



**Building a Stronger
Green County Through Investment,
Partnership, and People**

GREEN ▶ COUNTY ▶ WI



DEVELOPMENT
CORPORATION

2025 ANNUAL REPORT

Letter from the Executive Director



2025 was a year of steady, meaningful progress for Green County Development Corporation and the communities we serve.

Across Green County, businesses are growing, housing projects are moving forward, and partnerships continue to strengthen. While challenges remain, especially around housing and workforce availability, this past year showed what is possible when local leaders, investors, and partners work together with a shared commitment to the future of our county.

In 2025, GCDC focused on practical action. We supported local businesses, expanded access to capital, helped move major housing developments forward, and continued investing in programs that connect people to opportunity. Just as important, we showed up as a trusted partner to municipalities, schools, employers, and nonprofits navigating complex economic development decisions.

This report highlights the progress made and the foundation being built for the years ahead. None of this work happens in isolation. It is the result of collaboration, local investment, and a belief that rural communities thrive when we invest intentionally and work together.

Thank you to our board, investors, partners, and community leaders for your continued trust and support.

Sincerely,



Olivia Otte
Executive Director

GCDC 2025 Board of Directors

President: Nikki Austin, Thrivent Financial

Vice President: Mike Williams, Colony Brands

Treasurer: Richard Thoman, County Board Supervisor/
Monroe City Council/AmericInn

Secretary: Mike Sanders, 1100 Partners

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Dr. Darren Pipp, SSM Health

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Jane Curran-Meuli, SSM Health

Kelsey Jensen, Village of New Glarus

Donna Douglas and Heidi Treuhardt, City of Monroe

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Dave Murphy, PDC

Erik Huschitt, Badger State Ethanol

Tom Simpson, City of Brodhead Mayor

Keith McCormick, First National Bank

Mike Furgal & Joan Rufenacht, County Board Supervisors

Ron Markham, Wisconsin Bank and Trust

John McNeil, Big Radio

Dan Diaz, UPG Electrical

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Ryan Lindsey, 3C Inspection

Sarkis Zenobian, Grande Cheese

Doug Sutter, Keller, Inc

Gabe Altenbernd, Village of Belleville

Amy Charles, Blackhawk Technical College

Kellie Wand, Bank of Brodhead

Dave Sawdey, Woodford State Bank

Linda Kuhlman, Village of Brooklyn

Michelle Brewer, Village of Albany

Partners and Investors

Green County Development Corporation is grateful for the businesses, municipalities, foundations, and individuals who invested in our work in 2025. Their support makes it possible to advance housing, entrepreneurship, workforce development, and community investment across the county.

Community Partners

- Colony Brands Foundation
- Community Chamber of Commerce
- Community Foundation of Southern Wisconsin
- Compeer Financial
- Green County Healthy Community Coalition
- Green County UW Extension
- International Economic Development Council
- Main Street Monroe
- Monroe Kiwanis
- Monroe Lions Club
- Monroe Morning Optimists
- Monsignor Thomas F. Campion Charitable Fund
- Prosperity Southwest
- Small Business Development Center
- Southwest Community Action Partnership
- Southwest Wisconsin Regional Planning Commission
- Southwest Wisconsin Workforce Development Board
- U.S. Department of Agriculture
- United Way of Green County
- Wisconsin Department of Administration
- Wisconsin Department of Agriculture, Trade and Consumer Protection
- Wisconsin Economic Development Corporation
- Wisconsin Housing and Economic Development Authority
- Wisconsin Women's Business Initiative

2025 Investors



Access Permits · 3C Inspection · Thrivent · Keller
 First National Bank · Exit Realty · Woodford State Bank
 Alliant Energy · Wisconsin Bank and Trust · Lake Ridge Bank
 PDC · Mosher and Associates · Kundert Construction
 Duxsted, Besul, and McNaughton



*New Investors

Our Foundation for Growth

Our County

Green County, Wisconsin, is a rural county with a strong foundation in manufacturing, agriculture, and small business. We are committed to supporting communities and partners across the county as growth and development continue. Through thoughtful investment and collaboration, we work to ensure economic progress enhances quality of life while preserving what makes Green County unique.

Our Mission

The mission of Green County Development Corporation is to catalyze economic growth while enhancing the quality of life in Green County, Wisconsin.

