



**GREEN  
COUNTRY** **WISCONSIN**  
DEVELOPMENT CORPORATION

---

**2020** **ANNUAL  
REPORT**



**CARA CARPER**  
Executive Director

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

---

**2020** will likely be remembered as the year of the great pandemic. Good things happen at Green County Development Corporation every day. What good things can come out of the great pandemic? Please take a moment to review our report of the good things we've accomplished in 2020 and the great things ahead.

## **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 supplied by **Monroe Truck Equipment**  
Inside Cover photo supplied by **Colony Brands**  
Page 4 photo supplied by **Bug Tussel Wireless**  
Graphic Design by **Chao Yang, Empire Media**





**2020**

**“Everything great is not always good, but all good things, are great.”** – Demosthenes

Sometimes it takes a great disruption to show the good that needs to be achieved.

### **Business Assistance**

One-on-one business assistance became even more important during the pandemic, and we are thankful for our partners at Small Business Development Center who provided critical business consulting. Free, confidential business coaching will become even more crucial as we work to strengthen our businesses for the future.

### **Broadband**

As Green County residents struggled to work and learn at home, the need for additional broadband was stark. At GCDC, we've been able to work with internet provider partners to win grants for additional broadband development. We realize more is needed, and we appreciate the thoughtful work of our county Broadband Committee to support these efforts.

### **Workforce Housing**

As our businesses grow, they need more workers. Unfortunately, Green County does not have an adequate supply of housing for employees and their families. Moving forward, it will be important to work closely with partners like Southwest Community Action Program to identify how communities can build the housing our employers need.

### **Childcare**

Childcare is essential for our families, our workforce, and our community, but the pandemic has had a significant impact on childcare businesses in our communities. To help address the significant need in Green County for high quality childcare services, United Way of Green County and GCDC have teamed up to support and grow childcare businesses.

### **Good Partners**

Good things that come to GCDC come from partnerships. 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, LiteWire Internet Services, and Public Service Commission.

### **Great 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.

GCDC has great things planned for 2021, and we look forward to working with our partners to support economic development in Green County.



# 2020 Annual Events

*It was a fortunate twist of fate that we hosted our Mardi Gras-themed Annual Meeting and Recognition Dinner in late February 2020 rather than later in the spring as we have done in previous years. We were able to honor our business award-winners; gain insights from keynote speaker Rick Dickinson, president and CEO of Greater Dubuque Development Corporation; and enjoy networking and a great meal together at Turner Hall before the COVID-19 pandemic made such a gathering impossible.*



*Rick Dickinson, President and CEO of Greater Dubuque Development Corporation*



## Outstanding Business of the Year

The Outstanding Business of the Year honors a business that has demonstrated an exemplary commitment to Green County's economic growth. The winner was The Morning Mug, owned by Tracy Bartels. In just a few years, The Morning Mug established itself as a thriving community gathering spot in Monticello. It was honored for being a fresh, clean, and inviting business with great food and for offering a friendly environment.

*LEFT: Cara Carper, Executive Director of the Green County Development Corporation, presents Tracy Bartels, owner of The Morning Mug in Monticello, with the Outstanding Business of the Year award.*



## Entrepreneurial Spirit Award

The Entrepreneurial Spirit Award honors an entrepreneur with a hunger for opportunity, a growth mindset, a willingness to learn, a willingness to find solutions to challenges and problems, and a strong work ethic. Earning the award were Chris Schindler and Ryan Wild of Badger State Cold Storage. Schindler and Wild saw a need and helped fulfil it: In this case, the two recognized the need for a cold/freezer storage facility in the community – and the result was Badger State Cold Storage. The facility is 68,000 square feet and can hold 10,248 pallets, which translates to about 520 semi-loads of product. It includes state-of-the-art inventory tracking. From start to finish, the project took approximately 18 months to complete.

