

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	Mosher & associates
Bank of Brodhead	State Bank of Cross Plains
Duxstad & Bestul, S.C.	Wisconsin Bank & Trust
First National Bank & Trust	Woodford State Bank
Keller Inc. Planners, Architects, Builders	

Community Partners

Green County	Village of Brooklyn
City of Monroe	Village of Monticello
City of Brodhead	Village of New Glarus
Village of Belleville	

2020 GCDC BOARD OF DIRECTORS

- NIKKI MATLEY, President**
Thrivent Financial
- MATT URBAN, Past President**
Blackhawk Technical College – Monroe Campus
- JOE HUNTER, Vice President**
Colony Brands
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County Board Supervisor/AmericInn Owner
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Monroe Truck Equipment
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County Board Supervisor
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Bank of New Glarus and Sugar River Bank Branches
- DOUG SUTTER**
Keller, Inc
- BRIAN WILSON**
Village of Belleville Representative



2019 ANNUAL REPORT



CARA CARPER
Executive Director

Building Strong **Green County** **Business & Communities**

Good things happen at GCDC every day. Please take a moment to review our report of the good things we've accomplished in 2019 and anticipate the good things we can achieve together in 2020.

GREEN COUNTY DEVELOPMENT CORPORATION

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608.328.9452 | gcdc@tds.net
www.GreenCountyEDC.com

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2019

Good things to ensure our businesses and communities thrive:

Business Coaching

GCDC has consistently increased the number of Green County businesses we have assisted with free, confidential business coaching. Through grant funding and a partnership with Small Business Development Center, we helped 92 businesses in Green County grow stronger in 2019.

Growth Opportunity Fund

Thanks to funding from local businesses and a matching grant from the state, GCDC has \$750,000 available to loan to manufacturers in Green County in business 5 years or fewer.

Talent Pipeline Management

Talent Pipeline Management is an employer-led approach to close the skills gap and build talent supply chains to meet business needs. With additional training, GCDC will be ramping up Talent Pipeline efforts with additional healthcare providers and manufacturers in 2020.

UniverCity Year

Our partnership with UniverCity Year will continue to reap benefits for our Green County communities. Keep an eye out for ways you can help move community projects forward.

Good Partners

All of these good things are due to our strong partners. We owe a debt of gratitude to our GCDC Board and

business and community investors, as well as our collaborating organizations such as Blackhawk Technical College, Small Business Development Center, Wisconsin Economic Development Corporation, William S. Knight Foundation, UniverCity Year Program, 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, Food Finance Institute, Center for Dairy Research, Wisconsin Manufacturing Extension Partnership, Wisconsin Housing and Economic Development Authority and Public Service Commission.

Together we are building a pipeline of service to strengthen our Green County businesses.

How YOU can help!

Please spread the word!

- We have free, confidential help for businesses – no matter what they are going through.
- We have funds available to start and grow manufacturing businesses (and assistance to submit an application).
- We want to engage with local healthcare providers and manufacturers through the Talent Pipeline Management program.

Good Investment

If you want to continue the good things happening in Green County every day, we urge you or your business to invest in our organization. Your funding ensures GCDC can take advantage of great opportunities as they arise. Your continued support of GCDC is so important to building a stronger Green County. Thank you!

2019 Annual Events

The Green County Development Corporation honored an outstanding local business, a visionary young couple, and an exemplary leader at its Annual Meeting and Recognition Dinner last April. Also as part of GCDC's annual dinner event, UW students and staff presented brief summaries of their UniverCity Year projects. (See Page 5 for more information.)



Monroe Powersports was named Outstanding Business of the Year. Co-owners Tim Hayes and Todd Prien are pictured with GCDC Executive Director Cara Carper.

Outstanding Business of the Year

Named Outstanding Business of the Year was Monroe Powersports, founded and owned by Tim Hayes and Todd Prien. The award honors existing businesses that have demonstrated an outstanding commitment to the county's economic growth through innovation, job creation, new investment, and/or extraordinary long-time interest in supporting others in business. Monroe Powersports' quality products and service keep customers coming back, and its strategic growth plan has helped drive the company's success over the past 20 years.



