



# 2021 Annual Report

A decorative graphic at the bottom of the page consisting of several overlapping, wavy lines in shades of blue, green, and grey, creating a sense of movement and depth.

# From our 2021 Board Chair Rick Froh



Envision Greater Fond du Lac brings stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation.

As Chair of the Board, I am extremely proud of the accomplishments the team has achieved.

- Launched the first of its kind Worker Relocation Incentive Program.
- Started the Fond du Lac County Concierge Program, providing of suite of services to employers to enhance their talent recruitment efforts.
- Completed a broadband survey of the county, of which the results are being used to apply for grants and expand fiber optic cabling throughout the area.
- Welcomed dozens of new members.
- Presented Ag in the Classroom to nearly 4,000 elementary school students.
- Launched an official Advocacy Committee which outlines our priorities and legislative agenda.
- Passed a three-year strategic plan focusing on economy, identity, and next generation.

I want to thank my board colleagues for their considerable contributions and investment in the future of Envision. And thank you to our 700+ members throughout Fond du Lac County. We can't do what we do without all of you.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rick Froh'. The signature is fluid and stylized, with a long horizontal stroke at the end.

# From our President and CEO: Sadie Vander Velde



“ We are committed to telling the story of Fond du Lac County and its exceptional quality of life through building a positive identity and distinct sense of place. ”

As we close out 2021, our team has much to be proud of and you will read all of the details in the following pages. Overall, we continued to expand our economic development operations, offer innovative programming, market the Fond du Lac County region to developers, showcase career possibilities to the next generation, and have fun while doing it all.

We completed our two year strategic plan and are already well underway in executing the recently passed 3-year strategic plan (2022-25).

In 2022, we will continue to work on the county-wide labor shortage through innovative programming and events which will address barriers such as housing, child care access, and transportation to work.

We are committed to telling the story of Fond du Lac County and its exceptional quality of life through building a positive identity and distinct sense of place. Through the Fond du Lac R.O.C.K. program, we will drive greater awareness of careers here in the county for graduating high school seniors.

The team is excited to work alongside all of our members, municipalities, and regional partners to further the mission and vision of Envision Greater Fond du Lac.

Sincerely,

*Sadie Vander Velde*

# New Members in 2021

- 3 Sweets Bakery

BDS Fastener & Supply

Beacon House

Blue Marble Botanicals

Bob's Pizza

BoxDrop of Fond du Lac

Bremer Bank

Bright Futures of Wisconsin

Buell IT Solutions

Caravel Autism Health

Cellar District

Chicago Tube & Iron

Chilton Dairy

Club Fitness

Colliers International

CPL Cleaning

Custom Corner Computers

Dermatology & Cosmetic Physicians

Dodge and Sons Builders

EatStreet

East Johnson Laundry

Eilertson

Enlighten Digital Technologies

Ernessi Farms

Flanagan State Bank

Fond du Lac Christian School

Fond du Lac Humane Society

Fond du Lac Soccer Association

Fondy Family Dental

Fox Valley Insurance Group

Gowey Title

Happy Joe's Pizza & Ice Cream

Heartland Payment Systems

Hometown Broadcasting

IQ Resource Group

Justice Support Solutions
- Knitty Gritty Shop

La Paloma

Lunar and Lake Book Market

Mark Cardinal Concrete Construction

M.M. Schranz Roofing & Sheet Metal

Minuteman Press Fond du Lac

NAI Pfefferle

Orkin Pest Control

Paddy's Pizza

Pieper Electric

Poco Pizza

Preferred Properties of FDL

Professional Firearm Services

Quad

REVCOM

Remedy Plumbing & Heating

Sneaker Culture

Sophia Transformative Leadership Partners

Sully's Irish Pub

Sunbelt Rentals

Teamlogic IT

Tenneco Powertrain

The Hive

The Topsy Pig

Theo's 24

Three Aces North

TNT Fitness Results

Uecker-Witt Funeral Home

Unified Martial Arts

Wade House Historic Site

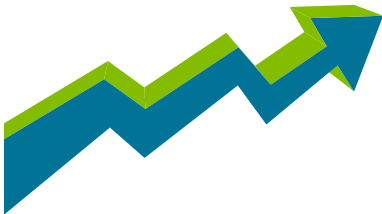
Walsworth (Ripon)