Our Vision

We strive to make the years ahead a period of sustained economic growth and community vitality for Green County. Businesses will thrive, housing will expand, and people will be drawn to and supported by a strong economy, meaningful opportunity, and a high quality of life.

GCDC's Focus Areas

Green County Development Corporation advances its mission through three primary focus areas that guide our programs, partnerships, and investments across the county.



Business Attraction and Recruitment

GCDC works with municipalities, utilities, regional partners, and state agencies to position Green County for new business investment. This includes supporting site readiness, coordinating incentive strategies, and helping communities prepare for opportunities that align with local goals.



Business Retention, Expansion, and Entrepreneurship

Supporting existing businesses remains a cornerstone of GCDC's work. Through direct outreach, access to capital, and technical assistance, GCDC helps local businesses grow, adapt, and succeed while supporting entrepreneurs at every stage of development.



Talent Attraction and Development

A strong economy depends on people. GCDC focuses on attracting and retaining talent by advancing housing initiatives, strengthening workforce pathways, and supporting programs that connect education to employment and enhance quality of life.



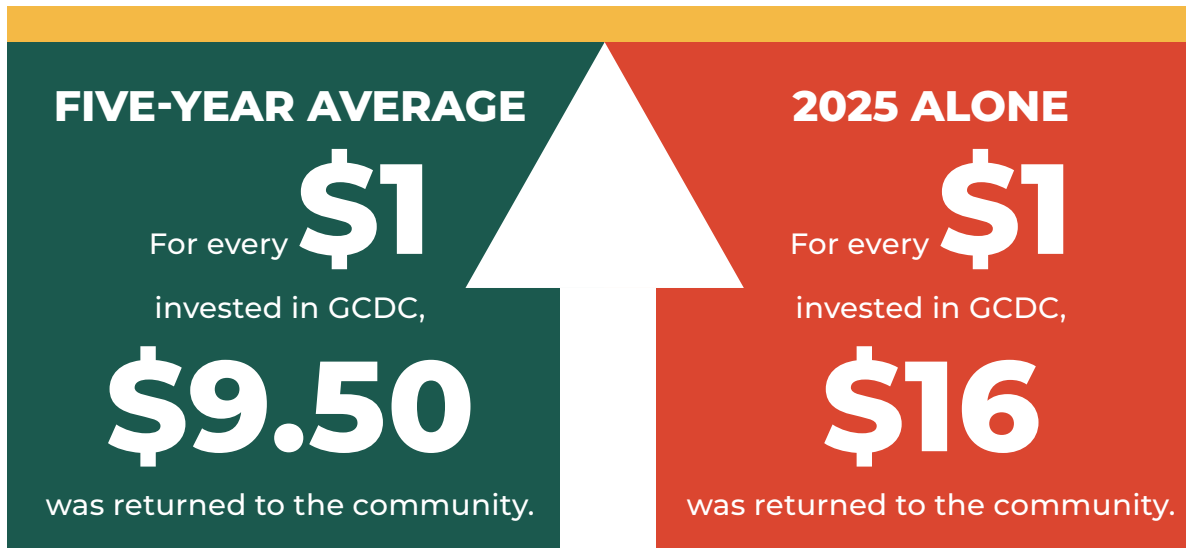
This foundation enables GCDC to serve as a trusted convener, connector, and catalyst for economic growth across Green County.

2025 Impact at a Glance

In 2025, Green County Development Corporation delivered measurable results across its three core focus areas: **business growth, talent development, and community investment**. These outcomes reflect practical action, strong partnerships, and disciplined stewardship of local resources.

Return on Investment

These returns represent capital deployed into local businesses, housing developments, workforce programs, and community initiatives that strengthen Green County's economy, tax base, and quality of life.










Income and Support

GCDC operates with a diversified funding model that balances flexibility with strong fiscal discipline. This structure allows the organization to respond to local needs while maintaining long-term stability. **2025 funding sources included:**



Impact Metrics

-  **96** businesses and entrepreneurs assisted
-  **\$1,377,427** grant funding secured
-  **~\$3,000,000** total dollars invested through GCDC programs
-  **\$1,170,000** loans deployed
-  **14** events with **921** participants
-  **\$368,330** private and philanthropic funds raised
-  **853** stakeholder and partner meetings

Together, these results demonstrate that GCDC turns local investment into sustained economic impact—delivering measurable returns for businesses, communities, and taxpayers across Green County.

