



Green County... the place to be!



Photo: Scott Tim, Green Co Farms

ANNUAL REPORT 2022 - 2023

Encouraging economic growth while maintaining the quality of life that makes Green County, Wisconsin a great place to live and work.

EXECUTIVE SUMMARY

2023 has been a year of whirlwind excitement and fulfilling experiences. I don't think I've ever had a year unfold so fast. As you can tell by looking at this report, we have been busy! It was fantastic to get to work with so many different individuals, businesses, and organizations. Throughout all this work, one underlying thread is the abundant opportunities that surround us in Green County. I am genuinely excited about the many possibilities that lie ahead. I think we are experiencing a pivotal moment in our community.

As we look to the new year, it is our goal at GCDC to remain steadfast in our dedication to shaping a prosperous future for Green County. **All of this could not be done without your support and partnership.** I want to express my gratitude for the opportunity to continue to serve as GCDC's Executive Director. Your investment and collaboration have been instrumental, and I am thankful for the collective effort as we work towards building a better Green County.

Here's to another year of growth and success!
As always, more to come.

Olivia Otte -

Executive Director



Olivia Otte
Executive Director



Tracy Brewer
Project & Marketing
Manager



Denise Pinnow
Bookkeeping

BOARD MEMBERS

1100 Partners

Mike Sanders*

Badger State Ethanol

Erik Huschitt, Nicole Witt

Bank of Brodhead

Kellie Wand

Big Radio

John McNeil

Blackhawk Technical College

Amy Charles, Tracy Pierner

City of Brodhead

Casey Jones

City of Monroe

Donna Douglas, Richard Thoman*

Colony Brands

Mike Williams*

Duxted Bestul & McNaughton

Lance McNaughton

Fehr Graham

Jesse Duff

Green County

Joan Rufenacht, Mike Furgal,
Richard Thoman*

Keller Inc.

Dough Sutter

Klondike

Luke Buholzer

Monroe Truck

Kathy Ryan

Mosher & Associates

Dave Mosher

SSM Health

Jane Curran-Meuli

The Bank of New Glarus

Ron Schaaf

Thrivent Financial

Nikki Austin*

UPG Electrical

Jon Bruner

Village of Albany

Michelle Brewer

Village of Belleville

Gabe Altenbernd

Village of Monticello

Bob LeBarre

Village of New Glarus

Lauren Freeman

Wisconsin Bank & Trust

Ron Markham

Woodford State Bank

Dave Sawdey

Sabrusora Foods

Adrienne Weber

INVESTORS



SSMHealth.

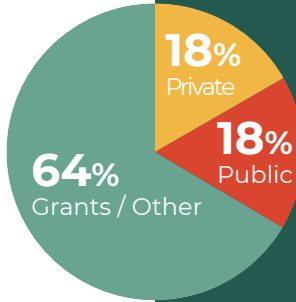


Alliant Energy Power
 Duxstad & Bestul, S.C.
 First National Bank & Tust
 Mosher & Associates
 State Bank of Cross Plains
 Thrivent Financial
 Wisconsin Bank & Trust
 Woodford State Bank

Green County • City of Monroe •
 City of Brodhead • Village of Albany •
 Village of Monticello • Village of New
 Glarus • Village of Belleville

WELCOME NEW INVESTORS

Sabrosura
 Upper Iowas University (UIU)
 Bank of Brodhead
 Village of Albany



Our investors support the mission of GCDC with financial support and a true commitment to the belief that we are better together.

Annual Income

Year	Annual Income
2023	\$555,481
2022	\$328,516
2021	\$483,693
2020	\$307,452
2019	\$288,049
2018	\$257,607
2017	\$180,550
2016	\$175,991
2015	\$159,563
2014	\$151,393
2013	\$154,409
2012	\$153,370
2011	\$149,973



COMMUNITY PARTNERS

The boots-on-the-ground connections that keep us moving.

