Business Retention & Expansion
Program Report 2021
The bedrock of any successful Economic Development organization is the implementation of a strong Business, Retention & Expansion (B.R.E.) program.

In 2021, the economic development team executed an outstanding 105 business calls as part of our internal B.R.E. program. These conversations strengthen the connection between companies and the community, providing a consistent connection over time, while encouraging business growth and prosperity within Fond du Lac County. Because of this consistency, the cultivation of our existing business community has proven to be more fruitful and beneficial than attracting new businesses. Roughly 80% of local employment growth is the result of business expansions and in order for Envision Greater Fond du Lac to add value and support these expansions, it is crucial for us to be at the table early on.

I would like to personally thank the 105 businesses who engaged in conversations with our team. As we move forward, I would like to encourage you to accept invitations from the economic development team to engage in meaningful dialogue about your business and our communities. Together we can continue to grow and prosper.

Sincerely,

James Cleveland
Vice President of Economic Development
Envision Greater Fond du Lac
Throughout 2021, the Economic Development team contacted 105 businesses, representing 18 different industries, as part of their Business Retention and Expansion (B.R.E.) program.

Responding organizations represented a wide array of industries including, but not limited to:

- Food Service
- Agriculture
- Manufacturing
- Health Care
- Construction

**Biggest challenges:**

- Covid-19
- Recruiting & Retaining Qualified Employees
- Getting Clientele in Business
- Lack of Support
- Supply Chain
- Delivery Inconsistencies
- Government Regulations
What we learned...

- 83% own their property
- 16% utilize FDLWorks.com
- 82% have a strong outlook for their respective industry
- 1/3 of businesses offer remote work options for employees

When asked how many locations do you have in Fond du Lac County, respondents indicated:

- 75% have one location
- 25% have two or more locations

Of these businesses with two or more locations, 43% plan to expand in Fond du Lac County within the next 2 years.

In the next two years:

- 53% of businesses are not looking to expand
- 47% of businesses are looking to expand
- 0% of respondent Fond du Lac County businesses indicated they will move out of the County in the next two years.

Please note: Not all businesses answered every question in its entirety. Data points listed are based on percentages derived from completed questions. This note applies to this page and the next.
Participating Businesses

18 Hands Ale Haus
3 Sweets Bakery
3-D Dairy
Abel Dairy Farms
Accurate Controls
ADVOCAP
Agromatic
Air Tech Heating
Al-Ins Enterprises
Alliance Laundry Systems
Alliant Energy
Annie's Fountain City Café
Atlas Molded Products
Aurora Health Care
Baker Cheese
Basic American Medical Products
BCI Burke
Beck Meats
Bluemkes
Bremer Bank
Bright Futures of Wisconsin
Bristol Morgan Bank
C.D. Smith Construction
Cellar District
Charter/Spectrum
Chicago Tube & Iron
CnD Specialties
Country Visions
Cujack's Wine Shop
Dimo's Bar & Grill
Dins Family Dairy
Elkay Interior Systems
Essence Salon & Spa
Faris Gormet Popcorn/United Manufacturing
First Weber
Fondy Family Dental
Fox Valley Savings Bank
FZE Manufacturing Solutions
Georgetown Cleaners
Grande
Hankes' Lomira Piggly Wiggly
Hierl Insurance
Hillside Dairy
Hiram's Auto Repair
Horicon Bank
Huberty CPA's & Trusted Advisors
Jesus' Little Lambs Childcare
JF Ahern Co.
K&K Foods Campbellsport Piggly Wiggly
King Grain Farms
KinX Construction
Knaus Cheese
Kondex Corporation
La Clare Family Creamery
Lake Breeze Dairy
Lakeland Care
Legacy Express
Lily Pad Learning
Luedtke Lumber
Mayville Engineering Company
McDonald's/Valley Management
Michels Corporation
Michels Farms
Mid-States Aluminum Corporation
Mr. Detail
National Exchange Bank & Trust
Oakfield Elevator Company
Open Road Harley-Davidson
Operation Coffee
Peebles Play & Stay Kennel
Perron Trucking
Poco Pizza
Pollack Dairy Farms
Quad Graphics
Quartz Right
Quest Interiors
RB Royal Industries
Real Sportscards
Ripon College
Ruedinger Farms
Rupert & Co.
Sadoff Iron & Metal Company
Thank you again to the 105 Fond du Lac area businesses that participated in our 2021 Business Retention & Expansion Program!