

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: Why is the Lakeshore Golf Course for sale?

Answer: When Oshkosh Corporation announced its search for a new headquarters location the City presented site selectors with 19 locations in Oshkosh for Oshkosh Corporation to consider. Using the criteria provided by Oshkosh Corporation there is only one location in the City of Oshkosh that meets all of the requirements for their new world headquarters. That location is Lakeshore Golf Course.

The city and many local businesses, organizations and individuals support the sale of the Lakeshore site to Oshkosh Corporation to keep the company in Oshkosh and prevent it from relocating to a different city or state.

Source: [Letter details why Oshkosh has its eye on Lakeshore](#), October 3, 2017, Oshkosh Independent Oshkosh Northwestern

Question: Why doesn't the city sell other property it owns instead of Lakeshore Golf Course?

Answer: The City of Oshkosh presented site selectors with 19 locations in Oshkosh for Oshkosh Corporation to consider. Using the criteria provided by Oshkosh Corporation there is only one location in the City of Oshkosh that meets all of the requirements for their new world headquarters. The only location Oshkosh Corporation is considering in the City of Oshkosh is the Lakeshore Golf Course.

Based on information shared by Oshkosh Corporation, the company's criteria are:

- Minimum of 30 acres available for development
- High visibility
- Easy accessibility from highways and airports
- Close to amenities
- Welcoming and supportive community
- World-class destination to attract and retain top talent
- Makes financial sense

The City of Oshkosh and Oshkosh Corporation have an agreement that allows the company to test the soil quality at the Lakeshore site to determine if the grounds can support building a corporate headquarters. The agreement allows the company to study the site for six months and also requires the company to clean up the property following the tests.

Source: [Letter details why Oshkosh has its eye on Lakeshore](#), October 3, 2017, Oshkosh Independent Oshkosh Northwestern

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: What are Oshkosh Corporation's site criteria?

Answer: The City of Oshkosh initially presented 19 locations within Oshkosh for Oshkosh Corporation to consider for its new headquarters. The Lakeshore site is the only site in the City of Oshkosh that meets all criteria for Oshkosh Corporation's headquarters.

Based on information shared by Oshkosh Corporation, the company's criteria are:

- Minimum of 30 acres available for development
- High visibility
- Easy accessibility from highways and airports
- Close to amenities
- Welcoming and supportive community
- World-class destination to attract and retain top talent
- Makes financial sense

Source: [Letter details why Oshkosh has its eye on Lakeshore](#), October 3, 2017, Oshkosh Independent

Question: Why doesn't Oshkosh Corporation consider other locations in the City of Oshkosh?

Answer: After hearing that Oshkosh Corporation was considering multiple locations for its new corporate headquarters, The City of Oshkosh provided 19 locations within the City of Oshkosh for Oshkosh Corporation to review and consider as the site for the new corporate headquarters.

The only location Oshkosh Corporation is considering in the City of Oshkosh is the Lakeshore Golf Course. Based on information shared by Oshkosh Corporation, the Lakeshore site is the only location within the City of Oshkosh to meet all of the company's criteria:

- Minimum of 30 acres available for development
- High visibility
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Source: [Letter details why Oshkosh has its eye on Lakeshore](#), October 3, 2017, Oshkosh Independent [Oshkosh Issues Statement Unveiling Headquarters Search](#), September 1, 2017, Oshkosh Independent [Things to know about Oshkosh Corp.'s HQ search at Lakeshore Municipal Golf Course](#), September 25, 2017, The Oshkosh Northwestern

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: How can the City of Oshkosh sell Lakeshore Golf Course when it was given as a gift to the City and the people of Oshkosh to be used as a golf course?

Answer: A recent title search performed by the City of Oshkosh for the Lakeshore site determined there are only a few areas of the golf course that would have to remain available for public use in the event of a sale of the property. These identified parcels are on the edges of the Lakeshore site and are located close to Rainbow Park and the waterfront.

Source: [Title Search Debunks Urban Legend of Lakeshore Deed Restrictions](#), August 24, 2017, Oshkosh Independent

Question: What is the economic impact of Oshkosh Corporation on the local economy in the City of Oshkosh?