Webster's Marketplace

Wind & Unwined

Wisconsin Herd

Wisconsin Lighting Lab



Businesses continue to see the benefit of membership; investment grew

104%

from 2021 to 2022.





# 2022 Recognition

## Business/Community Excellence Award

Excel Engineering

## Eden-Schneider Award

INCubatoredu

## Lifetime Achievement Award

Ruth Michels

## Volunteer of the Year Award

Paul Reetz

## Entrepreneur of the Year

Wind and Unwined

Jeff Korneli

## Donald G. Jones Leadership Alumni Award

Tracy Qualmann, '03

## YPF Future 5 Awards

Kaitlyn Kenealy, Jason Zellner, Hannah Scherer,  
Joseph Fenrick, Jackie Runge

## YP of the Year

Kaitlyn Kenealy

## Safety Performance Awards

Gold: Mercury Marine Plant 17, J.F. Ahern,  
W.W. Electric Motors  
Silver: Marchant Schmidt

## The Team

The Chamber side of Envision Greater Fond du Lac works to provide networking, educational, and growth opportunities to members. In 2021, Jackie Robinson joined this team and now works alongside Amy Ries and Joe Venhuizen.



Amy Ries  
Director of  
Agricultural Programs



Jackie Robinson  
Agricultural Ambassador



Joe Venhuizen  
Senior Director of  
Membership and Programs

Programs

Agri-Business Council



Ag Showcase Sample Bags sold: 345  
Breakfast on the Farm meals served: 2,561  
Ag Raffle Tickets sold: 1,201  
Ag Birthing & Education Center visitors: 1,500+

*This event won an international fair award!*

Agricultural Ambassador Program



Total presentations offered: 235  
Students reached: 3,884

Ambassadors Club



Total ribbon cuttings: 24  
Total Business Connections: 4  
Total attendees: 157

*Ambassador of the Year - Jason Zellner*

Fond du Lac Human Resources Association/SHRM



Total volunteers: 15  
Total events: 12  
Total attendees: 279



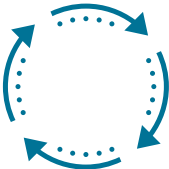
# Programs

## Leadership Fond du Lac



Total participants: 17  
Total volunteers: 70  
numbers based on 2020-2021 group

## Leading Through People and Processes



Total participants: 12

## 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

The Economic Development team continues to mobilize to support businesses throughout the county. This team seeks to provide results to seasoned businesses and entrepreneurs alike, whether it be with start-up, expansion, education, or workforce solutions.



James Cleveland  
Vice President of  
Economic Development



Bernadette Ericksen  
Director of Business  
Client Services



Raina Jeffery  
Director of Small Business  
and Entrepreneurship



Lisa McArthur  
Director of Economic &  
Workforce Outreach

# Supporting Business Growth

Challenges continue to impede growth within the business community. The economic development team designed, developed, and deployed a number of creative initiatives to support our businesses.

A major focus of 2021 was addressing the ever-increasing workforce shortage. There is not one magic solution that solves everyone's problem; rather, employers learned to take a multi-faceted approach.

To supplement what businesses are already doing to address this workforce shortage, Envision Greater Fond du Lac continued to offer programming and services to feed the talent funnel: Project G.R.I.L.L., Youth Apprenticeship, Summer Series for Interns and Co-Ops, Worker Relocation Incentive Program, and more.