Small Business Development Center
 • Green County UW Extension •
 Southwest Wisconsin Regional
 Planning Commission • Main Street
 Monroe • Prosperity Southwest
 • 4C's • Community Chambers of
 Commerce • Wisconsin Economic
 Development Corporation • United
 Way of Green County • Blackhawk
 Technical College • Multicultural
 Outreach Program • Southwest
 Community Action Program •
 Southwest Workforce Development
 Board • Department of Children
 and Families • Wisconsin Women's
 Business Initiative • Compeer
 Financial • Wisconsin Housing and
 Economic Development Authority

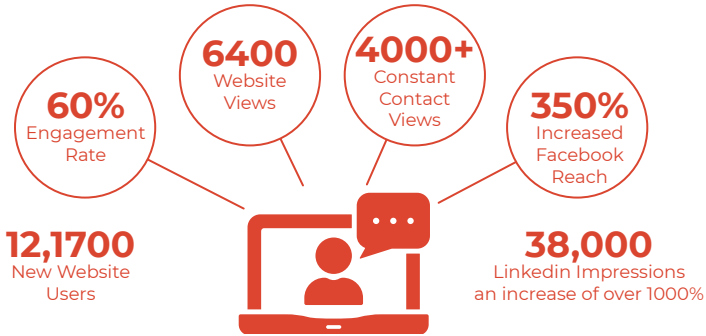
**Together, we ALL keep Green
 County moving forward.
 We couldn't do it without you
 and for that we THANK YOU ALL!**

BUSINESS ATTRACTION & RECRUITMENT

Bringing new business to Green County involves distinguishing ourselves from other rural communities. That means taking risks, stretching our reach, and putting ourselves out there to get noticed.

REBRANDING AND NEW WEBSITE

A new logo and a streamlined website is getting Green County noticed as **the place to be!**



Many thanks to the Fusion Fly team for their expertise, responsiveness, and ability to decipher our vision so perfectly!



CONFERENCE & EVENT ATTENDANCE



"Learning from others, their unique approaches to similar problems, and connecting with leaders in the field, is invaluable in providing ideas to move our county forward in positive ways" Otte stated. "The emphasis on collaboration and creativity for addressing housing, childcare and workforce issues in our community confirms we are on the right path in Green County."

~ Olivia Otte,
GCDC Executive Director
and MidAmerica EDC
Scholarship recipient

MidAmerica Economic Development Council scholarship recipient and Wisconsin Economic Development Association (WEDA) conference panelist and Economic Development Initiative Award finalist.



Partnering with Blackhawk Tech, GCDC gained exposure to over 60,000 attendees at the **World Dairy Expo**.

BUSINESS RETENTION & EXPANSION

Building stronger ties with businesses and goodwill with public and private entities stimulates the economy. Conversations and connections lead to programs and services that retain and grow local businesses.



SMALL BUSINESS SERIES



21 Entrepreneurs



4 Classes



1 Pitch Night



\$2000 Cash Prizes

Pitch Judge Brianna Wethal-The Bank of New Glarus, Pitch Winners Laura Eyler-Thyme Savor Cuisine, Laura Siegenthaler-Erda + Arch, LLC, Keri Mertens-Place Pi Bakery, and GCDC Executive Director - Olivia Otte.

From solidifying a business plan to focused finance and marketing, and a chance to pitch their business, Green County entrepreneurs got a head start making their dreams a reality.



Small Business Series 2023 Class

PRICELESS PARTNERSHIP



**The Bank
of New Glarus**



**Nora
Roughen-Schmidt**



\$2.2M Capital Infusion
Green County has the highest number for Clients, Business Startups and Job created for Southwestern Wisconsin.

SPRING/FALL BREAKFAST

Connecting leaders to what's happening in Green County. Learning, and getting inspiration from one another, that's how we get things done...and a nice breakfast helps too!



Over 120 people attended our Spring & Fall Breakfasts. Many thanks to Monroe Arts Center, Wegmueller Farm, and Woodford State Bank for making these events a huge success.



REVOLVING LOAN FUND (RLF)

In 2014 \$656,281 was raised to provide low interest loans to help local businesses expand.

"The Revolving Loan Fund allows us to renovate the building to fit our production needs, invest in inventory and hiring more employees without the burden of depleting our cash flow. The help GCDC has provided with this loan, and with the Idle Sites Grant will help our company grow in service and size."

*~Paul Treuthardt – Owner,
Dynamic Specialty Services
(a leading provider of custom fabricated specialty components based in Monroe)*



\$200k
Invested in
2023 alone

\$400k
Given Since 2014

\$500k
For Future
Growth!