Green County at a Glance

Population



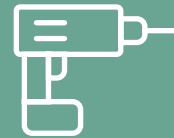
37,183

Total Jobs



15,833

Total Construction Investment (2025)



\$132,442,366

New Housing Units Built (2025)



139

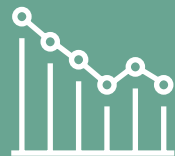


Median Household Income



\$78,114

Unemployment Rate



2.2%

Poverty Rate



8.3%

Gross Domestic Product (GDP)



\$2.5 billion

Housing Solutions

Housing Development Fund

In 2025, GCDC continued to advance housing solutions through the Green County Housing Development Fund, a **gap-financing tool designed to support housing projects that meet local workforce and community needs. To date, the fund has raised \$2.8 million** with support from Colony Brands Foundation, Klondike Cheese Company, Bank of New Glarus, Woodford State Bank, Lake Ridge Bank, Green County Healthy Community Coalition, and SSM Health.

Approved Projects and Commitments

Heartland Homes LLC (Juda)

\$50,000 loan | 1 spec home

Crosswinds Brodhead LLC

\$470,000 loan | 46 units

Largest housing development in Brodhead's history

Bader Spidahl LLC (Monroe)

\$500,000 loan | approximately 97 units

Largest housing development in Monroe's history

Impact

Through the initial round of funding, **approximately \$1 million is being deployed, supporting an estimated 150 new housing units across Green County.** These projects are expected to generate approximately \$450,000 annually in new property tax revenue while helping address workforce housing needs countywide.

Home Construction Cooperative

The Home Construction Cooperative (HCC) continued into its third year in 2025, **providing hands-on construction experience for high school students while adding new housing to the community.**

- ✔ The 2026 home has been pre-sold and is scheduled for completion by May 2026.
- ✔ HCC was awarded a \$50,000 grant from the WHEDA Foundation to support construction of the 2027 home.
- ✔ Planning is underway for the next job site.



20 students

are participating this year from the Monroe and Brodhead school districts, attending either morning or afternoon sessions

Of the **36** students who participated in the first two years, **18** have gone on to pursue careers in the **skilled trades**

51 students have participated in the program to date

Entrepreneurship and Small Business

Access to Capital

GCDC expanded access to capital for small businesses and startups through its microloan program, offering loans of \$10,000 or less to help entrepreneurs move from idea to operation. In 2025, five businesses received microloan funding, supporting early-stage growth and local investment.

Youth and Emerging Entrepreneurs

In 2025, GCDC launched the first-ever Emerging Entrepreneurs program for high school students across Green County. Seventeen students participated in hands-on workshops and one-on-one coaching with the Small Business Development Center and local business leaders. Participants developed full business plans and pitch presentations, with top teams receiving \$2,500 awards. More than \$20,000 in total startup funding was awarded to support new youth-led business ventures.



Entrepreneurship Impact (2025)

Through direct support and partnerships with the Small Business Development Center, GCDC assisted 96 businesses and entrepreneurs in 2025.



\$1,865,000

CAPITAL INFUSION



5

NEW LLC'S FORMED



48

UNIQUE CLIENTS SERVED



41

NEW JOBS CREATED

Pitch Series

GCDC partnered with the Bank of New Glarus, Southwest Wisconsin Small Business Development Center, and the New Glarus Chamber to host a three-part coaching and pitch series. Fourteen entrepreneurs participated in the program's third year, culminating in a live pitch event with cash awards for top business ideas.



Talent Attraction and Development

Green County's long-term success depends on strong leaders, engaged residents, and clear pathways for people to connect, contribute, and stay. GCDC supports talent attraction and development through leadership programs, networking opportunities, and partnerships that build individual and community capacity.

Green County Leaders

Green County Leaders is a long-standing leadership development program that GCDC is proud to co-host in partnership with UW-Extension Green County. The program prepares participants to serve their workplaces and communities more effectively through hands-on learning, collaboration, and community engagement. **Since its inception, Green County Leaders has achieved the following:**



494 program alumni



23 years of programming



95 community projects completed



\$661,762 in skilled volunteer hours contributed to Green County communities

**When businesses grow, communities grow.
Staying close to employers keeps Green
County moving forward.**

2025 Business Retention & Expansion (BRE) Engagement

In 2025, GCDC conducted targeted Business Retention & Expansion outreach to **better understand the needs of local employers and guide future economic development efforts.** GCDC also supports local businesses through access to capital, including its Revolving Loan Fund, which helps businesses expand, transition ownership, and invest locally.

