

GREEN ▶ COUNTY ▶ WI
GCDC
DEVELOPMENT
CORPORATION

2024 ANNUAL REPORT

*Green County,
Where Opportunity Lives*



For every \$1 invested in GCDC in 2024
we generated \$29.40 in economic impact.

Photo by Scott Timm, New Glarus

EXECUTIVE SUMMARY

"There's a timeless truth about success: it often starts slow, like pushing a flywheel, requiring consistent effort to build momentum. But once it takes off, the results can be remarkable. Looking back on 2024, it's clear that we've reached that turning point at Green County Development Corporation (GCDC), accelerating critical initiatives that strengthen our community and drive meaningful progress.

While our accomplishments this year are significant, they represent just a portion of what was achieved. 2024 was about more than individual milestones; it was about building sustainable momentum and laying the groundwork for a brighter, more prosperous future.

As we step into 2025, we carry forward the lessons and achievements of the past year with renewed energy. At GCDC, our commitment to fostering economic growth, improving quality of life, and strengthening our community remains unwavering. Through collaboration, innovation, and determination, we are creating a thriving Green County—a place we are all proud to call home.

I am deeply grateful for the partnerships and support that has enabled our team to succeed. Thank you for your continued trust and belief in our shared mission. The journey ahead is filled with opportunity, and I look forward to building on this momentum with all of you. Together, the future is bright."



Olivia Otte -
Executive Director



Tracy Brewer - Project & Marketing Manager
Denise Pinnow - Bookkeeping
Kevin Carpenter - Home Construction Cooperative

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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

Tom Simpson

City of Monroe

Donna Douglas, Richard Thoman*

Heidi Treuhardt

Colony Brands

Mike Williams*

Duxted McDaniel Law Group

Lance McNaughton

P2

Fehr Graham

Jesse Duff

Green County

Joan Rufenacht, Mike Furgal,

Richard Thoman*

Keller Inc.

Doug Sutter

Klondike

Luke Buholzer

Monroe Truck

Kathy Ryan

Mosher & Associates

Dave Mosher

Sabrusora Foods

Adrienne Weber

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

* Executive Board Members

Our investors and partners are committed to a strong economy, competitive workforce, and proactive development.

We thank you for creating opportunity in Green County.

For every



invested in 2024 the economic impact was **\$29.40**

(The average 5 year return is \$6.70)

COMMUNITY PARTNERS

- 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
- Monroe Morning Optimists
- Monroe Lions Club
- Monroe Kiwanis
- Champion Foundation

INVESTORS



SSMHealth.



KLONDIKE
CHEESE COMPANY



Alliant Energy Power
Duxstad McDaniel Law Group
First National Bank & Trust
Mosher & Associates
State Bank of Cross Plains
Wisconsin Bank & Trust
Woodford State Bank
Precision Drive & Control*
Kundert Construction*

Thrivent Financial
Green County
City of Monroe
City of Brodhead
Village of Albany
Village of Monticello
Village of New Glarus
Village of Belleville
Village of Brooklyn*

WELCOME NEW INVESTORS*

MISSION & VISION



MISSION

Catalyze economic growth while enhancing the quality of life in Green County, Wisconsin

VISION

Cultivate a thriving community where opportunities abound, businesses flourish, and residents enjoy an exceptional quality of life.

"The people on the GCDC Board are all what I would call Servant Leaders, selflessly contributing to the future of their area. Keller Inc. has been a part of numerous design and build projects in Green County, in many ways due to the connections and open thinking of the people here. I am honored and proud to be a part of this organization and share in the growth and development of this amazing community."

~ Doug Sutter, Keller Inc



New Glarus Brewing Company
Photo by Scott Timm

OPPORTUNITY LIVES HERE

United in purpose, we create the momentum that moves us all ahead. Each of these projects contribute to the collective identities of each community while reflecting a concerted, collaborative effort throughout the county to grow responsibly and with vision for the future.

Monroe

Construction central with Haven Hills, Monroe High School, and the Green County Family YMCA expansion.



Belleville

Home construction explosion in Belleville with 43 single-family homes and 2 duplexes built in 2024.



Brodhead*

Working together to create home improvement grants and TIF districts to keep things moving.