Photo Above: Conversations at the Cantering Café in Brooklyn

COMMUNITY CONVERSATIONS

Talking to people that live in each community helps us understand their needs so we can work together towards common goals.

Brodhead knows firsthand the benefit of community conversations. With grant support from WEDC, UW Madison Extension worked with the Brodhead community to create a community analysis that will kickstart economic development in their area.



Extension
UNIVERSITY OF WISCONSIN-MADISON

AROUND THE COUNTY



New Glarus Primary School Ground Breaking



Albany Lanes Ribbon Cutting



Green County Child Advocacy Center
By: Arianna Leigh Photography



Brooklyn Barn and Farm 42



Monticello School Bus Barn



Belleville Village Hall



White Building historic preservation - Monroe



Brodhead Quilt Shop Ribbon Cutting



Monticello Green Cares Food Pantry



Monroe Historic Court House Ribbon Cutting



New Glarus Athletics Complex Ground Breaking

TALENT ATTRACTION & DEVELOPMENT

Making Green County a place you want to live, and work means housing and childcare that is affordable, broadband access, and other amenities. It takes a committed community and creativity too!



Monroe High School Launch students and instructors

HOME CONSTRUCTION COOPERATIVE

A dream, tons of collaboration, and an incredible donation from SSM Health gave School District of Monroe Launch students hands-on experience in an in-demand field.

▶ The outpouring of community support, and the ultimate sale of the completed home leaves this program primed to grow, in size and scope.



Kevin Carpenter
GCDC General
Contactor

Kitchen Demo



\$130k
TOTAL

\$66k foundation grant funds

\$43k cash donations

\$20k in-kind donations



2022/2023 Green County Leaders (32 participants)

PROFESSIONAL DEVELOPMENT

propelling the economy forward by building committed community leaders.



GREEN COUNTY LEADERS (GCL)

Breaking participation numbers two years in a row, the Green County Leaders program continues to create leaders that gain a deeper understanding of issues in our county, build new connections and complete projects that benefit our area.



GCL at Monroe Truck



2023/2024 Green County Leaders



GCL at Big Radio

ASPIRING LEADERS OF GREEN COUNTY

(soon to be Connect Green County) a GCL project reboot brought new life to a program that brings people together for fun and philanthropy, building a great foundation for future leaders and a connected community.



HOUSING ACTION FORUM

over 50 community and civic leaders, and the Southwest Wisconsin Regional Planning Commission focused on action steps to solve the housing shortage in Green County. Community focused solutions will keep us moving forward.



CHILDCARE GRANT AND ADVOCACY

With costs up to 30% of annual income and the connected effect on the workforce, childcare continues to be a priority for GCDC. Funds from the Wisconsin Economic Development Corporation (WEDC), and the New Glarus Brewing Company will give area childcare providers a boost.



\$70k

WEDC Grant Award



\$10k

New Glarus Brewing Company



To Elevate
Childcare workers & their facilities.

Corrine Henderson, a New Glarus childcare provider and organizer of WECAN (Wisconsin Early Childhood Action Needed) has gained national attention advocating for change in our childcare system.



USING AI IN BUSINESS

staying current and bringing relevant topics to our area!

Heather Ferguson of Wisconsin SBDC shares insights on AI with local business leaders.

▶ ON THE RADAR



Broadband

the future looks bright for broadband in Green County with the creation of a Broadband Coordinator position.



Electric vehicle (EV)

a mapping of EV charging stations by Green County Leaders keeps the county on task for meeting needs in our area.



Workforce Focus

transportation, housing, training and connection are always in the front of the minds of Green County business leaders and GCDC.



Cinnamon, Wegmueller Farm



Photo: Arianna Leigh Photography

Belleville Night Out



Sugar River Baker



United Way Week of Giving



Photo: Arianna Leigh Photography



Photo: Scott Tim, Green Co Farms



Monroe High School Launch student

GREEN ▶ COUNTY ▶ WI
GCDC
DEVELOPMENT
CORPORATION
608-328-9452

Historic Green County Courthouse
2nd Floor, 1016 16th Ave
Monroe, WI 53566
greencountydevelopment.com