The Richard B. Schmied Leadership Award went to Brodhead Mayor Doug Pinnow.

Richard B. Schmied Leadership Award

Doug Pinnow, mayor of Brodhead, was recipient of the Richard B. Schmied Leadership Award. The award commemorates Richard B. Schmied and the winner exemplifies the character of a true leader. Pinnow lives up to that: As a life-long resident of Brodhead, he is a tireless supporter of, and volunteer for, his community. Between his involvement on the school board and city government, and within the business community and volunteer organizations, Brodhead is a better place because of Pinnow.

Entrepreneurial Spirit Award

Earning the Entrepreneurial Spirit Award were Dan and Ashley Wegmueller, owners of The Dairy at the Wegmueller Farm. The Entrepreneurial Spirit Award honors an entrepreneur with a hunger for opportunity, a growth mindset, a willingness to learn and find solutions to challenges and problems, and a strong work ethic. The Wegmuellers opened The Dairy, a "farmstay" destination, on their 50-head Brown Swiss dairy farm just outside Monroe. The business has hosted guests from around the world, and helps promote economic opportunity for other Green County entrepreneurs as well.



Ashley and Dan Wegmueller were the recipients of the Entrepreneurial Spirit Award for their business, The Dairy at the Wegmueller Farm.



Jason Schleip joins our team of Small Business Development Center consultants.

Entrepreneurial Development Program

During January and February, GCDC offered a Food and Beverage Boot Camp that focused on the strategic and detailed financial side of running a business. Ten small businesses benefitted from this intense workshop, which was taught by nationally-renowned small business guru Tera Johnson of the Food Finance Institute and formerly of TerasWhey.

With the support of grants from Wisconsin Economic Development Corporation (WEDC) and the William S. Knight Foundation, an additional part-time business consultant was hired last spring to work with entrepreneurs and small business owners in Green County. Jason Schleip, who has special expertise in the restaurant industry, joined our team of SBDC consultants. Schleip joins consultant Kristi Smith in providing free, confidential assistance to Green County businesses at all stages.

Schleip and Smith are helping break terrific new ground for us:

- In 2017, our business consultant worked with 27 Green County businesses
- In 2018, we added a consultant, and together they worked with 61 Green County businesses
- By the end of 2019, our Entrepreneurial Development Program has grown its impact to work with 92 businesses during the year, including 7 new business starts and a capital infusion of \$1,226,950.

Talent Pipeline Management

The Talent Pipeline Management (TPM) program is an employer-led approach to close the skills gap and build talent supply chains to meet business needs. This fall, GCDC engaged local healthcare providers and began working on TPM with Northwest Illinois Economic Development. GCDC provides administrative help, but the process is meant to be driven by businesses.

Housing Study

GCDC, with the Southwest Wisconsin Regional Planning Commission, released the Green County Housing and Workforce Study along with reports for the communities of Belleville, Brodhead, Monroe, Monticello and New Glarus in May. The studies found Green County has a low inventory of housing and a strong demand. More than 2,500 new housing units will be needed to meet demand by 2030. The studies are posted on GCDC's website, greencountyedc.com, under the Community Resources tab.

Green County Leaders

Green County Leaders kicked off its nine-month season in August with a new class of 25. The Leaders program is a partnership between GCDC and Green County UW Extension and is designed to help participants practice leadership skills, deepen their understanding of community issues and prepare for leadership roles. Participants meet monthly for full-day sessions and develop a special multi-month project to address a community need.



Green County Leaders Class of 2019-2020

World Dairy Expo

GCDC, in partnership with Blackhawk Technical College, staffed a booth at the World Dairy Expo in October to showcase Green County and all it has to offer. Tens of thousands of visitors from around the globe converge on the Alliant Energy Center in Madison each fall to see the latest in dairying at the Expo. The week-long event features cattle shows, educational seminars, a trade show and commercial exhibits. Look for GCDC and BTC at the World Dairy Expo again this fall. Expo dates are Sept. 29-Oct. 3.

