

TIMES COLUMNIST

Green County, Wis. — The Place to Be

Thirty years ago, Green County Development Corporation (GCDC) was created to lessen the burden of the government and become the bridge between local businesses and local government. Times have changed dramatically since then, but our mission has remained the same. GCDC exists to promote and encourage economic growth while maintaining the quality of life that makes Green County, Wisconsin a great place to live and work.

Economic development casts a wide umbrella. We work on many different types of initiatives including the childcare shortage, broadband, clean energy, business growth, expansion, and entrepreneurship. In order to address these needs that affect businesses throughout the county, GCDC focuses on three action principles to help ensure the sustainability of the Green County economy.

The Place to Connect — Organizational Strength

As we roll into the new year, we are excited to unveil our new logo and website. Our decision to do this was to create clear brand recognition to build awareness around the work GCDC does, and the many partnerships we have. Our goal is not to erase the past, but to reframe who we are



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and looks to the future. We will continue to tackle problems that keep our businesses and people from being as successful as possible. Industrial, labor, and housing markets are problems that not one organization or business is going to fix. In order to create the most positive change, GCDC is focused on continued collaboration with the incredibly strong partners within our county and region to create innovative changes. This applies to working with businesses and communities across the county to provide both top-line and labor-force solutions that support their sustainability. Every initiative that GCDC takes on has been accomplished with many great partners. Making these efforts happen takes collaboration and cooperation. That is something that we will continue to prioritize moving forward.

The Place to Grow — Business Retention and Recruitment

Economic Development is ever-changing, and here at GCDC we are constantly working on various types of projects. Some are very visible, and some are not. Gone are the days when economic development was simply focused on poaching

in representing the county. We are excited to step into 2023 with a new look and vision that keeps our core mission intact

companies from other communities. Today, leaders in economic development focus on strengthening assets that enable their distinctive industries to flourish and grow from within, rather than relying primarily on marketing to recruit businesses from outside of the area. Although we will remain readily available and welcoming to any businesses looking to move to the county, we want to make sure our top priorities are to care for our existing businesses and make sure they have what they need to thrive.

The Place to Invest — Talent Attraction and Development

It is no secret that there is a shortage in our workforce. The economic potential of Green County depends on its effectiveness to mobilize talent and equip workers with the skills that our industries demand. Workforce skills are an essential part of attracting new and diverse community members, and making sure that Green County is seen as a place where you can raise a family, advance professionally, form relationships, and prosper. As we look to the future, GCDC will continue to work toward showcasing all that Green County has to offer. Because at GCDC we truly believe, that Green County is the place to be.

— Olivia Otte is the Executive Director of the Green County Development Corporation (GCDC). She can be reached at olivia.gcdc@tds.net, or by calling 608-328-9452.