

PROGRESS LAKE SHORE

Accelerating business success

About Us:

Progress Lakeshore is a private-public economic development organization that accelerates business success in Manitowoc County. At Progress Lakeshore, we help businesses big & small thrive so we can keep our economy growing. We focus on three primary areas. Our first goal is to retain. We want companies that are here to stay here. They are the cornerstone of our communities & their presence is key to our sustainability. Secondly, we focus on growth. Whether it's a start-up or an existing company looking to expand their footprint, we utilize an incredible number of resources and connections to get businesses to the next level! Lastly, we want to attract new businesses & new talent to our area.

Why Invest in Progress Lakeshore?

Investing in Progress Lakeshore provides the financial support that removes the barrier of cost, thereby allowing us to serve all Manitowoc County businesses and aspiring entrepreneurs. Investment also allows us to develop programming and strategic initiatives to address the challenges existing businesses in the county experience, with the goal of developing a strong economy.

Our Mission

To retain, grow, and attract businesses, workforce, and entrepreneurship in Manitowoc County through regional and community collaboration.

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Invest in Progress Lakeshore

What We Do:

Progress Lakeshore focuses on three pillars to influence the local economy:

- **RETAIN** businesses and associated workforce,
 - **GROW** existing and start-up businesses, and the local talent pool
 - **ATTRACT** new businesses and talent to our area.
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Investor Testimonials

Wisconsin Aluminum Foundry

"Wisconsin Aluminum Foundry invests in Progress Lakeshore because it is an investment in the community in which we operate. When we support their goals to retain, grow and attract businesses and talent to our community, we directly enhance our own efforts to attract and retain the people we need to grow our global business."

Michelle Szymik
Vice President Human Resources

Nicolet National Bank

"Nicolet National Bank continues to support work that Investors Community Bank started 20 years ago as a founder of the organization that today is Progress Lakeshore. Why do we continue this support? Because their work embodies our core values. Progress Lakeshore's programming contributes to a vibrant small business ecosystem that aligns perfectly with Nicolet National Bank's core value to "be entrepreneurial" and makes a difference in our community."

Bob Seal
Vice President
Commercial Banking

Advocate Aurora Health

"As a long-term and trusted partner, Progress Lakeshore has provided the foundation and resources necessary to secure the top quality workforce we need to serve our community's health care needs and accomplish our mission of helping people to 'Live Well' through Excellence, Compassion, & Respect."

Lisa Johnson
Employer Solutions Executive
Commercial Growth

Lakeshore Technical College

"Lakeshore Technical College values a vibrant community, filled with opportunities. Progress Lakeshore's focused efforts and influence on the local economy ensures forward momentum."

Dr. Paul Carlsen
President

Progress Lakeshore Investor Benefits

High Visibility

As a Progress Lakeshore investor, your company name or logo will be listed on Progress Lakeshore's website (links included based on investment level). In addition, your company name or logo is listed on our investor banner which is on continuous display in our conference room and also brought to all Progress Lakeshore events.



Investors will receive recognition in our bi-weekly newsletter showcasing your company's support of economic development. You may also submit your own articles to be published in our newsletter. Investors are also given the first opportunity for all Progress Lakeshore sponsorships.

Progress Lakeshore takes pride in our investors and specifically acknowledges them in our Resource Guide; a listing of local resources in Manitowoc County for starting and maintaining your small business. We also keep you front of mind when making referrals, supporting your local business.

Exclusive Information

Your investment includes two newsletter subscriptions. The first is our general bi-weekly newsletter that goes to all subscribers. The second newsletter is developed specifically for our investors and includes information that is not shared with the general public.



As an investor, your company will be invited to attend an Investor Exclusive Event that will bring you unique information and opportunities that enhance your business intelligence and influence your business decisions.

Relevant Resources

Progress Lakeshore investors receive monthly workforce data highlighting local and regional trends. In addition, an economic overview on Manitowoc County is shared quarterly.



Investors can utilize our large board room with a tv monitor for virtual meetings or presentations, dry erase board, and wireless internet. Flexible room setups and a kitchenette make our space ideal for your next offsite strategic planning session, meeting, seminar, or focus group.

Valuable Networking

Join us at our Annual Awards breakfast (free registration depending on investment level) to network with other business leaders in Manitowoc County and show your support for our growing local economy. We also offer topical roundtables and business seminars throughout the year.



■ Progress Lakeshore Investor Levels

Bronze

\$250 – \$999

This is our basic level and includes all benefits included on the previous page. Specific benefits include:

- **Company name** listed on Progress Lakeshore website
- **Company name** listed in annual report
- **Company name** listed on Progress Lakeshore investor banner

Silver

\$1,000 – \$4,999

Benefits from bronze level PLUS:

- **Company name** listed on Progress Lakeshore website with a **link** to company website
- **Boosted** social media spotlight to approximately 2,000+ followers

Gold

\$5,000 – \$14,999

Benefits from bronze and silver levels PLUS:

- **Company logo** displayed on Progress Lakeshore website with a **link** to company website
- **Company logo** displayed in annual report
- **Company logo** displayed on Progress Lakeshore investor banner
- Receive (2) **complimentary tickets** to Annual Awards Breakfast
- Investor feature article in bi-weekly newsletter with **over 1,000** subscribers (once annually)

Dimond

\$10,000+

Benefits from bronze, silver and gold levels PLUS:

- Receive (2) **additional complimentary tickets** to Annual Awards Breakfast (4 tickets total)
- **FREE ad** in Progress Lakeshore's Resource Guide distributed to all small business and entrepreneur clients and published on Progress Lakeshore's website
- **Co-sponsor** of a workforce survey or pitch event (\$750 value)

*Sponsorship opportunities are also available on our website: progresslakeshore.org