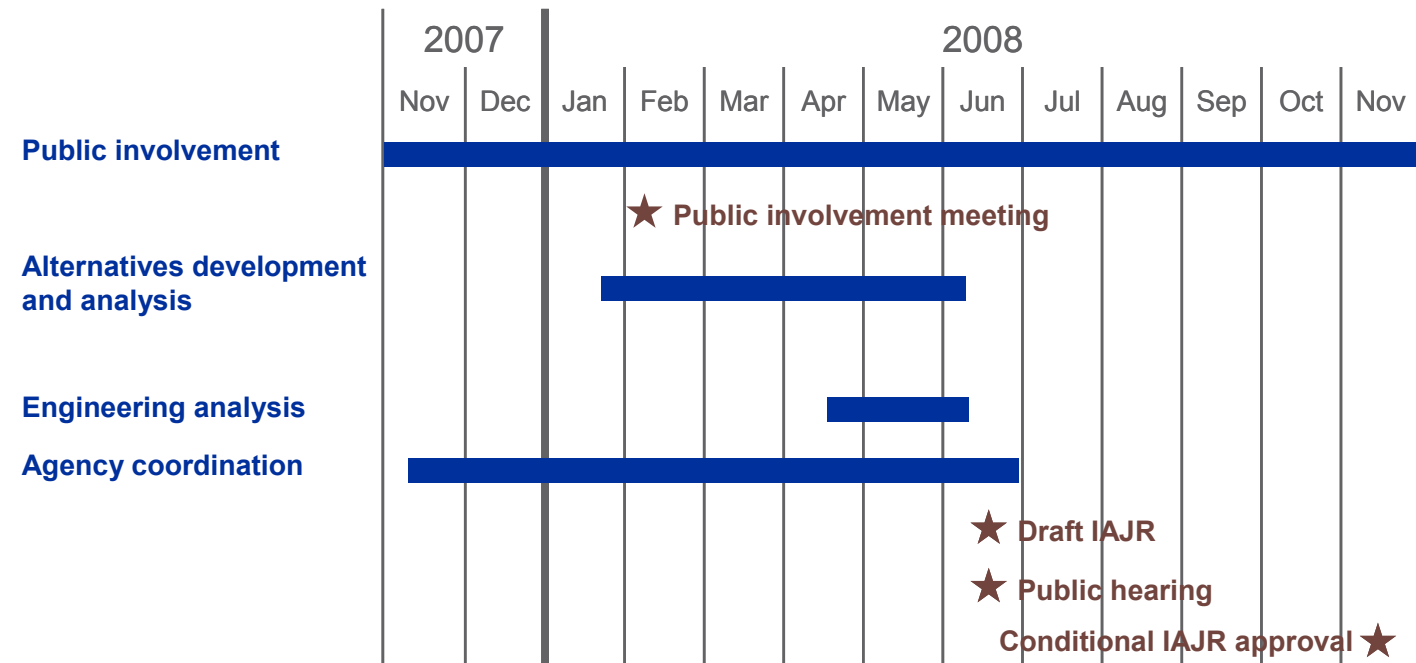


Mosel I-43 Interchange Study

Study Schedule

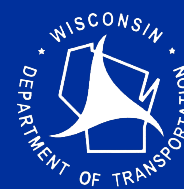


An interstate access justification report (IAJR) must be approved by the Federal Highway Administration to modify or add access to interstate highways.

Wisconsin Department of Transportation



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Wisconsin Department of Transportation

Mosel I-43 Interchange Study

January 2008

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Mission statement:
 To provide leadership in the development and operation of a safe and efficient transportation system.

Included in this issue:

- Economic Impact
- Funding and Ownership
- Schedule
- Public Information Meeting
- Location Alternatives
- Approval Process

Why consider an interchange?

The 2004 PGA Championship was a triumph from any perspective. The tournament focused worldwide attention on Wisconsin's crown jewel of golf—Whistling Straits—while it brought more than \$76 million into the state's economy. Throughout the event, with the world's eyes and cameras focused on Wisconsin, it was the Wisconsin Department of Transportation's (WisDOT) responsibility to safely and efficiently manage traffic with the least disruption to local businesses and residents.

The success of the 2004 event paved the way for larger golf tournaments to consider Whistling Straits. As a result, the 2010 and 2015 PGA Championship tournaments, and the prestigious 2020 Ryder Cup, are scheduled to take place on this award-winning course. Each event will make an unprecedented economic impact on Wisconsin.

In 2004, a main access point to the tournament was WIS 42. Since 2004, there has been significant commercial development along this highway and near the ramps used by those entering and exiting Whistling Straits. The traffic management plan utilized in 2004—which restricted access along this section of highway—may no longer be feasible given this recent commercial development. Alternate methods for safely accommodating this exceptionally large influx of visitors must be considered.

