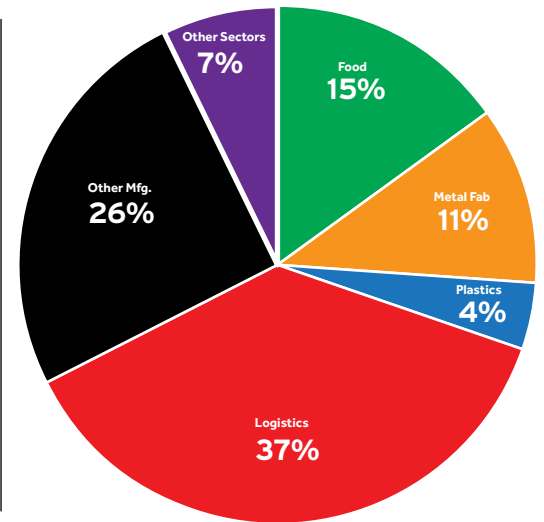
Economic Development Pipeline

Real Estate, Investment & Employment Impacts



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 Stateline area.

Industry Sectors



A Mix of Cautious Optimism Fueled the 2020 Pipeline

Project Profile



CUSTOM SCREEN MANUFACTURER EXPANDS, RELOCATES

If you're looking to transition your home, backyard or business into an entertainment venue, then make sure to give Carl's Place a visit. Established in 2006 as a DIY solutions provider, Carl's Place manufactures large screens for home theater, golf simulators and entertainment venue applications. In addition to its custom screen fabrics, the company also offers a suite of edging and hanging accessories – as well as turnkey kits – to enhance the overall visual experience of its products.

During the last 15 years, Carl's Place has enjoyed steady growth. While the pandemic boosted sales in 2020, the company's strategic positioning had already fueled a pair of expansions before their Q4 2020 expansion and relocation plans were announced. Within a year, Carl's Place will be operating out of its new 56,250 SF design, production and distribution facility in the City's Crossroads Business Park. When future growth plans come knocking again, the company

will have enough surplus land onsite to accommodate another 33,750 SF of new building space. To facilitate this project, the City of Milton provided a Tax Increment Finance package.

For more information about Carl's Place and its products, visit www.carlofet.com.

