

Sheboygan County: Workforce recruitment effort nominated for award

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Sheboygan County's "Someplace Better" workforce recruitment initiative has been nominated for a Human Capital award as part of the Community and Economic Development Awards program created by the Wisconsin Economic Development Association (WEDA). The awards recognize individuals, businesses, projects and organizations that are making significant contributions to Wisconsin's economy.

Someplace Better was created to address the future workforce needs of Sheboygan County, Wisconsin's second fastest growing economy over the past two years. The initiative helps companies recruit talent by selling the area as a great place to live and work. Someplace Better is a partnership between Sheboygan County Economic Development Corp. and the Sheboygan County Chamber. The effort includes an employer toolkit with various marketing materials and strategies for use in candidate relocation conversations. The lynchpin of the campaign is the website, www.SomeplaceBetter.org.

Sheboygan County is among 18 entities nominated for the third annual Community Economic Development Awards. There are six award categories: Business Retention & Expansion; Human Capital; Private-Public Partnership; Economic Development Initiative; and Economic Driver.

The Human Capital award honors initiatives or programs that can document

successful Human Capital – Workforce Development outcomes.

Nominees will be screened and selected by an impartial panel of WEDA members, partners and sponsors. Winners will be recognized at a ceremony on September 13, 2017, at The Edgewater Hotel in Madison. The awards event is open to the public. For more information and to register, please go to www.weda.org/award.

WEDA is a statewide non-profit organization with over 420 members dedicated to expanding Wisconsin's economy. Founded in 1975, WEDA's economic development professionals and active volunteers are dedicated to making Wisconsin a better place to live and work through economic development that focuses on retaining and expanding existing businesses; facilitating investment and entrepreneurship; and attracting new companies, employment opportunities and innovation capital.