SINCE 1991  
YOUTH APPRENTICESHIP  
WISCONSIN

2020-21

2021 was a year of transition for the Youth Apprenticeship program. Envision Greater Fond du Lac remains the conduit for businesses and students, but the day-to-day management of the program was transferred to CESA 6.

Fond du County area businesses are unique in that they clearly understand and continue to utilize this program to access future employees, as well as continue to rely on area high school juniors and seniors to supplement their workforce.

# Economic Development



	<u>20-21</u>	<u>21-22</u>
• Total participants:	66	66
• Total schools involved:	5	6
• Total businesses involved:	6	6

## CAREER CONNECTIONS ACADEMY

In 2021, Career Connections Academy took a new approach to career exposure for middle school students.

Adjusting to the times, various business and non-profit organizations filmed 10 career presentations. We invited teachers to use these videos in their classroom to inform students about employment and continuing education in Fond du Lac County. Videos were curated on the website for continued use.



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 life is like as a Fond du Lac resident. In 2021, a record 104 interns and co-ops from 13 area businesses participated.



Lemonade Day 2021 hosted 44 drive-thru stands and had 144 participants.

This program is transitioning to the UW-Extension beginning in 2022.





## Economic Development



IGNITE Small Business and Startup Support is in a realignment process to become a solution-based hub for Fond du Lac County entrepreneurs. In 2021, our small business and entrepreneur program provided 83 Fond du Lac County entrepreneurs with technical assistance and assisted in the launch of 6 new businesses.



Envision Greater Fond du Lac retooled the Fond du Lac Works website. The content was migrated to a new platform, architecture was updated, a new scrape tool was installed, and content will continue to be updated. The new site will officially launch in early 2022.



Created the framework for Fond du Lac R.O.C.K. (Retention, Opportunities, Community, Knowledge) program to engage with high school students who do not have a plan for post-high school. This program will be piloted in early 2022 with an area high school, beginning with counselor and student focus groups. Programming is expected to be rolled out in the first quarter of 2022.





## Economic Development



In partnership with Fond du Lac County and Fond du Lac County Capital Resources, Envision Greater Fond du Lac launched in September 2021, the first-in-Wisconsin Worker Relocation Incentive Program.

- 7 completed and approved business applications
- 1 small business loan funded
- 162 resumes received

105 business retention meetings occurred in 2021. These meetings were across industries and were used to glean information on business needs. A full report will be available by the end of Q1 2022.

# 105



The Fond du Lac County Concierge Program is a new resource offered by Envision Greater Fond du Lac, providing a suite of services to employers to enhance their talent recruitment and retention efforts.

Envision Greater Fond du Lac partnered with Fond du Lac County to complete a wide-scale broadband capabilities and access survey of Fond du Lac County in 2021.



Since its inception in 2000, the Revolving Loan Fund has:

- provided **\$31,480,000** in project financing
- leveraged **\$9,960,000+** of private investment

# Economic Development.....➔



Provided Business Intelligence to 20 unique businesses in Fond du Lac County. Services included: workforce analysis, economic impact analysis, industrial psychology, and market viability.

The Aeronautical Industrial Park was submitted for and granted Gold Shovel Certification in 2021. This certification enables a new business to get a shovel in the ground and open quickly.



# #6

Fond du Lac ranks #6 in the nation on the list of  
*The 10 Best Places to Work in Manufacturing*

(moneytalksnews.com; February 24, 2021)



Lead convener of stakeholders from 5 counties to begin work on a regional solution for providing child care to employees.

*In 2021, Envision Greater Fond du Lac...*

worked on

# 27

attraction projects

worked on

# 13

expansion projects

## Fond du Lac County Capital Resources.....➤

Fond du Lac County Capital Resources (FCCR), in partnership with Envision Greater Fond du Lac, provided financial resources and opportunities to a variety of businesses during 2021.



Three loans provided to businesses in Fond du Lac County.

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# \$6,597,300

Fond du Lac County Capital Resources invested a total of \$480,000 in three local projects which leveraged an additional \$6,597,300 in private investment.

