

## Investors & Supporters

### Strategic Investors

Annual Contribution of \$7,500 or more



### Supporting Investors

Annual Contribution of \$5,000 or more



### Participating Investors

Annual Contribution of \$500 to \$1,000 or more

Alliant Energy  
Bank of Brodhead  
Duxstad & Bestul, S.C.  
First National Bank & Trust  
Keller Inc. Planners,  
Architects, Builders

Mosher & associates  
State Bank of Cross Plains  
Wisconsin Bank & Trust  
Woodford State Bank

### Community Partners

Green County  
City of Monroe  
City of Brodhead  
Village of Belleville

Village of Brooklyn  
Village of Monticello  
Village of New Glarus

## 2022 GCDC BOARD OF DIRECTORS

**NIKKI AUSTIN, President**  
Thrivent Financial

**MIKE WILLIAMS, Vice President**  
Colony Brands

**RICHARD THOMAN, Treasurer**  
County Board Supervisor/Monroe City Council/  
AmericInn

**MIKE SANDERS, Secretary**  
1100 Partners

**LUKE BUHOLZER**, Klondike Cheese Company

**JANE CURRAN-MEULI**, Monroe Clinic

**DRAKE DAILY**, Village of New Glarus Administrator

**DONNA DOUGLAS**, City of Monroe Mayor

**JESSE DUFF**, Fehr Graham-Engineering &  
Environmental

**APRIL FUHR**, Village of Monticello

**ERIK HUSCHITT**, Badger State Ethanol

**CASEY JONES**, City of Brodhead Mayor

**LINDA KUHLMAN**, Village of Brooklyn Clerk

**DAVID LOTH SPEICH**, City of Monroe Administrator

**BETH LUCHSINGER**, County Board Supervisor

**JOHN MCNEIL**, Big Radio

**LYNNE MOORE**, Orchid Monroe

**DAVID MOSHER**, Mosher & associates

**TOM NINNEMAN**, Monroe Truck Equipment

**JEFFREY O'DELL**, Village of Belleville Administrator

**DR. TRACY PIERNER**, Blackhawk Technical College

**JOAN RUFENACHT**, County Board Supervisor

**RON SCHAAF**, Bank of New Glarus

**DOUG SUTTER**, Keller, Inc.



there's an art to it.



**2021 was a year of transition** for Green County Development Corporation. Although the personnel might be different, the core values of GCDC remain the same. Moving forward, we will continue to support GCDC's mission of "Building the Economic Future of Green County Communities and Businesses through Public-Private Partnerships." It is no secret that my predecessor, Cara Carper, did this wonderfully. She has provided a strong base for us to continue to build on. Included in this report is a look at some key initiatives from the past year. We look forward to continuing to build a strong economic future for our communities, our businesses and our entire county over the coming year!

— **Olivia Otte**, Executive Director



**OLIVIA OTTE**  
Executive Director



**TRACY BREWER**  
Project & Marketing Manager

## Business Counselors Serve Green County

Our SBDC business consultants Kristi Smith and Jason Schleip continued to do an outstanding job helping local business owners and start-ups in 2021. They assisted 84 Green County businesses in 2021, including 4 new business starts, for almost \$2.5 million in capital infusion. Kristi took another position within SBDC in early 2022. While we're sad to lose her as a consultant, we're thrilled her expertise will continue to benefit all of us through her work with SBDC. We're also delighted Jason continues to work with us and pleased to welcome Nora Roughen-Schmidt as our newest business consultant.



Business Consultant  
**Jason Schleip**



Business Consultant  
**Kristi Smith**



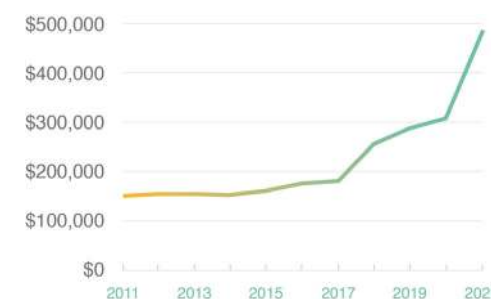
New Business Consultant  
**Nora Roughen-Schmidt**

**We can't wait to see who Jason and Nora will help in the coming months!**

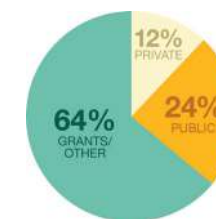
**Jason Schleip:** [jason.schleip@business.wisconsin.edu](mailto:jason.schleip@business.wisconsin.edu)  
**Nora Roughen-Schmidt:** [nora.roughen-schmidt@business.wisconsin.edu](mailto:nora.roughen-schmidt@business.wisconsin.edu)