Answer: Oshkosh Corporation's presence in the City of Oshkosh has an enormous impact on the local economy:

- Oshkosh Corporation employs 3,500 team members in the City of Oshkosh; it employs 15,000 total employees worldwide
- Oshkosh Corporation's FY16 revenue was \$6.3 Billion
- Each year, Oshkosh Corporation members, customers and supplier visitors spend more than \$2 Million in restaurant usage, hotels, car rentals and gas locally
- Oshkosh Corporation supports a supply chain of more than 145 suppliers located in the City of Oshkosh which has an economic impact of \$150 Million
- The Oshkosh Corporation Family serves the communities in which the company has operations, supporting basic needs, youth mentoring and poverty reduction initiatives. In FY16, more than \$2.3 Million dollars were donated to causes, with \$1.84 million (80% of all funds) donated to local Fox Valley organizations

In addition to the major economic impact Oshkosh Corporation has on the city, the company and its employees also make significant contributes to the overall quality of life in the community.

- The Oshkosh Corporation Foundation supports numerous organizations in Oshkosh including:
 - Boys & Girls Club of Oshkosh
 - The Salvation Army of Oshkosh
 - United Way of Oshkosh
 - Junior Achievement of Wisconsin in Winnebago Region
 - Oshkosh Area Community Pantry
 - Oshkosh YMCA Strong Kids Campaign
- Oshkosh Corporation supports many organizations in Oshkosh including:
 - Basic Needs Fund of Oshkosh
 - Big Brothers Big Sisters of the Fox Valley
 - Reach Counseling
 - Youth Go
- More than 100 Oshkosh Corporation team members in Oshkosh are actively involved in community boards within the city as well as volunteering in schools and nonprofits

Source: [Oshkosh Corporation Key Facts Graphic](#), 2017, Oshkosh Corporation

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: What is the economic impact of Oshkosh Corporation building a new headquarters on the Lakeshore site?

Answer: Per information released by Oshkosh Corp., their potential new corporate headquarters campus could house 450 professional jobs and have the ability to add an additional 200 jobs. The estimated capital impact of the new headquarters could be \$50 Million.

Based on an Impact Scenario Analysis by the East Central Wisconsin Regional Planning Commission (ECWRPC), an additional 200 jobs would increase wage earnings in Winnebago County by \$34,500,777 which would actually create 297 total new jobs. Under this scenario, there would be an increase of \$1,474,616 in taxes (TPI, Taxes on Production and Imports).

Source: [Oshkosh Corporation Key Facts Graphic](#), 2017, Oshkosh Corporation
[Impact Scenario Analysis](#), September 2017, East Central Wisconsin Regional Planning Commission

Question: What would the economic impact be on the local and regional economy if Oshkosh Corporation decided to build its new headquarters somewhere other than in Oshkosh?

Answer: Per information provided by Oshkosh Corporation, the relocation of 450 Oshkosh Corporation jobs from the City of Oshkosh would result in a negative impact of more than \$3.3 million dollars of lost tax revenue from general sales and property taxes.

Based on an Impact Scenario Analysis by the East Central Wisconsin Regional Planning Commission (ECWRPC), a loss of 450 jobs from would decrease local wage earnings in Winnebago County by \$77,626,748 and would actually result in the loss off 668 jobs in the area. With this scenario, there would be an estimated decrease of \$3,317,887 in tax revenue (TPI, Taxes on Production and Imports).

Source: [Oshkosh Corporation Key Facts Graphic](#), 2017, Oshkosh Corporation
[Impact Scenario Analysis](#), September 2017, East Central Wisconsin Regional Planning Commission

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: Would Oshkosh Corporation leave Oshkosh if they can't build their new headquarters on the Lakeshore site?

Answer: Oshkosh Corporation is exploring multiple locations for its new corporate headquarters. The only known location Oshkosh Corporation is considering in the City of Oshkosh is the Lakeshore Golf Course. Based on information shared by Oshkosh Corporation, the Lakeshore site is the only location within the City of Oshkosh to meet all of the company's criteria:

- Minimum of 30 acres available for development
- High visibility
- Easy accessibility from highways and airports
- Close to amenities
- Welcoming and supportive community
- World-class destination to attract and retain top talent
- Makes financial sense

The City of Oshkosh and Oshkosh Corporation have an agreement that allows the company to test the soil quality at the Lakeshore site to determine if the grounds can support building a corporate headquarters. The agreement allows the company to study the site for six months and also requires the company to clean up the property following the tests.