- ✔ One-on-one visits with 19 major employers
- ✔ Direct input gathered from 73 businesses across Green County
- ✔ Industry roundtables in manufacturing, agriculture, skilled trades, and dairy

Business Support in Action

- ✔ Revolving Loan Fund support provided to Monroe Engraving to assist Katie Turner with the purchase of the business's building, helping retain a locally owned company and support long-term business succession.

What We Heard from Employers:

- ⚠ Workforce availability remains the top challenge
- ⚠ A growing skills gap between worker capabilities and employer needs
- ⚠ Affordable housing continues to impact hiring and retention
- ⚠ Strong demand for youth programs, apprenticeships, and skills training
- ⚠ Growing need for succession planning support
- ⚠ Increasing need for bilingual workforce support
- ⚠ Expanded use of automation and technology to address labor shortages

These insights directly inform GCDC's priorities and guide future investments in housing, workforce development, succession planning, and business support.

Connectivity, Community, and Capacity

Broadband and Digital Equity

GCDC continued efforts to expand broadband access and advance digital equity through partnerships with Green County IT and local communities. **These initiatives focus on ensuring residents, businesses, and organizations can fully participate in today's digital economy.**

- ✔ The Tech Connect program distributed **37 refurbished computers** since May 2025, supporting residents, nonprofits, small businesses, and first responders, including the Albany Fire Department.
- ✔ Through an internet reimbursement program using county ARPA funds, GCDC distributed \$150 checks to school-age families to offset home internet costs. Since August 2025, the program has supported **123 Green County families and 281 children.**
- ✔ A public Wi-Fi network is being installed at American Legion Park in Albany. The project is underway and expected to be completed in spring 2026. Public Wi-Fi in shared spaces helps bridge access gaps for residents without reliable home internet.



Grant Writing and Capacity Building

In 2025, GCDC supported **more than 30 grant applications, securing nearly \$1.5 million for projects across Green County.** These efforts ranged from housing and infrastructure to innovation planning and public safety coordination, strengthening local capacity and long-term impact.



Community Investment Fund

In October, **more than 150 community members gathered in Monroe for a breakfast event launching conversations around a Community Investment Fund.** Hosted with the Community Foundation of Southern Wisconsin and UW Extension, the event focused on keeping local dollars local and investing in housing, entrepreneurship, childcare, and community vitality.

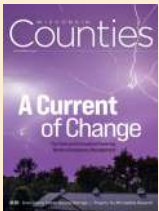
Awards and Accolades

Professional Excellence in Economic Development



Green County Development Corporation **Executive Director Olivia Otte** was awarded the **Diane Lupke Scholarship** by the **International Economic Development Council (IEDC)** in 2025 and earned the nationally recognized **Certified Economic Developer (CEcD)** designation. The CEcD credential reflects advanced expertise in economic development practice and strengthens GCDC's capacity to serve Green County with credibility, technical depth, and accountability. Olivia is now one of approximately 1,250 active CEcDs worldwide.

Statewide Leadership and Recognition



GCDC's housing and community development work was featured in the **Wisconsin Counties Association** magazine, highlighting innovative approaches to addressing housing challenges in rural communities. In addition, GCDC leadership presented at the Governor's Economic Summit, sharing Green County's strategies and lessons learned with economic development peers from across Wisconsin.

National and Regional Spotlight

Green County communities continue to gain recognition for their quality of life and economic vitality. **New Glarus** was featured in **Midwest Living** magazine for its strong sense of place, locally owned businesses, and distinctive **community character**, reinforcing the value of investing in vibrant downtowns and community assets as part of long-term economic development.

In addition, **Monroe** was named the **most affordable community in Wisconsin** by **Family Destinations Guide**, highlighting the city's strong value, livability, and appeal for families and residents seeking a high quality of life at a reasonable cost.



These recognitions reflect the strength of partnerships, leadership, and shared commitment across Green County.



Thank You

Thank you to the investors, partners, board members, and community leaders who make this work possible. Your support strengthens Green County today and helps build a resilient future.

Forward Together

As we look ahead, GCDC remains committed to practical solutions, strong partnerships, and thoughtful investment. The work continues, and we are proud to move forward together with the communities we serve.

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