## 2021 Financial Overview

### Financial Growth



### Funding Sources



## Annual Income

	Total Income	Private	Public	Grants/Other
<b>2021</b>	<b>\$483,693</b>	<b>12%</b>	<b>24%</b>	<b>64%</b>
2020	\$307,452	18.5%	38%	43.5%
2019	\$288,049	17%	41%	42%
2018	\$257,607	23%	53%	24%
2017	\$180,550	27%	64%	9%
2016	\$175,991	21%	67%	12%
2015	\$159,563	25%	73%	2%
2014	\$151,393	27%	70%	3%
2013	\$154,409	23%	74%	3%
2012	\$153,370	24%	73%	3%
2011	\$149,973	26%	72%	2%

## GREEN COUNTY DEVELOPMENT CORPORATION

Historic Green County Courthouse, 2nd Floor  
1016 16th Ave, Monroe, WI 53566  
608.328.9452 | [gcdc@tds.net](mailto:gcdc@tds.net)  
[www.GreenCountyEDC.com](http://www.GreenCountyEDC.com)

**Cover photo:** Green County childcare providers gather to kick off a series of special events and training to help support early childhood educators.

**Inside cover photo:** Wisconsin Pallet & Storage adds nearly 65,000 square feet of storage to its Monroe facility to better serve their customers.

Graphic Design by Chao Yang, Empire Media



### Community Kitchen Co-Op

The Community Kitchen Co-op began several years ago as a new way to look at food production and distribution in southcentral Wisconsin. Supporters were looking for solutions to ongoing challenges in the current system: access to healthy food in rural areas, profitability for small farmers, mental and physical well-being of our communities and the stability and equity within our communities. Their vision became a reality in mid-2021 when they began feeding area residents, with the help of a grant of nearly \$49,000 from the Wisconsin Economic Development Corporation.

The Community Kitchen, based in Monticello, provides quality, nutritious, and accessible meals created through the transparent co-ownership of local farmers and workers. It uses a modified CSA-style food distribution network, in which members pay upfront for prepared meals and grocery items, including meat, cheese and bakery goods. Ninety percent of ingredients come from family farms within 150 miles of Monticello, and fresh vegetables, dairy, meat, eggs and small grains come from certified organic producers. The co-op's goal is to help build a more resilient food system through its culture of accessibility, fair wages, transparency and year-round distribution.



*Executive Leadership Breakfast at the Koning Maple Lane Event Center*

### Executive Leadership Breakfast

In November, we were excited to come together in person for our Executive Leadership Breakfast. Our guest speaker was Kurt Paulsen, professor of urban planning in the Department of Planning and Landscape Architecture at the University of Wisconsin-Madison.

He led us through a look at some of the causes of the workforce housing shortage, such as

### Main Street Bounceback Grants

The COVID-19 pandemic took its toll on Wisconsin's small businesses and our Main Street and commercial districts, but 2021 saw opportunities to bounce back. The Main Street Bounceback Program made grants of \$10,000 available to help small- and medium-sized businesses set up in vacant commercial space. Most types of businesses, including

not building enough housing to keep up with growth. He also shared ideas that have been shown to overcome the problems, including revamping outdated land use regulations that can drive up the cost of construction and serve to deter sufficient housing.

Koning's Maple Lane Event Center was our host and provided a delicious and ample breakfast for our event.

retail stores, service providers, bars and restaurants, offices, light manufacturing and even non-profit organizations, were eligible.

Grant money could be used for lease or mortgage payments, operating expenses, building repairs, tenant improvements or other expenses. Green County's region received funding for 95 grants.



# Thank You to our Partners

Every day, we work to provide economic development services to our communities, existing businesses, and prospective businesses. However, none of this could be possible without the commitment and dedication of our partnerships. Strong communities don't just happen, it takes organizations like the ones listed below. These partners believe in the importance of investing time and resources into economic development initiatives in Green County. Thank you!

Thank you to our GCDC Board, and business and community investors, as well as our many partner organizations, including:

- Blackhawk Technical College
- Small Business Development Center
- Wisconsin Economic Development Corporation
- William S. Knight Foundation
- Southwest Community Action Program
- Wisconsin Women's Business Initiative
- Green County UW Extension
- Prosperity Southwest
- Southwest Wisconsin Regional Planning Commission
- Southwest Workforce Development Board
- Madison Region Economic Partnership
- Community Chambers of Commerce
- Main Street Monroe
- United Way of Green County
- Dimension Development
- Wisconsin Early Childhood Association
- 4-Cs
- Multicultural Outreach Program
- Department of Children and Families
- Bug Tussel Wireless
- Lite Wire Internet Services
- Public Service Commission

### Become a GCDC Investor

In order for GCDC to build off of our past, we need your continued support. It is our hope that as you read through this report and see everything GCDC has done in the past and continues to work on delivering to our county, you take the time to consider investing, or increasing your investment, in our organization. Your funding enables GCDC to continually expand its offering to assist our businesses and communities. We are proud of our recent accomplishments and are excited about where the organization is headed.