To study alternatives for effectively and safely managing traffic during future large golf events—while maintaining local access—WisDOT has entered into an agreement with The Kohler Company. Together, we are working to ensure that the entire state of Wisconsin will benefit from hosting successful international events for years to come.

Public Meeting Scheduled for February 6, 2008

You are invited to attend a public information meeting about the Mosel I-43 interchange study. The meeting is being held in an open-house format with a presentation at 5:30 PM. Exhibits and materials containing project information will be on display.

When: February 6, 2008
 5 p.m. to 7 p.m.
 A brief presentation is scheduled for 5:30 p.m.

Where: Town of Mosel
 Town Hall/ Fire Station
 W982 Cty Rd FF
 Sheboygan, WI 53083



Wisconsin Department of Transportation – Dedicated people creating transportation solutions through innovation and exceptional service.

Mosel I-43 Interchange Study

Why Kohler is working with WisDOT on the study

In the mid 1990s, the Kohler Company had a vision to create a unique, world-class golf venue on the shores of Lake Michigan. The result was Whistling Straits. Shortly after Whistling Straits opened, it was honored with the opportunity to host the PGA Championship in 2004, one of the most successful on record. Due to this success, the PGA of America awarded three additional events to the State of Wisconsin and Whistling Straits.

- 2010 PGA Championship
- 2015 PGA Championship
- 2020 Ryder Cup

As WisDOT and Kohler reviewed plans from the 2004 PGA Championship, it became clear that operational logistics is one of the most critical criteria in judging the success of an event. In 2004, the traffic plans included closing interstate ramps to facilitate golf event traffic. The local community has provided feedback that this needs to be eval-

uated in the future, because it had a negative effect on access to local businesses. This, in addition to local business expansion, poses a significant risk to the successful operation of future tournaments. Recognizing this fact, the state of Wisconsin and Kohler have agreed to partner to investigate the construction of an event-only ramp, which could be utilized during future major golf events.

There are a number of reasons why Kohler is willing to enter into a unique agreement with WisDOT and share in the cost of this investigation and construction of the facility, if deemed necessary.

- Kohler Company recognizes that, without improvements to the local infrastructure, operational logistics and the overall visitor experience, as compared to the 2004 PGA Championship, will deteriorate.

- Due to the lack of hotel rooms in the Sheboygan County area, it is likely that future tournament "headquarter hotels" may be

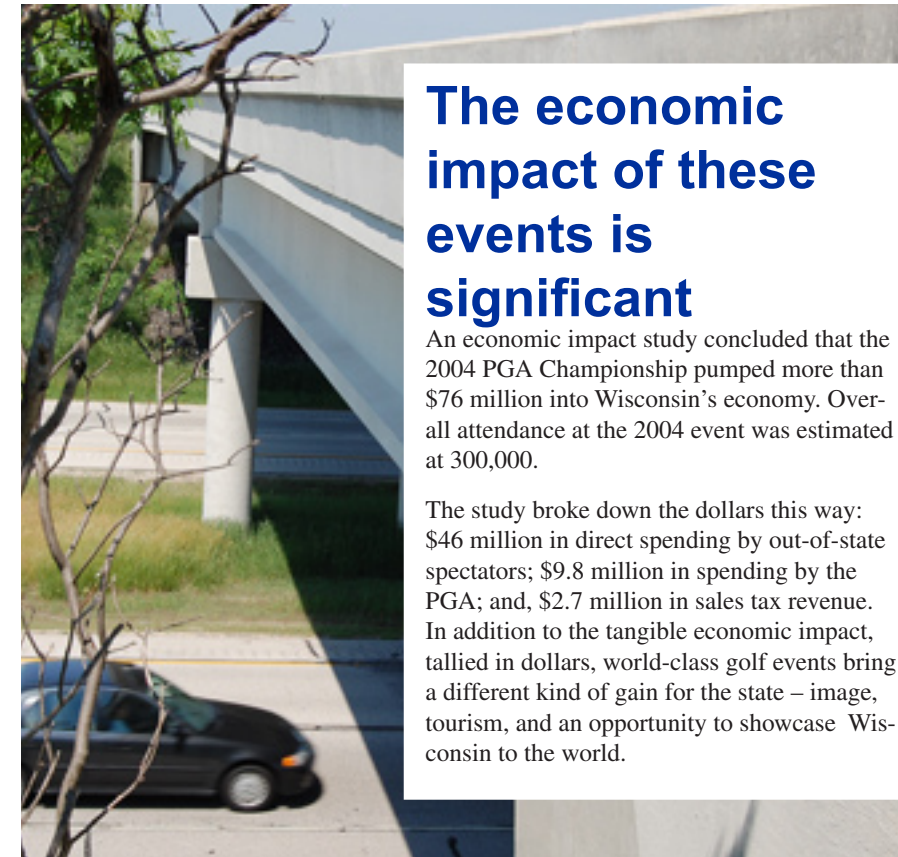
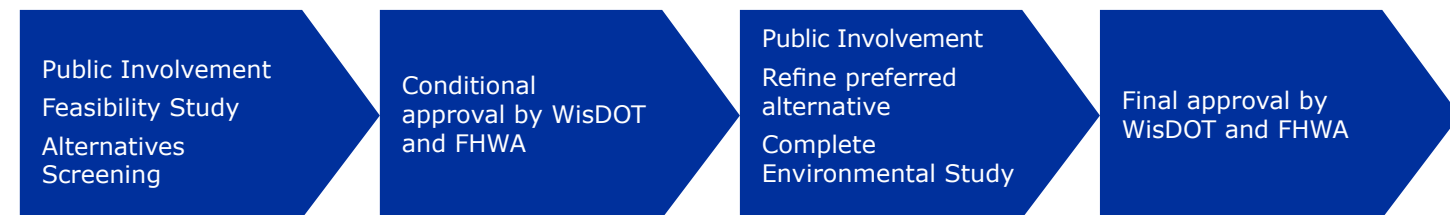
located in the Milwaukee area. Having an event-only ramp in the town of Mosel will significantly decrease travel times to Whistling Straits. This is extremely important to the governing bodies of golf.