*Cara Carper, Executive Director of the Green County Development Corporation, presents Ryan Wild, center, and Chris Schindler, owners of Badger State Cold Storage, with the Entrepreneurial Spirit Award.*



## Richard B. Schmied Leadership Award

*LEFT: Mike Sanders was named recipient of the Richard B. Schmied Leadership Award.*

The Richard B. Schmied Leadership Award honors an individual who exemplifies the character of a true leader: Mike Sanders was named the recipient of this honor. His leadership was characterized by four key strengths. He leads by example, sharing recognition, being visible and fostering collaboration. He empowers others, encouraging team members to be responsible, take ownership and be proud of their accomplishments by creating expectations without micromanaging. Sanders creates a culture of caring, for patients, employees and communities. And he is a true community servant, helping numerous area organizations with his personal mentoring and leadership.

## COVID-19 and Business Assistance

In March, in response to the growing pandemic, Green County Development Corporation joined Green County's Emergency Operations Center Committee (EOC), a group that includes officials from public health, emergency management, law enforcement, human services, health care, business, fire and EMS, coroner, schools, long-term care, as well as the county and municipalities. GCDC continues to provide trusted information and resources for our partner organizations and businesses through this group.

March also brought new federal programs through the CARES Act, including the Paycheck Protection Program (PPP), Economic Injury Disaster Loans (EIDL) and Unemployment payments for self-employed people. We worked closely with our Small Business Development

Center (SBDC) consultants to provide details as they were released, and even step-by-step tutorials on how to apply for each program.

In May, GCDC hosted "Your Business, 2.0," an online workshop to reimagine business as we emerge from COVID. The event was designed to help businesses and nonprofits move beyond fear and imagine a brighter future.

Wisconsin Economic Development Corporation (WEDC) in June announced \$75 million of federal CARES Act funding for the creation of the "We're All In" grant program for small businesses. Businesses could apply for \$2,500 grants, and the application required a letter of acknowledgement from a community organization indicating the business was in operation in February 2020. GCDC, as well as Chambers of Commerce, Main Street and SBDC, collectively wrote hundreds of letters to vouch for local businesses.



### Broadband Grant

In March, Green County Development Corporation learned that Green County received a Public Service Commission Grant of \$1,000,371 for Bug Tussel Wireless to build a 51.5-mile fiber route from Blanchardville to New Glarus to Monroe to Brodhead. Planning for this route continues.

More good news came in November, when GCDC received a \$420,000 grant to expand high-speed broadband in the county. This will bring service to more than 6,500 households and 100 businesses in Green County. GCDC's private partner, Litewire Internet Services of Evansville, implemented the project.

### Workforce Housing Opportunities

More than 40 participants from every community in Green County dialed in for a webinar to learn about an innovative solution to incentivize single-family housing. We continue to work with our partners at Southwest Community Action Program (SWCAP) to find solutions to build more homes in Green County.

### Drive Through Job Fairs

In July and September, we worked with Blackhawk Technical College, Monroe Chamber of Commerce and Southwest Wisconsin Workforce Development to offer Drive Through Job Fairs in Monroe. More than 100 vehicles drove through to receive bags full of recruitment flyers for positions at local businesses. These new events were part of a statewide effort to inform job-seekers about local job opportunities.

### Growth Opportunity Fund

Green County Development Corporation met its goal to raise \$750,000 for the Growth Opportunity Fund, our revolving loan tool used for development and expansion of newer small businesses, in August. We thank all of our local funders!

More exciting news came in December. Previously, we could only fund new businesses with our Growth Opportunity Fund. Restrictions have since been changed, and we are now able to fund businesses of any age. Funding of up to \$100,000 is available for manufacturers in Green County and interest rates average around 3 percent. There is no job creation requirement.

# Virtual Green County Leaders

---

Green County Leaders is a partnership between Green County Development Corporation 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. The program normally meets for immersive, one-day sessions each month for nine months beginning in September. With safety concerns created by the COVID-19 pandemic, Green County Leaders took a different approach for the 2020-21 season and pivoted to virtual sessions over the

lunch hour. This allowed more people to access the programs on a “drop-in” basis. The virtual Leaders session will continue through May 2021.