Executive Leadership Breakfast

Giving clear, direct feedback isn't always easy, but it's vital in any business setting. Human Resources coach and consultant Kathy Ryan highlighted some techniques for giving better feedback that in turn will help salvage underperformers and retain star players as part of GCDC's annual Executive Leadership Breakfast in October. More than 85 participants gathered at Blackhawk Technical College's new Ag Center to enjoy breakfast, network and be inspired by Ryan's keynote address.



HR coach, consultant and author Kathy Ryan shared tips on "Fearless Feedback: How to Salvage Underperformers and Retain Your Star Players by Giving the Right Feedback" as the keynote address during the Executive Leadership Breakfast.

Growth Opportunity Fund

\$97,000 Needed by June 1 to Reach Our Goal of \$750,000

Revolving Loan Fund

In summer 2019, GCDC received matching funds from Wisconsin Economic Development Corporation to start a new revolving loan fund. Generous donations from local businesses and organizations are helping us realize our goal of raising \$375,000 in just a few short months – making a total of \$750,000 available to invest in Green County businesses, now and in the future.

Loans of up to \$100,000 per business are available for growth companies such as advanced manufacturing, agriculture or food processing, information systems or software, medical devices, biosciences and energy. There is no job creation requirement to be eligible.



The \$750,000 Growth Opportunity Fund was created with monies from the following local businesses.

From left: Mike Sanders, Monroe Clinic; Joe Hunter, Colony Brands; Mark Woodward, Bank of Brodhead; Ron Schaaf, Bank of New Glarus, Steve Schneider, First National Bank; Scott DeNure, Woodford State Bank; Ron Markham, Wisconsin Bank & Trust; and Dave Sawdey, Greenwoods State Bank. Also contributing were the William S. Knight Foundation and Duxstad & Bestul, S.C. These funds were coupled with \$375,000 in matching funds from the Wisconsin Economic Development Corporation.

For more information about the program, see GCDC's website at greencountyedc.com or call (608) 328-9452.

2019 Financial Overview

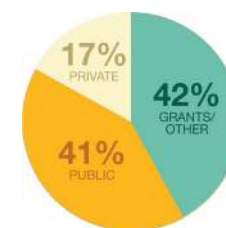
Annual Income

	Total Income	Private	Public	Grants/Other
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%
2010	\$153,790	24%	72%	4%
2009	\$136,457	25%	70%	5%

Financial Growth



Funding Sources



UniverCity

Green County communities have been part of a unique three-year program with the University of Wisconsin-Madison as part of the UniverCity Year program. UniverCity brings together UW-Madison students and faculty with communities to address local challenges.

UW students worked on 50 community projects that matched their fields of study as part of the program. The projects covered a wide variety of study areas and included such things as: a cost-benefit analysis of 911 call center consolidation; assessing the viability of a farmers' cooperative; addressing food deserts in Green County; increasing breastfeeding rates; developing concepts for affordable housing in the

county; creating a Lake Montesian Conservation Plan; creating a Village of New Glarus Comprehensive Outdoor Recreation Plan; developing a Pearl Island Recreational Corridor Conservation Plan; improving energy efficiency at Juda School; and improving rural transportation in Green County.

The program has earned recognition for its collaboration. UW-Madison Chancellor Rebecca Blank presented the UniverCity Year program and GCDC with a Community-University Partnership Award in June for their collaborative efforts to address community challenges while exemplifying the Wisconsin Idea of expanding education and outreach beyond the classroom. Because of the UniverCity Year program experience, Green County communities now have relationships with UW staff and a much better understanding of the vast resources UW can bring to local issues.



The UniverCity Year program and its partners, including Green County, were honored with a Community-University Partnership.

Pictured from left are: Earlise Ward, emcee of the Community-University Partnership Awards; Gavin Luter, managing director of UniverCity Alliance; Cara Carper, executive director of Green County Development Corporation; and UW-Madison Chancellor Rebecca Blank

For more information on UniverCity, see GCDC's website at greencountyedc.com.