

# SHEBOYGAN FALLS | WISCONSIN



BIRDSEYE VIEW OF SHEBOYGAN FALLS.

## In View

Sheboygan Falls, Wisconsin is a Main Street Community located in the center of Sheboygan County midway between the city of Plymouth (population 9,000) and the city of Sheboygan (population 50,582). Sheboygan Falls is also within 10 minutes of the Lake Michigan shoreline and 5 minutes from the world class American Club Resort in Kohler.

Sheboygan Falls is conveniently located only 60 minutes from Wisconsin's largest business markets – Milwaukee and Green Bay via Interstate 43, which is 6 miles east of Sheboygan Falls. From the south take Highway 28 to Highway 32 North. From the north take Highway 23 West to Highway 32 South.

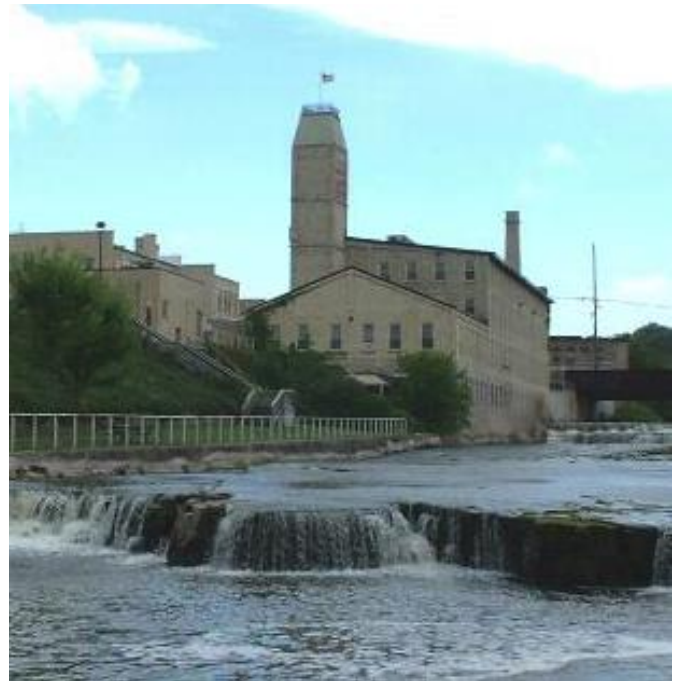
Blessed with beautiful architecture in its downtown, the Historic Downtown and the Cole Districts have been designated as National Historic Districts. In 1995 Sheboygan Falls was named a Great American Main Street by the National Trust for Historic Preservation.

In addition to its unique architecture, Sheboygan Falls has an interesting combination of retail shops and services available to meet the needs of community members and visitors. Sheboygan Falls is known for its niche shops dealing in gift and specialty items, shoes, jewelry, flowers and plants, wine, clothing and furniture. It also has several fine restaurants for unique dining experiences and is home to one of the finest archive research centers in the Midwest.



### For more information contact:

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### Sheboygan Falls, Wisconsin

## Community Profile

People	
Population	7,726
Labor Force	4,428
Job Growth Rate	6.62%
Median Age	42.85
Labor Force	
Bachelor's Degree or Higher	19.77%
High School Degree or Higher	91.04%
White Collar Workers	57%
Blue Collar Workers	42%
Budgets	
Household Expenditures (Average)	\$48,069
Household Income (Median)	\$52,210
Source: Locate in Wisconsin   Applied Geographic Solutions	

## Dedicated to strengthening community through the recruitment and retention of commerce and industry

Sheboygan Falls Chamber-Main Street brings together business people and civic groups for projects that benefit you and the community. We work with the City of Sheboygan Falls to identify and provide services that are necessary for business growth and the well-being of the community. We partner with the City to undertake large improvement projects such as Settlers Park and the Monroe Street Parking Lot. These are projects that neither group could accomplish alone.

### Great American Award-winning Efforts

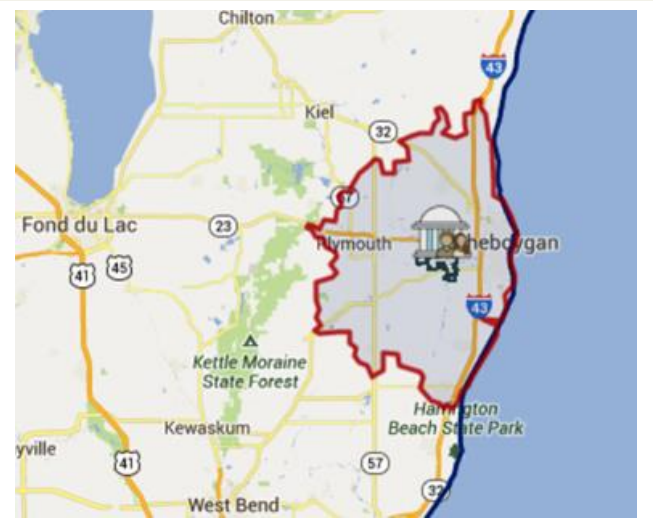
As a Wisconsin Main Street community, Sheboygan Falls is dedicated to the preservation of its historic structures. To date, over 40 buildings have been rehabilitated and restored to their original late 1800's architectural beauty, earning Sheboygan Falls the prestigious Great American Main Street award in 1995.

### Main Street Reinvestment Statistics

Fiscal Years 1989 to 2012

# of Promotional Events	102
Total Event Attendance	104,586
# of Public Improvements	57
Total Public Investment	\$5,126,558.50
# of Building Rehabilitations	269
Building Rehab Investment	\$8,860,398.00
# of New Buildings	3
New Building Investment	\$379,000.00
# Buildings Sold	38
Total Amount of Purchase	\$4,983,400.00
Total Private Investment	\$14,222,798.00
Total Public and Private Investment	\$19,349,356.50
# New Housing Units	4
Monthly Rent	\$2,400.00
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# of New Businesses	111
# of Lost Businesses	28
Net Businesses	83
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# of New Jobs	248
Businesses Expanding	26
Jobs Expanded	24
Total New Jobs	272
# of Lost Jobs	67
Net Jobs	205
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Total Main Street Investment	\$2,302,538
\$ ROI per \$ M.S. Investment	\$7.82
% ROI	782.06%

## Now is the Time to Grow Your Business in Downtown Sheboygan Falls!



Sheboygan Falls Twenty Minute Drive Time Area

### Downtown Sheboygan Falls Drive Time Markets

## Fast Facts

Population	5 Min	10 Min	20 Min
2013 Estimate	8,116	21,417	102,016
2018 Projection	7,988	21,086	100,428
Change: 2013 - 2018	-1.6%	-1.5%	-1.6%
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Households	5 Min	10 Min	20 Min
2013 Estimate	3,654	9,259	41,524
2018 Projection	3,607	9,140	40,994
Change: 2013 - 2018	-1.3%	-1.3%	-1.3%
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Housing Units	5 Min	10 Min	20 Min
2013 Total Dwellings	3,887	10,046	45,751
— Owner-Occupied	69.8%	70.0%	70.2%
— Renter-Occupied	30.2%	30.0%	29.8%
— Units Occupied	94.0%	92.2%	90.8%
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Labor Force – 2013	5 Min	10 Min	20 Min
Labor Force	4,654	11,994	56,569
— Employed	94.0%	93.6%	93.1%
— Unemployed	6.0%	6.3%	6.8%
— In Armed Forces	0.0%	0.1%	0.1%

Source: Locate in Wisconsin | Applied Geographic Solutions