Students learning CPR during Safety Saturday

# Focus on Childcare

The ability to find quality, affordable childcare makes a huge impact on our local workforce. That's why Green County Development Corporation focused much of its attention on the issue of childcare during 2021.

Childcare in today's economy is hard to find and hard to afford. Parents with challenges finding and keeping quality, affordable childcare end up working fewer hours, taking a pay cut or leaving their jobs completely. That hurts our business community that struggles to fill positions with qualified candidates. It's not a small problem: Nationally, the cost of lost earnings, revenue and productivity due to the childcare crisis comes to an estimated \$57 billion annually.

By partnering with childcare providers and many organizations, including United

Way of Green County, Wisconsin Early Childhood Association, 4Cs, Green County UW Extension, Small Business Development Center, Southwest Community Action Program, Multicultural Outreach Program, Wisconsin Economic Development Corporation, and Department of Children & Families, we offered several ways to support our childcare professionals locally. By bolstering these professionals, we hope to attract and retain more qualified professionals to the field.

## Boot Camp/Safety Saturday

GCDC received a grant from the Small Business Development Center to provide Childcare Business Bootcamp classes during March and April. These courses were designed for those just starting out in childcare, as well as existing childcare businesses. The 16 hours of class time count toward state licensing requirements and were provided at no cost to participants. The classes, taught by Wisconsin Early Childhood Association, were so successful,

they were replicated in other counties throughout the state.

The grant also allowed us to offer Safety Saturday training in May. The day-long class covered required training in: first aid, CPR, preventing child abuse and neglect, preventing abusive head trauma and review of licensing rules. It was also provided at no cost for anyone who works in a childcare facility.

## Mental Health Grant

United Way of Green County received a \$50,000 Community Innovation Grant from the Wisconsin Department of Children & Families to help Green County childcare businesses address the mental health needs of providers, parents and families. This is another important component to better support childcare providers and families who depend on quality care for their young ones.

This grant paid for mental health consultation and personalized, ongoing support for up to 12 childcare businesses. It also covered free monthly professional development opportunities for childcare providers and families. The third component of the grant was the development of a professional mentorship program to match experienced providers with those who are new to the field as a way to help reduce the turnover rate in the childcare industry.

## Childcare Accelerator

The \$100,000 Childcare Accelerator grant was awarded to GCDC by Wisconsin Economic Development Corporation. This funding provided additional training and stipends for childcare businesses, signing bonuses, as well as monetary incentives for providers to become licensed and increase their YoungStar ratings. Classes offered included: Wisconsin Model Early Learning Standards; Strengthening Families; Learning Environments; Professionalism; CPR/First Aid; and Fundamentals of Family Childcare (in Spanish).

## Childcare Recognition Program

Thanks to the generosity of local businesses, the Childcare Recognition Program raised \$14,700 to help elevate the childcare industry through Childcare Matters. This program provided monthly breakfasts, lunches, a special kickoff program and other recognition for Green County childcare providers.

## Broadband Summit

Green County was fortunate to receive a grant of more than \$143,000 from the state Public

Service Commission to expand broadband service. Gaining access to quality, affordable broadband service to all Green County residents, students and businesses is an important step to ensure we can continue to grow and flourish and maintain our competitive edge alongside more metropolitan counties.

A Broadband Summit in July led to the creation of an official Broadband Committee to further the broadband effort in Green County.

## Green County Leaders

In 2021, Green County Leaders undertook a very special effort to help foster civil conversations in our communities.

The 2021-22 Leaders program focused on individuals who lead and foster civil conversations and welcome diverse perspectives to make better decisions. That's particularly important now, when communities, non-profits, and businesses are making decisions in a historically unique time of transition.

Green County Leaders is an education program in which individuals practice leadership skills and prepare for leadership roles, and deepen their understanding of community issues. This creates a network of active, visionary individuals who can leverage their expertise and experience to benefit their community and local organizations.

Typically, the program meets for day-long sessions, once per month from August to May. In response to the COVID-19

pandemic, the program went completely online for the 2020-21 year, with a different topic offered each month. The Leaders curriculum continued to be online for the 2021-22 season. The group forged a special partnership with Braver Angels to provide an engaging way to learn and lean into civil leadership to build vibrant communities by honing civil leadership skills.

For more information on Green County Leaders, visit [green.extension.wisc.edu/community-development/green-county-leaders/](https://green.extension.wisc.edu/community-development/green-county-leaders/) or contact Victoria Solomon, Community Development Educator with Extension Green County at [victoria.solomon@wisc.edu](mailto:victoria.solomon@wisc.edu) or (608) 328-9440.