- WisDOT and Kohler were very sensitive to the feedback we received from local businesses after the 2004 PGA Championship. Nearly all of the comments received requested that local roads remain open.
- The 2020 Ryder Cup is projected to be a significantly larger event than the PGA Championships, and an event-only ramp will assist in managing this larger event.

Based on these facts, both WisDOT and Kohler concluded that a study of an event-only ramp is necessary and must be considered if major golf events at Whistling Straits – with their positive impact on the state's economy would continue.



Partial event-only interchange evaluation and approval process



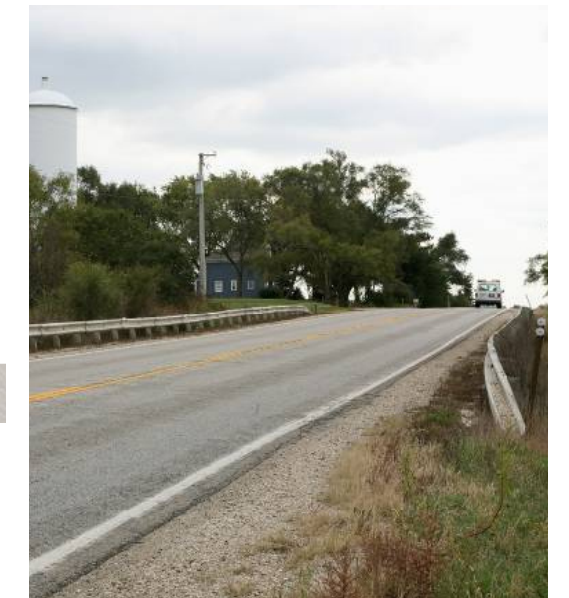
The economic impact of these events is significant

An economic impact study concluded that the 2004 PGA Championship pumped more than \$76 million into Wisconsin's economy. Overall attendance at the 2004 event was estimated at 300,000.

The study broke down the dollars this way: \$46 million in direct spending by out-of-state spectators; \$9.8 million in spending by the PGA; and, \$2.7 million in sales tax revenue. In addition to the tangible economic impact, tallied in dollars, world-class golf events bring a different kind of gain for the state – image, tourism, and an opportunity to showcase Wisconsin to the world.

What is the agreement with Kohler Company?

Very basically, agreements between the state and a private entity such as the Kohler Company allow or enable the private sector to share financial responsibility and take on a greater role in working with WisDOT on a project that will benefit both entities and the public. This is a way to accelerate and construct a roadway project that is advantageous for both accessibility and traffic management.



Funding and ownership of an "event only" interchange

For this project, WisDOT will provide 50% of the funding for the study. The Kohler Company will provide the remaining 50%. Should an interchange be built, WisDOT will be the sole "owner" of the interchange; will maintain the authority for ramps, gates, and barricades; and, will determine when to open and close the interchange.

If the study finds the interchange is feasible and WisDOT and FHWA approve the Interstate Access Justification Report (IAJR), then

- WisDOT will own the proposed partial event-only interchange
- WisDOT will maintain authority for ramps, and be responsible for operating gates or barricades

- WisDOT will determine when to open and close interchange
- WisDOT will purchase and own all necessary real estate
- All study, design, real estate and construction will be managed by WisDOT processes, regulations and policies
- All costs for design, real estate, utility relocating, access control and construction will be shared equally by WisDOT and the Kohler Company

Potential Interchange Locations