Source: [Letter details why Oshkosh has its eye on Lakeshore](#), October 3, 2017, Oshkosh Independent [Things to know about Oshkosh Corp.'s HQ search at Lakeshore Municipal Golf Course](#), September 25, 2017, The Oshkosh Northwestern

Question: Will Oshkosh Corporation be manufacturing vehicles and equipment at its new building on the Lakeshore site?

Answer: No. Oshkosh Corporation will not be manufacturing vehicles and equipment at its new world headquarters location. The new state-of-the-art world headquarters will house offices for at least 450 professionals. Equipment manufacturing will remain at its current manufacturing facilities in Oshkosh and other locations across the country.

Question: Will Oshkosh Corporation be parking its vehicles and equipment on Lakeshore site?

Answer: No. Oshkosh Corporation will not be storing vehicles and equipment on the grounds of its new corporate world headquarters. The building will contain offices for at least 450 professionals. The company will continue to manufacture vehicles at its current facilities in Oshkosh and at other locations across the country.

Question: How much is Lakeshore site for sale for? Is the City offering Oshkosh Corporation any incentives?

Answer: A recent article in The Oshkosh Northwestern reported that the city is undertaking a study that will determine how much the land is worth. City Manager Mark Rohloff said the city will not make the land's value public in order to protect the city's negotiating position with Oshkosh Corporation.

Source: [Council Meeting Becomes First Flash Point for Impending Lakeshore Decision](#), September 27, 2017, The Oshkosh Northwestern

FREQUENTLY ASKED QUESTIONS LAKESHORE SITE DEVELOPMENT

Question: Will Oshkosh Corporation be buying and developing the entire site or will the site be developed by the City for other uses?

Answer: The Lakeshore Golf Course site is 107 total acres. Oshkosh Corporation is interested in purchasing a minimum of 30 acres of the site to build its new world headquarters. On Tuesday, September 26 the City Council was presented with two proposed concepts for the development of the Lakeshore site. Development of the 77 remaining acres of the Lakeshore site will provide improved features and amenities with increased accessibility for all 66,000 residents of Oshkosh as well as visitors and guests to enjoy.

Concept 1: This concept prioritizes open space preservation to determine what improvements could be recommended for the Lakeshore Municipal Golf Course area. Key improvements found in this concept include existing tree canopy preservation, a fully-connected waterfront trail, large areas of passive open space, programmed park and open space, extensive trail network, buffers for adjacent residential neighborhoods, trail connections, potential location for Oshkosh Corporation's corporate headquarters, proposed redevelopment (retail, restaurants, service, office), wetland preservation, and sidewalks connecting to developments, trails, and surrounding neighborhoods.

Concept 2: This concept prioritizes redevelopment opportunities to determine what improvements could be recommended for the Lakeshore Municipal Golf Course area. Key improvements found in this concept include redeveloping properties at the northeast corner of the I-41 and Oshkosh Avenue intersection, potential location for Oshkosh Corporation's corporate headquarters, existing tree canopy preservation, a fully-connected waterfront trail, passive open space, programmed park and open space, extensive trail network, buffers for adjacent residential neighborhoods, trail connections, and sidewalks connecting to developments, trails, and surrounding neighborhoods.

Source: [Concepts Emerge for Future of Lakeshore Municipal Golf Course](#), September 26, 2017, Oshkosh Independent

Question: What is the process and timeline for the possible sale and development of the Lakeshore site?

Answer: The City of Oshkosh will hold a series of public input session for the two proposed concepts for the Lakeshore site. City leaders have released a draft [timeline](#) that includes a series of hearings, workshops and closed-session discussions leading up to a decision being made in November. Citizens of Oshkosh are encouraged to submit feedback via the following [link](#).

Source: [Council Meeting Becomes First Flash Point for Impending Lakeshore Decision](#), September 27, 2017, The Oshkosh Northwestern

Project Oshkosh is a collaborative community-focused initiative that works to grow and improve the local economy and quality of life in the City of Oshkosh.

www.ProjectOshkosh.com