Leaders purchased and planted 18 trees, one for each year of the Leaders program, in Monroe in fall of 2020 for its special living Leadership Grove. The trees are meant to bring joy to community members now and in the future, as well as serve as a reminder that despite challenges, there is hope for the future.

*During the September 2019 session of Green County Leaders, participants were encouraged to wear orange in recognition of Hunger Action month. The 2019-2020 class was on a field trip to the Swiss Historical Village and Museum in New Glarus.*



*Rob Grunewald, economist with the Community Development Department of the Federal Reserve Bank of Minneapolis*

## Taking Action to Support Childcare

Childcare is essential for our families, our workforce, and our community. There's a significant need for high quality childcare services in Green County, a need made even greater by the pandemic. Because of this need, United Way of Green County and Green County Development Corporation teamed up in October to support regulated childcare providers and increase the number of regulated providers in the county.

GCDC hosted Rob Grunewald, economist with the Community Development Department of the Federal Reserve Bank of Minneapolis, who shared his insights as part of our annual Executive Leadership Breakfast in December. In this virtual presentation, Grunewald enumerated why quality childcare is such an important issue for our county and our country, and why it is necessary to act to strengthen the childcare industry.

---



# Business Counselors Serve Green County Businesses

Our SBDC business consultants Kristi Smith and Jason Schleip continue to do an outstanding job helping local business owners and start-ups. They shattered all previous records to assist 126 Green County businesses in 2020, including 7 new business starts, for more than \$2 million in capital infusion.

**We can't wait to see who they will help in 2021!**



*Business Consultant*  
**Kristi Smith**



*Business Consultant*  
**Jason Schleip**

## 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)

# 2020 Financial Overview

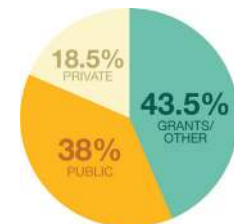
## Annual Income

	Total Income	Private	Public	Grants/Other
<b>2020</b>	<b>\$307,452</b>	<b>18.5%</b>	<b>38%</b>	<b>43.5%</b>
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%

## Financial Growth



## Funding Sources



# 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	

## 2021 GCDC BOARD OF DIRECTORS

**NIKKI MATLEY, President**  
Thrivent Financial

**MATT URBAN, Past President**  
Blackhawk Technical College – Monroe Campus

**MICHAEL WILLIAMS, Vice President**  
Colony Brands

**RICHARD THOMAN, Treasurer**  
County Board Supervisor/Americlnn Owner

**MIKE SANDERS, Secretary**  
1100 Partners

**JOHN BERNSTEIN**  
City of Brodhead Representative

**LUKE BUHOLZER**  
Klondike Cheese Company

**JANE CURRAN-MEULI**  
Monroe Clinic

**DRAKE DAILY**  
Village of New Glarus Representative

**DONNA DOUGLAS**  
City of Monroe Representative

**JESSE DUFF**  
Fehr Graham – Engineering & Environmental

**CRAIG FUCHS**  
ORCHID International Monroe

**APRIL FUHR**  
Village of Monticello Representative

**ERIK HUSCHITT**  
Badger State Ethanol

**LINDA KUHLMAN**  
Village of Brooklyn Representative

**DAVID LOTHSPICH**  
City of Monroe Representative

**BETH LUCHSINGER**  
County Board Supervisor

**JOHN MCNEIL**  
Big Radio

**DAVID MOSHER**  
Mosher & associates

**TOM NINNEMAN**  
Monroe Truck Equipment

**DR. TRACY PIERNER**  
Blackhawk Technical College

**JOAN RUFENACHT**  
County Board Supervisor

**RON SCHAAP**  
Bank of New Glarus and Sugar River Bank Branches

**DOUG SUTTER**  
Keller, Inc

**BRIAN WILSON**  
Village of Belleville Representative