Monticello*

Getting around town will be easier with new signs, benches, and bike racks with the help of \$13,700 in AARP funds.



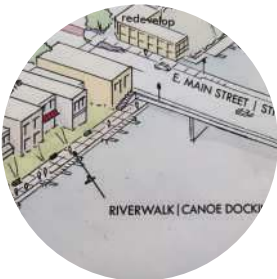
New Glarus

Laying the groundwork for growth, with a new water reservoir, \$4.2M for a new library, and the New Glarus Brewery expansion.



Albany

Gaining people friendly spaces with AARP Small Spaces, Big Impact grant funds, and a UW Platteville riverwalk design.



Brooklyn

Ready for more with business park infrastructure gains, industry expansions, and 4 new small businesses.



*Photo by Scott Timm

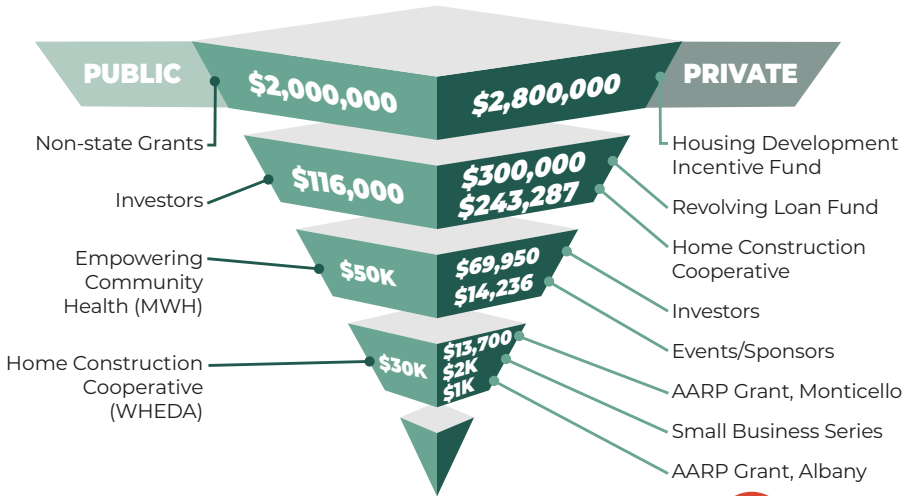
ECONOMIC IMPACT

Over the past year, our programs and services have demonstrated the transformative power of community-focused economic development. Public and Private investments underscore the profound value of strategic initiatives in housing, healthcare, childcare, small business support, workforce training, and business growth. This commitment creates momentum that spurs new ideas and encourages more investment.

Economic Impact

\$5,459,223

Funds Gained, Loans dispersed, Grants Awarded =
Money Circulating in the economy.



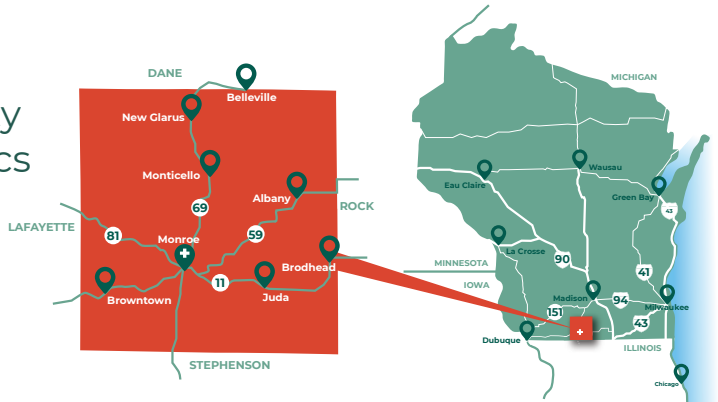
QUALITY OF LIFE
59% of businesses believe this is a top priority

New Glarus is ready for growth with the addition of a new \$3.2M water reservoir.

For every dollar invested in our programs, an astonishing \$29.40 has been returned to the community. This reflects GCDC funds in relation to investment only and does not consider the full effect of educational and work-related gains that are outside of our radar. Green County is at the forefront of innovative planning and visioning. Together we are making our county a great place to live, play, and work.

