



2020 Annual Report

A horizontal dotted line in blue, starting from the left and ending with a solid blue arrow pointing to the right.

From our 2020 Board Chair

Paul Reetz



2020 was quite a year. We began the year with new leadership and unbounded enthusiasm. When a global pandemic changed everything, we believed an important role of Envision Greater Fond du Lac was to seek solutions and create opportunities. As Chairman of the Board for a second year, I am extremely proud of the accomplishments this team has achieved.

- We developed a forward-thinking strategic plan focusing on economic vibrancy, community identity, and investing in the next generation.
- Our agriculture team offered 144 agricultural classrooms virtually, educating approximately 2,400 students throughout Fond du Lac County.
- We partnered with Society Insurance to infuse more than \$31,000 into our member restaurants through the Dine Local Golden Ticket Giveaway promotion.

- Together, we assessed internal talent and repositioned team members to better serve our constituents.
- Business intelligence services were integrated into our list of offerings to members and the general community.
- We responded to the pandemic with timely and topical updates and assembled a Re-Open Fond du Lac County Task Force to provide guidelines and best practices for various industries, businesses, and organizations to follow.
- The team advocated at the local, state, and national level on behalf of our members.
- Our team processed and administered \$494,512 in financial assistance through grants and loans to businesses across Fond du Lac County.

Even in a pandemic, we strived to create a vibrant and engaging community for all.

We've had to adjust our processes and make hard decisions. But the result of all that effort is undeniable.

I want to thank my Board colleagues for their considerable contributions. I appreciate the dedication, skills and professionalism of our team members. Above all, I would like to thank our loyal members for their ongoing support.

From our President and CEO: Sadie Parafiniuk



“One of our greatest strengths comes from understanding our members’ views...”

I was extremely proud to join the team in April of 2020. It has been one of the best decisions of my life and allows me to use my passion and expertise to further the vision and mission of Envision Greater Fond du Lac.

Early on, the team and Board of Directors determined as an organization a refresh was needed in the form of an updated strategic plan. After months of hard work by the Board and the team, four distinctive themes came to light: our economy, our identity, our next generation, and program optimization. The team has been laser-focused on our strategic plan. These four themes guided us in 2020 and will continue to propel us in 2021.

One of our greatest strengths comes from understanding our members’ views, which helps to inform and

assist our decision-making processes. In the coming year, I fully expect we’ll have even more to celebrate thanks to our continued work to make sure everyone knows that Fond du Lac County is the absolute best place to locate and grow a business.

I want Fond du Lac County to be a place where anyone—whether native or newcomer—can find good jobs, educational opportunities, and an excellent quality of life.

New Members in 2020

18 Hands Ale Haus
ACACIA Real Estate
Anytime Fitness
Bench Warmers Bar & Grill
Blanck's Lake Aire Supper Club
Central United Corporation
Delta Center
El Patron Mexican Grill
En-Courage
Fondy Mart
Hardee's of Fond du Lac
Innovative Services Inc.
Jersey Mike's Subs
Jet's Pizza
Kriete Truck Center Milwaukee, Inc.
Lakeside Legal

Mobile Home Stuff Store
NAMI Fond du Lac
Ottery Transportation Inc.
Philly's on 4th
Pinno Buildings
Pizza Ranch
Riviera Maya Mexican Restaurant
ServiceMaster Recovery by
Restoration Holdings
Sherman Consulting
Stone Oak Coffee Haus
The Jamar Company
Top Shelf Sports Bar and Grille
US Air Force - 347th Recruiting
Squadron
ZA Commercial Real Estate

2020 Recognition

Business/Community Excellence Award

Society Insurance and Ernessi Farms

Eden-Schneider Award

Fond du Lac County Public Health

Lifetime Achievement Award

Tom Herre

Volunteer of the Year Award

Craig Much

Entrepreneur of the Year

Ledgerock Distillery and 3 Sweets Bakery

Donald G. Jones Leadership Alumni Award

Rick Parks

YPF Future 5 Awards

Alison Faris Helleberg, Maeghan Greeno, Alicia Hans,
Liz Morrell, Megan Schueller

YPF of the Year

Maeghan Greeno

Safety Performance Awards

Gold: Moraine Park Technical College and Wells Vehicle
Electronics

Silver: C.D. Smith Construction, Inc. and W.W. Electric Motors

The Team

The Chamber side of Envision Greater Fond du Lac works to provide networking, educational, and growth opportunities to members. During 2020, an evaluation process of team members took place, thus repositioning Anna Huck and Bre Zoch to take on Director roles. By tapping into each of their distinctive skillsets, new life and energy is infused into programming under their charge.