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The Coronavirus Assistance MicroLoan Program was established by the Redevelopment Authority of the City of Fond du Lac to assist businesses in the restaurant industry with short-term funding due to the economic impact of the coronavirus situation.



15 loans were disbursed for a total amount of \$145,000.



# 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



Aubriana Donahue  
Administrative Assistant



Debbie Froh  
Senior Executive Assistant



Tracy Qualmann  
Senior Director of Marketing  
and Communication



Tammy Thornton  
Marketing Coordinator

## Specialized Engagement



Advocacy Committee formed to:

- monitor legislation
- provide local platform for engagement with legislators
- educate on topics that affect the vibrancy and economic climate of our community and regional economy

Empty Bowls, a program of Leadership Fond du Lac Alumni:

- 350 attendees
- 100% run by volunteers
- Raised more than \$9,000
- Monies raised distributed to 6 local food pantries



Golf Outing:  
SOLD OUT  
144 attendees



Young Professionals of Fond du Lac received Marian University's

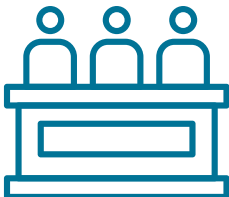
**2021 Special Achievement Award**

3rd Golden Ticket Give Away  
Dine Local Promotion

- \$16,000+infused into Fond du Lac County
- More than 500 gift cards sold
- 66 member restaurants benefited



*Total invested in community through this program: \$47,000+*



2021 was an election year for Fond du Lac City Council.  
Envision Greater Fond du Lac facilitated

**2**

city council candidate forums so residents could make informed voting decisions.

# Specialized Engagement.....➔



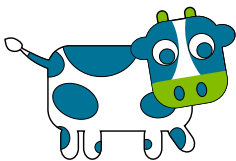
Envision Greater Fond du Lac produced an updated county-wide profile guide highlighting the benefits of working, living, and playing in Fond du Lac County.

In 2021, Envision Greater Fond du Lac grew their social media presence:

- All platforms attracted new followers
- LinkedIn grew the most, nearly 20% increase in followers
- Envision Greater Fond du Lac is admin on 13 social platforms



These increases are from January 1, 2021  
- December 31, 2021.



The Agri-Business Council partnered with the Fond du Lac County Fair on an immersion experience at the 2021 Fond du Lac County Fair. The International Association of Fairs and Expositions awarded them 1st place in the agriculture division for this new agriculture education/discovery and “moo-ternity” ward exhibit.



# Strategic Priorities, 3-5 years



The strategic plan is divided into three 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.

View our strategic plan at  
[envisiongreaterfdl.com/strategic-plan](http://envisiongreaterfdl.com/strategic-plan)



# Board of Directors and Executive Committee

## Executive Committee

Rick Froh, COO, Grande Cheese Co.- Chairperson  
Paul Reetz, President, Integrity Saw and Tool 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 Vander Velde, President & CEO,  
    Envision Greater Fond du Lac  
Krista Ebbens, General Counsel and Executive Vice President of  
    Human Resources, J.F. Ahern Co.

## Board of Directors

Bonnie Baerwald, President, Moraine Park Technical College  
Bob Benzinger, Vice President of Retail Banking,  
    National Exchange Bank & Trust  
John Buelow, Vice President of Global Operations,  
    Mercury Marine  
Amy Collett, Vice President, Human Resources & Administration,  
    Society Insurance  
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  
Brad Nye, Plant Manager, Alliance Laundry Systems  
Jeff O'Brien, Owner, Legacy Express  
Aaron Sadoff, Superintendent, North Fond du Lac School District  
Sanjay Sarna, General Manager, Tenneco  
Kathy Schlieve, City of Waupun Administrator  
Katherine Vergos, President, St. Agnes Hospital, SSM Health

## Envision Greater Fond du Lac

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