Green County Demographics

585 square miles
374,400 acres
37,100 people



Adding Automation and Upskilling employees are top priorities of employers



Manufacturing, Agriculture, and Tourism are the biggest economic drivers in the county



Green County Agriculture covers 292,368 acres and accounts for 49.3% of the county's \$2.0 Billion in economic activity



AUTOMATION

59% intend to make large investments over the next 3 year



SHIFTING DEMOGRAPHICS

73% reported an increase in Latino Workers

Construction of the New Monroe High School

A skilled workforce is the foundation upon which strong communities are built. The \$2M non-state grant will enhance workforce development efforts throughout Green County.



BUSINESS ATTRACTION & RECRUITMENT

Conveying to others that Green County is where Opportunity Lives means making regional, state, national and international connections. Working closely with SWWRPC and Prosperity Southwest, representing the state with the Select USA Summit, and the Governor's Council on Workforce Development creates lasting impact. Getting recognized for the work we do brings attention to our willingness to take risk.



600 Attendees



Business Connections



Meetings in 2024

The Home Construction Cooperative program was recognized for Community Impact by the Wisconsin Economic Development Association (WEDA), and by the International Economic Development Corporation (IEDC) for Public-Private Partnerships.

f FACEBOOK

Reach: ↑ 38.4%, 28.4k
Visits: ↑ 63.6%, 7.7k
Interactions: ↑ 61.6%
Views: 50.4k

W WEBSITE

Active Users: ↑ 134.8%
New Users: ↑ 133.9%
Engagement: ↑ 55.2%

in LINKEDIN

Engagement: ↑ 1,742%
Impressions: 57k



Anne Katz, Executive Director of Create Wisconsin speaks to a group at the Creative Economy Summit held at the Monroe Arts Center, hosted by Create Wisconsin, GCDC, Lafayette County Economic Development, and Prosperity Southwest.

BUSINESS RETENTION & EXPANSION

Creating a pro-business atmosphere means meeting business leaders and entrepreneurs where the needs are. Education, funding support, and being a solid resource are key elements in stabilizing and growing businesses in our community.

With programs like the Small Business Series & Pitch Contest and the SBDC Clinic, we empower entrepreneurs to pursue their dreams and add value to our communities. With the Revolving Loan Fund, we support industry expansion with lower interest loans. All contribute to the local tax base and drive economic stability in our county.



Nora Roughen-Schmidt

\$1.75M New Owner Investments

133 Total Clients
165 Business Appointments

10 New Businesses
15 New Jobs Created

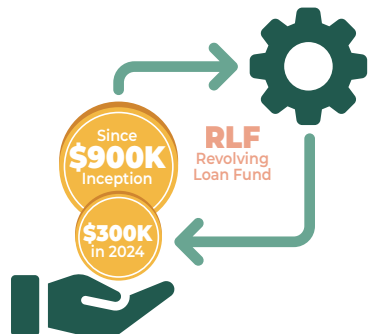
SMALL BUSINESS SERIES



Image GCDC Small Business Series Pitch winners and judges (left to right): Jordan Nordby – Main Street Monroe, Susan Anderson – 2nd Place Arrow Acres, Brianna Wethal - The Bank of New Glarus, Stephen Ilzenhuiser – 1st Place Kindred Spirits Meadery, Jance Marty – The Bank of New Glarus, Marchiel Santos Lang –3rd Place Small Business Owners Coaching, Olivia Otte – Green County Development Corporation.

“Freshpack has seen significant growth over the past year, expanding by 50 employees as we continue to meet increasing demand. Our success is made possible by the dedication of our team, the trust of our customers, and the support of our local community. With the help of the Revolving Loan Fund from Green County, we’re able to maintain the working capital necessary for our 48,000-square-foot expansion and manage our rapid growth. This funding provides us with the flexibility to innovate, stay ahead of demand, and strengthen our foundation in an ever-evolving market.”

- Todd Kriebs -PRESIDENT & CEO



TALENT ATTRACTION & COMMUNITY DEVELOPMENT

For a place to be one that is great to live and work in, convenient resources and affordability are top of mind. With a focus on workforce development, housing, and community beautification we retain talent and create welcome communities for current and future residents.



