



**FOR IMMEDIATE RELEASE**  
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## **The Forward Fund Proposes 24.88 Acres for Housing Development in the City of Sheboygan Falls**

Sheboygan, WI – June 2, 2022 – Sheboygan County Economic Development Corporation (SCEDC) has submitted a workforce housing proposal for 24.88 acres in Sheboygan Falls. The SCEDC would partner with the City of Sheboygan Falls on its first project to construct entry-level homes.

Cross-sector taskforces and various studies have identified housing, childcare, and labor force skills training/development as top workforce challenges facing Sheboygan County families and employers.

Based on the findings from these studies and to address these barriers, the SCEDC, a not-for-profit 501(c)(4), created The Forward Fund, a community partnership to help move Sheboygan County forward. Donors to The Forward Fund include Johnsonville, Kohler Co., Masters Gallery Foods, Inc., and Sargento Foods Inc. Housing barrier solutions include a new community housing development model to support the construction of new affordable housing units.

“The SCEDC is committed to helping both our communities and companies grow,” said Brian Doudna, Executive Director of the SCEDC. “The Forward Fund is designed to address some of the barriers in the current housing market that started during the Great Recession. Sheboygan County simply needs more single-family housing units that are available and affordable to residents.”

The 24.88 acres will provide up to 49 single-family homes in Phase I and additional lots for other multi-unit single-family dwellings in Phase II. In addition, a portion of the land may be allocated to address other barriers, such as a daycare facility or housing for talent moving into the County.

The current housing market is experiencing rapid price and interest rate increases, exceeding the purchasing power of many working families. The Forward Fund will serve as a continual financial arm to support the development of entry-level homes.

If approved, this project will begin seeking local builders and partners to advance this development in late fall 2022, with most of the development advancing in early 2023. The SCEDC will lead in the development of 600 housing units over the next five years throughout Sheboygan County to bring affordable housing options to our communities.

If you are interested in partnering with The Forward Fund to help tackle workforce barriers in Sheboygan County, please reach out to Brian Doudna. Likewise, if builders, contractors, or partners are interested in further information on development, reach out to Brian Doudna.

Brian Doudna



SHEBOYGAN COUNTY  
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DO MORE.

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*The Sheboygan County Economic Development Corporation (SCEDC) is a public-private partnership leading economic, community, and workforce development efforts in Sheboygan County to improve the well-being and long-term prosperity of businesses, residents, and communities. Through technical assistance, the SCEDC leverages a variety of tools to encourage business growth, startups, investment, skill development, and talent attraction. By applying the appropriate resources, the SCEDC helps fulfill Sheboygan County's growing economic and business needs.*

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