Anna Huck
Assistant Director of Membership
Engagement/
Director of Leadership
Fond du Lac



Amy Ries
Director of
Agricultural Programs



Joe Venhuizen
Director of
Membership and Programs



Bre Zoch
Assistant Director of
Agricultural Programs/
Director of YPF



Even during a pandemic year, 90% of members retained their membership in 2020.

Thank you!

Programs

Agri-Business Council



Total members: 200
Total events: 10
Total attendees: 2,354

Agricultural Ambassador Program



Total presentations offered: 27
Pre-Covid student reach: 2,800
Virtual student reach: 2,359

Ambassadors Club



Total volunteers: 22
Total ribbon cuttings: 7
Total Business/Coffee Connections: 6
Total attendees: 198

Fond du Lac Human Resources Association/SHRM



Total volunteers: 12
Total events: 7
Total attendees: 172



Programs

Leadership Fond du Lac



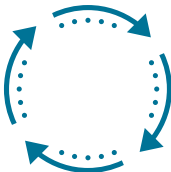
Total participants: 18
Total volunteers: 85

Youth Leadership



Total participants: 20
Total volunteers: 45

Leading Through People and Processes



Total participants: 14

Safety Council



Total volunteers: 10
Total events: 4
Total attendees: 65

Young Professionals of Fond du Lac



Total volunteers: 87
Total events: 22
Total members: 600+



The Team

This year provided the opportunity to re-evaluate the structure of the Economic Development team. Originally a team of one, the team now consists of five full-time individuals who all add value to not only the entire membership, but also all of Fond du Lac County.



James Cleveland
Vice President of
Economic Development



Bernadette Ericksen
Director of Business
Client Services



Elle Henne
Director of
Business Intelligence



Lisa McArthur
Director of Economic &
Workforce Outreach



Sarah Spang
Director of Small Business
and Entrepreneurship

Economic Development

Supporting Business Growth

In 2020, economic development changed at Envision Greater Fond du Lac.



Grew team
from 1 full-time
person to 5



Administered
COVID-relief
loans



Offered new
workforce
initiatives



Relaunched
BRE
program

Business Retention & Expansion (BRE)

Envision Greater Fond du Lac recognizes that the key to a healthy business community is a solid local economic base which allows for growth and opportunity in today's constantly evolving economy. To help Fond du Lac County businesses succeed, Envision Greater Fond du Lac's economic development team implemented a business outreach model to understand business needs and offer resources and information as the need arises.

Studies show a focus on retaining and developing existing businesses is more fruitful and beneficial than attracting new businesses. Roughly 80% of local job growth is a result of expansions by local businesses rather than new businesses (Cothran, Farnsworth & Clark, 2015). Armed with this knowledge and the resources to support local businesses, Envision Greater Fond du Lac relaunched its BRE program in late 2020.

In the fourth quarter of 2020, the economic development team visited with 27 businesses, representing 11 different industries.

To read the entire 4th quarter Business Retention and Expansion Report, please visit <https://bit.ly/3j9jNvi>

Economic Development.....➔

Program Pivots



The 2019 - 2020 program came to a halt in March of 2020. However even with fluctuating school schedules, the current students and their manufacturing partners in the 2020 - 2021 program are dedicated to producing prototypes and functional grills.

	<u>19-20</u>	<u>20-21</u>
• Total participants:	96	66
• Total schools involved:	8	5
• Total businesses involved:	8	6

CAREER CONNECTIONS
ACADEMY

Since we were unable to facilitate our program at Moraine Park Technical College, we partnered with 13 area businesses to offer 12 virtual career interviews to high school students in the greater Fond du Lac area.



FOND DU LAC AREA

Though there was no 2020 Lemonade Day, our team is working tirelessly to facilitate a safe and fulfilling Lemonade Day 2021.



The Summer Series for Interns is a hand-crafted program exclusively created for interns and co-op students. The Series provides professional development and exposes interns to what is life is like as a Fond du Lac resident.