The Home Construction Cooperative remains a solid program with \$243,287 contributed towards construction trades development and a creative solution to housing shortages. The SWWRPC Housing Study, and multiple housing action meetings inspired a housing development incentive program with over \$2.8M committed by local companies to accelerate affordable housing development in Green County. Affordable, stable housing supports industry growth and strengthens communities, opening doors and creating momentum for revitalization.



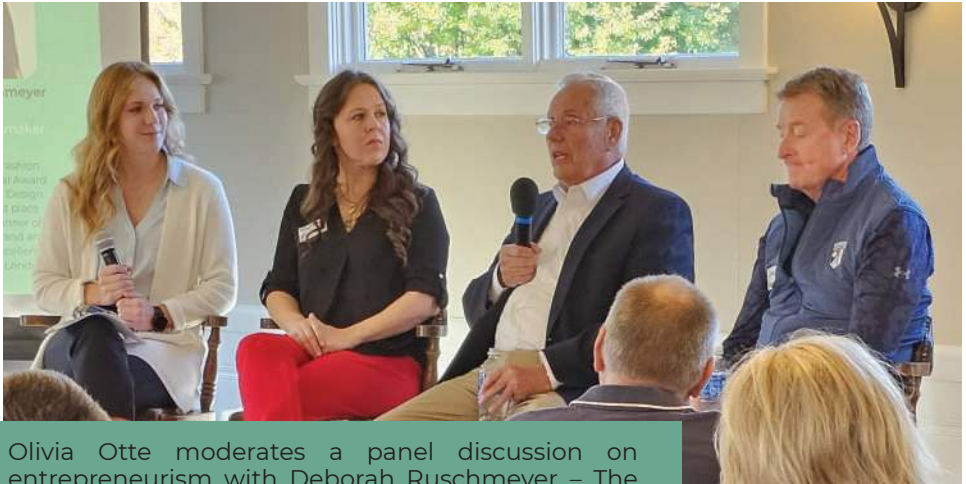
This year's Monroe High School Launch crew got a great start on building a 2-bed, 2-bath home on a lot donated by the City of Monroe. The home will be completed and for sale at the end of the school year.



The 2023/2024 Monroe High School Launch crew showcased the renovations they completed on the home donated by SSM Health Monroe before completing the sale

A red silhouette of a house with a chimney, set within a red square frame.

\$2,800,000
private commitment
for housing
development
incentives



Olivia Otte moderates a panel discussion on entrepreneurship with Deborah Ruschmeyer – The Artful Dressmaker, Dr. Gary Kramer – Badger State Ethanol co-founder, and John Baumann – former CEO of Colony Brands.



**CONNECT
GREEN COUNTY**

Aspiring Leaders rebranded, giving greater focus to connecting people in Green County for fun and philanthropy.



2023/2024 Green County Leaders – a new group and a new logo! Green County Leaders remains a valuable resource in Green County, creating leaders connected to industry, non-profits, and civic leaders while completing projects that benefit our communities.



\$2Million

Non-state grant for workforce development



\$13,700

AARP Monticello walkability award, a Green County Leaders project



\$40,000

Committed in support for childcare certifications

Childcare remains an important issue in Green County, recognizing affordable childcare as a key to livable communities.

Throughout 2024 GCDC stood atop the strong base built by collaboration, partnerships, and teamwork, and pursued lofty grants and presented our solid programs and wild ideas to potential donors. The result, a record setting year generating over \$5 million to support recognized needs and grand dreams for making Green County not only the place to be, but where **Opportunity Lives.**

Momentum created by collaborative programs like the Home Construction Cooperative, recognition by state and international agencies for Community Impact and Public-Private Partnerships, and active participation in regional and state programs serve as a catalyst for obtaining grant awards and motivates donors to contribute towards community development.

The \$2 million non-state grant award for skilled trades development and the \$2.8 million committed for housing development are significant examples of what can happen when working together towards common goals.

Green County is seeing the impact of our strong partnerships, project collaboration, and being creative when it comes to economic development. Together, we create a path for every possibility.

Together we create Opportunity!



Historic Green County Courthouse
2nd Floor, 1016 16th Ave
Monroe, WI 53566
608-328-9452
greencountydevelopment.com



Photo by Sara Lifsey



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in



Photo by Scott Timm



Photo by Steve Donovan