

ROCK READY INDEX

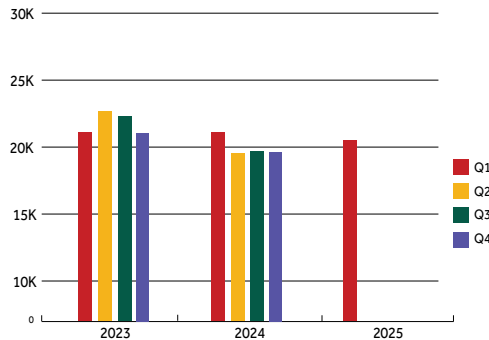


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q1 2025

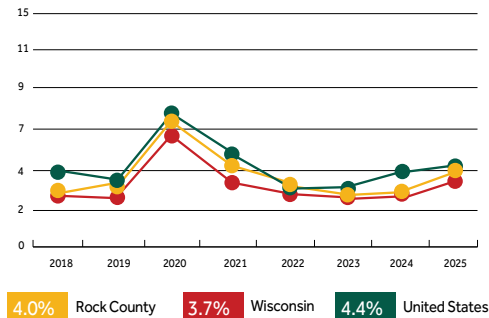
Workforce

Job Posting Activities

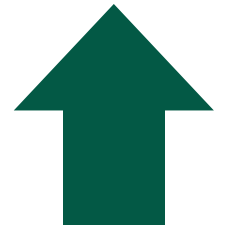


Data Source: SW WDB, EMSI

Annual Unemployment



Data Source: Wisconsin Department of Workforce Development

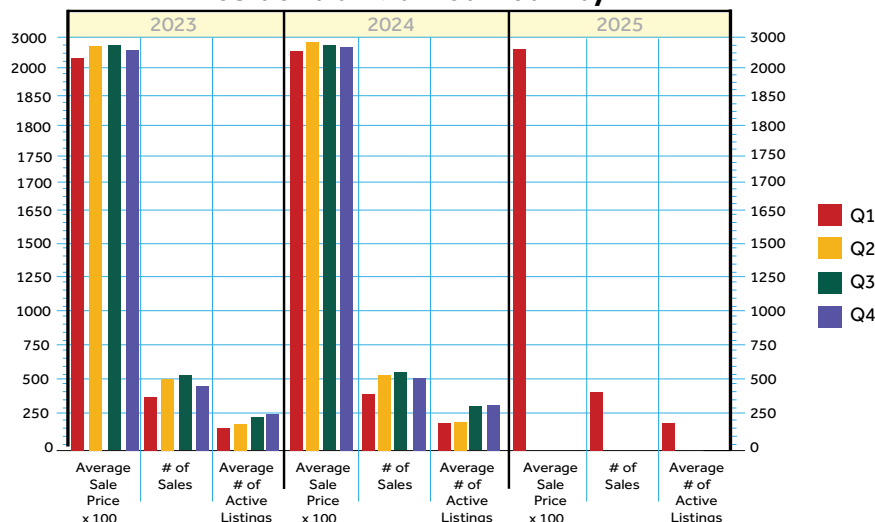


Incremental Uptick

Posting Activities Remain Flat

Real Estate

Residential Market Activity

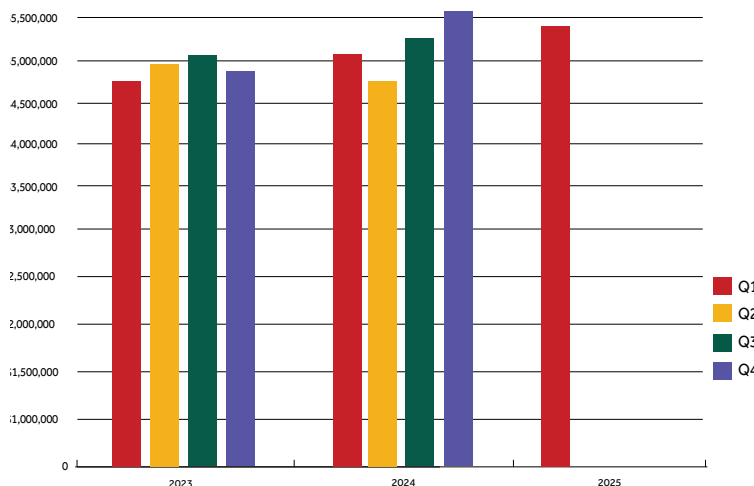


Data Source: South Central Wisconsin MLS Corporation

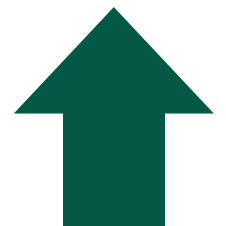


Record Q1 Pricing

Rock County Sales & Use Tax Collections



Data Source: Wisconsin Department of Revenue



A New Q1 Benchmark

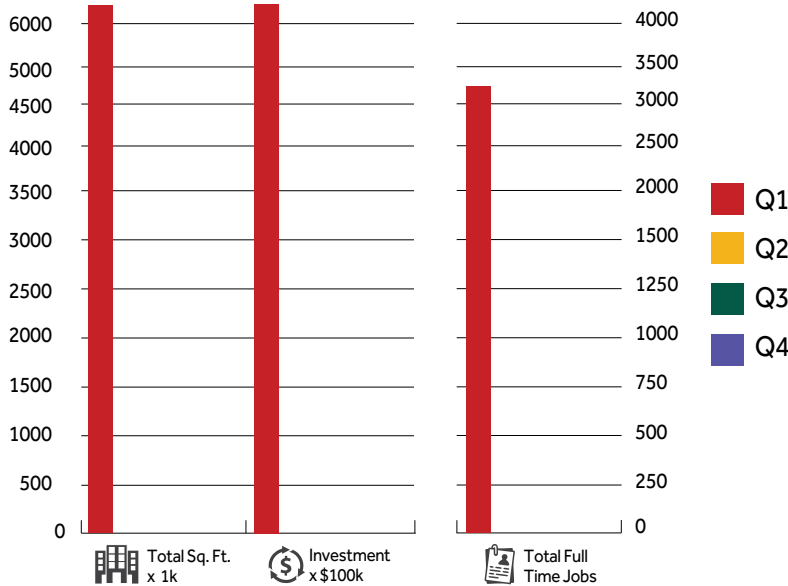
Sales Activity

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

Rock County Development Alliance | 51 S. Main Street | Janesville, WI 53545 | P 608.757.5598 | F 608.757.5586 | rockcountyalliance.com

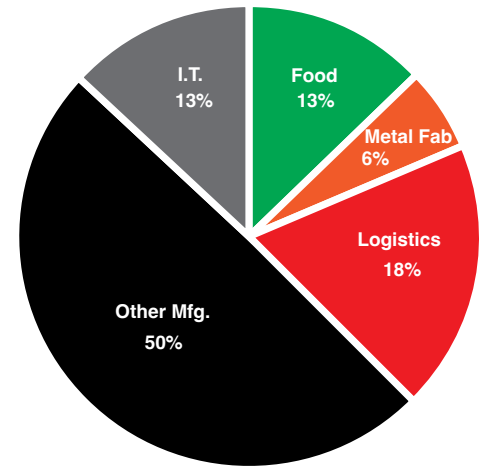
Economic Development Pipeline

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 Historic & Record Setting Start

Project Profile



Alliant Energy Campus Expansion Moves Forward

Alliant Energy received approval from the Wisconsin Public Service Commission to move forward with its proposed Riverside Enhancement Project (REP) at the Town of Beloit energy campus. The REP represents a capital investment of more than \$52 Million, which by 2027, is slated to add another 17.5 megawatts (MW) into the local energy grid. Seven, natural gas-fired units will be the source fueling this increased MW supply – which is equivalent to powering roughly 17,500 residential homes. While the REP will not operate year-round, it will be available to supplement the overall output of the energy campus. That said, the construction of the REP is expected to support nearly local 150 jobs.

Why is this REP necessary? In short, the demand for power continues to increase. Nationally, the demand for power finally broke a 14-year stagnation window that ended about four years ago. Even when factoring weather-adjusted impacts into the mix, rising energy demands are peaking everywhere. Complicating matters is the aging energy infrastructure of the U.S., which has been characterized as one of the oldest among developed countries.

Consequently, the frequency and duration of power outages are increasing – and will continue to increase without more energy related investments. For this reason, as well as others, a National Energy Emergency was declared January 20, 2025.

For net energy importers like Wisconsin, relying on an energy network that is less robust – let alone consistent – is problematic. That's why Alliant Energy has been strategically investing into its Town of Beloit energy campus for more than 25 years. As a result of these investments, Alliant Energy (and other WI utilities too) are importing significantly less power today than during previous years.

Since the mid-1950's, the Town of Beloit has been a key power generation asset in Alliant Energy's (i.e. Wisconsin Power and Light Company – WPL) overall energy portfolio. While originally fueled by coal, the energy campus is now powered by natural gas – with auxiliary power needs fueled by an integrated and onsite solar field. To learn more about the REP, Alliant Energy or its Riverside Energy Campus visit www.alliantenergy.com.