2019-20

- Total student participants: 111
- Total employer hosts: 75
- Total participating schools: 8
- 2019-2020 wages earned: \$537,734.84
- 2019-2020 average hourly wage: \$10.77
- 2019-2020 average GPA: 3.15

Program Pivots



IGNITE! Business Success was rebranded to IGNITE Small Business and Startup Support and brought under Envision Greater Fond du Lac as an official program. This allows IGNITE to provide greater support and resources to the area’s small businesses, as well as enhance collaboration across the region.



Envision Greater Fond du Lac looks to retool the Fond du Lac Works website. The new site will be an attraction, recruitment, and welcome tool for businesses, job seekers, and all future residents.



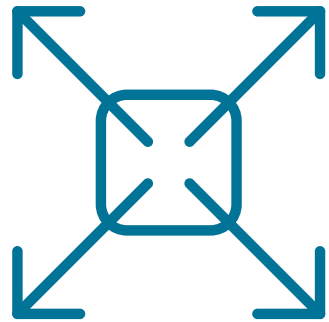
Economic Development



Fond du Lac's metropolitan area ranked first in wage gains, posting increases of more than 25% in July from a year earlier.

Source: The Seattle Times, Wages are soaring in key region of battleground state of Wisconsin, by Alex Tanzi, Bloomberg

30% of businesses surveyed through the Business Retention and Expansion program reported plans for expansion within the next two years.



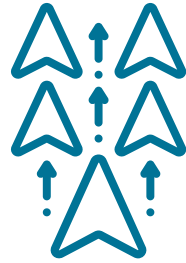
0% of businesses surveyed through the Business Retention and Expansion program reported they were likely to move operations out of the Fond du Lac area.

Economic Development



Fond du Lac County unemployment recovered quicker than the rest of Wisconsin counties. Pre-COVID unemployment rate was 3%; it peaked at 15% in April 2020 and reduced to 4.3% in December 2020. Wisconsin peaked at 13.6% in April 2020, and had an unemployment rate of 5.5% in December 2020.

Fond du Lac County employment in December 2020 exceeds pre-COVID employment in February 2020 by 1,215 jobs.



#6

In 2020, Fond du Lac was 6th in the nation for best places to live and work in manufacturing.

(SmartAsset.com, December 11, 2020)



We helped to form Lakeside Forward to advocate for positive economic development at Fond du Lac's Lakeside Park:

- Hosted a public forum
- Established website and social media platforms to share accurate information

Fond du Lac County Capital Resources

Fond du Lac County Capital Resources, in partnership with Envision Greater Fond du Lac, provided financial resources and opportunities to a variety of businesses during 2020.



Six loans provided to businesses in Fond du Lac County.

\$11,906,670

Fond du Lac County Capital Resources invested a total of \$752,000 in six local projects which leveraged an additional \$11,906,670 in private investment.

Administered over **\$490,000** in loan and grant programs at the beginning of the pandemic:

- \$150,000 City of Fond du Lac's Community Development Block Grant program
- \$280,000 Fond du Lac County's Coronavirus Microloan program
- \$64,512 Waupun Community Development Authority's Downtown loan





The Team

There are a lot of moving parts at Envision Greater Fond du Lac. Here are the team members who work behind the scenes to ensure operations are smooth and efficient.



Rodney Derzon
Accounting Specialist



Debbie Froh
Senior Executive Assistant



Tammy Krug-Pickart
Youth Apprenticeship
Program Coordinator



Tracy Qualmann
Director of Marketing and
Communication



Alyssa Stephany
Front Desk Administrator



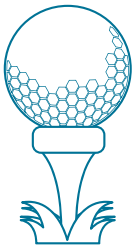
Jennifer Thomas
Director of Finance and
Operations

Specialized Engagement



Re-Open Fond du Lac Task Force

- 12 meetings
- 456 attendees
- 3 subcommittees



Golf Outing:
104 attendees



Annual Meeting:
283 attendees

Golden Ticket Give Away

Dine Local Promotion

- \$31,000+ infused into Fond du Lac County
- Nearly 1,300 gift cards sold
- More than 200 people participated
- 62 member restaurants benefited



Hiring the Formerly Incarcerated:

A Creative Workforce Solution

- Aimed at businesses who are interested in hiring individuals who are formerly incarcerated, specifically with a felony record
- 3 community partners
- 60 attendees

Specialized Engagement

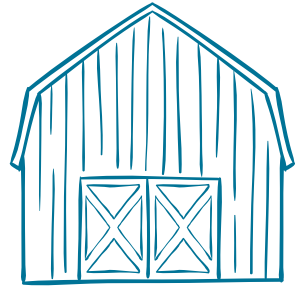


Empty Bowls, a program of Leadership Fond du Lac Alumni

- Attracted 117 attendees
- Had 25 volunteers
- Raised \$4,118.60
- Provided \$823.72 to 5 local food pantries

Ag Showcase

- Attended by 1,285 people
- 125 volunteers
- 40 vendors



Drive-thru Ag-Venture replaced Breakfast on the Farm in 2020

- 142 vehicles
- 96 volunteers
- More than 700 scoops of frozen custard!



Awards

- Envision Greater Fond du Lac received the **New Partner of the Year** award from Moraine Park Technical College (8.20)
- Envision was presented with a proclamation from Fond du Lac City Council observing **September as Chamber Month.**



Specialized Engagement



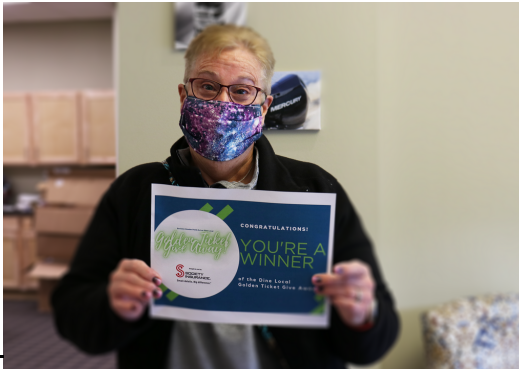
In response to the pandemic, Envision Greater Fond du Lac sent 105 e-communication messages, providing timely and topical information to all members on updates and resources as they related to COVID-19.

In 2020, Envision Greater Fond du Lac used their social media platforms to share information, whether it be pandemic related or of general interest.

- Facebook followers grew by 19%
- LinkedIn followers grew by 110%



Please note: these increases are from January 1, 2020 - December 31, 2020.



2020-2021 Strategic Priorities



The strategic plan is divided into four main themes. Each theme has a number of goals, objectives, and tactics. Tactics are assigned to team members or groups of team members, who are responsible for completing items.

The strategic plan, although written with specific goals in mind, is a fluid document. As needs of member organizations and county members arise, items may be readjusted to complete tasks.

These themes were designed and outlined through the collaborative efforts of Envision Greater Fond du Lac's Board of Directors, staff, and other stakeholders.

In addition to the strategic plan, Envision Greater Fond du Lac reviewed and enhanced their vision and mission; however, the organization remains committed to our set of core values.

View our strategic plan at
<https://www.envisiongreaterfdl.com/strategic-plan/>



Board of Directors and Executive Committee

Executive Committee

Paul Reetz, President, Integrity Saw and Tool Inc. – Chairperson
Rick Froh, COO, Grande Cheese Co.- Vice Chairperson
Holly Brenner, Senior Vice President, Strategic Development &
Marketing, C.D. Smith Construction, Inc.- Past Chair
Jeff Liddicoat, Senior Vice President, Horicon Bank – Treasurer
Sam McClone, Personal Risk Advisor, McClone – Secretary
Allen Buechel, Fond du Lac County Executive
Sadie Parafiniuk, President & CEO, Envision Greater Fond du Lac

Board of Directors

Bonnie Baerwald, President, Moraine Park Technical College
Bob Benzinger, Lending Project Officer, National Exchange
Bank & Trust
John Buelow, Vice President of Global Operations, Mercury Marine
Amy Collett, Vice President, Human Resources & Administration,
Society Insurance
Krista Ebbens, General Counsel, Corporate Secretary, & EVP
Human Resources, J.F. Ahern Co.
Marty Farrell, Fond du Lac County Board Chairperson
Katie Grinstead, Partner, Vir-Clar Farms
Mike Krolczyk, Senior Vice President, C.D. Smith Construction, Inc.
Craig Molitor, President & CEO, Destination Lake
Winnebago Region
Joe Moore, City of Fond du Lac Manager
Aaron Sadoff, Superintendent, North Fond du Lac School District
Kathy Schlieve, City of Waupun Administrator
Jim Spannbauer, President & CEO, Mid-States Aluminum

Envision Greater Fond du Lac

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