



2022 Annual Report

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From our 2022 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 Chairman of the Board for a second term, I am extremely proud of the accomplishments the Envision team has achieved.

- Celebrated the first anniversary of the Worker Relocation Incentive Program which brought 15 new employees to the area and \$90,000 in tax revenue to Fond du Lac County.
- Launched an updated FDLWorks.com website to use as a talent attraction and recruitment tool for employers.
- Launched the Fond du Lac ROCK program within the North Fond du Lac High School and then Fondy Central where we assisted with matching graduating seniors with jobs in the county.
- Hosted the Young Leaders Breakfast to showcase careers in Fond du Lac County to more than 200 high school students.
- The Concierge Luncheon, a new workforce retention program, provided 25 newcomers to Fond du Lac County with information on area resources and amenities, a platform for networking, and ways to engage philanthropically.
- Welcomed dozens of new members, aided by adding a Membership Coordinator position.
- Presented Ag in the Classroom to nearly 8,000 elementary school students.
- Our Advocacy Committee hosted multiple candidate forums and recommended resolutions of support to the Board on various community initiatives.
- We provided technical assistance to 100+ entrepreneurs and small business owners.
- Partnered with the Waupun Chamber of Commerce to better serve their constituents through the development of the Waupun Business Alliance.

I want to thank my Board colleagues for their considerable contributions and investment in the future of Envision. And thank you to our 600+ members throughout Fond du Lac County. We can't do what we do without all of you.

Sincerely,

From our President and CEO: Sadie Vander Velde



“We are committed to
telling the story of
Fond du Lac County and
its unique quality of life...”

As we close out 2022, our team has much to be proud of and you will read all the details in the following pages. We are one year into executing our 3-year strategic plan. 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.

In 2023, we will continue to work on the countywide labor shortage through innovative programming and events which will address barriers such as housing and child care access. We are committed to telling the story of Fond du Lac County and its unique quality of life through building a positive identity and distinct sense of place. Through the Fond du Lac ROCK 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 our members, municipalities, and regional partners to further the mission and vision of Envision Greater Fond du Lac.

Sincerely,

Teammate since
April 2020

New Members in 2022

A Blessing Family Home
Amla Apparel
Abestin Health Insurance Agency, LLC
ADP Automatic Data Processing
AL-INS Enterprises, LLC
Athena Cryo Studios
Badger Masonry
Bay-Lakes Council - Boy Scouts of America
Beans & Bites
Birschbach Accounting, LLC
blank.cnvas
Blue Culture Tees
Career Balance
CC's Chocolates
CESA 6
Central Wisconsin Christian
Church Health Services
Club Car Wash
Columbian Club LLC/Avenue 795
Country Visions Co-Op
C-P Flexible Packaging
Craft City Bottleshop & Taproom
Crumbl Cookie Fond du Lac
Davis Plastic, LLC
Dynasty Dance Studios
Ebony Vision Inc.
Engaged Marketing Co.
Essential Nail Garden and Lash Lounge
Fast Taco
Fond du Lac Cyclery & Fitness
Fondy Axe Company
Foot of the Lake Pickleball Club
Gathered Roots, LLC
Georgetown Cleaners
Go-Dutch Solutions
Greenspace Coworking
Hang 10 Poke'
Harter's Lakeside Disposal
Hausmann Group
Health Markets
Holyland Food Pantry
Homan Family Dentistry
Integrated Safety Solutions

Klapperich Real Estate
KleenMark
Kriete Truck Center - Fond du Lac
Lamar Outdoor of Green Bay
LVF LLC/ Ledgevest Financial
Marghaels
Mid-State Supply
Mircrotel Inn and Suites (SHRI HARI, LLC)
Modern Woodmen of America
New Directions Chiropractic, LLC
Northern Prairie Solar- Leeward Renewable Energy
Onyx Yoga, LLC
Paychex- Amy Peterselli
Peak Rehab, LLC
Philly's on 4th
Piggly Wiggly- Waupun/Cattails Liquor Co.
Professional Collectors Corporation
Quality Truck Care Center
Real Sportscards
Relay for Life of Fond du Lac
Riesterer & Schnell
Ripon College
RPM Media, LLC
Salchert Meats
Sambows Archery
Scooter's Coffee
SIA Insurance Services
Smith Builders
Society of St. Vincent de Paul
Stone Oak Coffee Haus
Superior Storage
TC Energy/ANR Pipeline
TDS Telecommunications
Terracon Consultants Inc.
The Cathedral Church of St. Paul and Broken Bread Food Pantry
The Great Escape Fond du Lac
USA Insulation
Valley Packaging Industries- VPI
Widmer's Cheese Cellars, Inc.
Women's Empowerment Series



2022 Recognition

Business/Community Excellence Award

Wisconsin Lighting Lab, Inc. (WiLL)

Eden-Schneider Award

Fond du Lac Dock Spiders & Marian University

Allen J. Buechel Lifetime Achievement Award

Martin Farrell

Volunteer of the Year Award

Jason Zellner, First Weber Realtors

Entrepreneur of the Year

Kean O'Brien, Hang 10 Poke'

Tom Kulczewski, Real Sportscards

Donald G. Jones Leadership Alumni Award

Tracy Qualmann, '03

YPF Future 5 Awards

Charlie Kudy, Michael Leb, Josh Michels,
Becca Schumacher, Jon Venhuizen

YP of the Year

Jon Venhuizen, SIA Insurance Services

Safety Performance Awards

Gold: WW Electric Motors, J.F. Ahern Co.,
Alliance Laundry Systems

The Team

The Chamber side of Envision Greater Fond du Lac works to provide networking, educational, and growth opportunities to members. In 2022, two new positions were added to better serve our members: Events Specialist and Membership Coordinator.



Amy Ries
Director of
Agricultural Programs
*Teammate since
March 2019*



Jackie Robinson
Agricultural Ambassador
*Teammate since
September 2021*



Anna Huck
Events Specialist
*Teammate since
May 2022*



Jillian Saiberlich
Membership Coordinator
*Teammate since
May 2022*



Joe Venhuizen
Vice President of Membership &
Resource Development
*Teammate since
November 2016*

Programs

Advocacy & Government Affairs



- Supported successful referendums for Moraine Park Technical College and North Fond du Lac School District.
- Hosted candidate forums for Wisconsin's 52nd Assembly District, Fond du Lac County Board, and Fond du Lac City Council.
- Petitioned Governor to increase shared revenues for municipalities and advocated against adoption of a transportation utility fee in City of Waupun.
- Held monthly legislative forums convening public officials from around the region to share updates and concerns.
- Launched a "Running for Local Office" webpage, compiling all open seats in the region and providing basic information on how to run.
- Attended Business Day in Madison through Wisconsin Manufacturers & Commerce.

Agri-Business Council



- Ag Showcase: More than 100lbs of cheese & sausage samples shared; 60 vendors and 975 attendees.
- Breakfast on the Farm: 2,108 served.
- Ag Birthing and Education Center: 1,350 Little Hands on the Farm participants.
- Gift Box Fundraiser: 1,084 boxes sold.

Agricultural Ambassador Program



- Total presentations offered: 396
- Students reached: 7,872
- Day on the Farm: 513 visitors

Ambassadors Club



- Total ribbon cuttings: 28
- Total Business Connections: 8
- Total attendees: 426

→ *Ambassador of the Year - Craig Much, Horizon Bank*

Programs

Fond du Lac Human Resources Association/SHRM



92 members

The purpose of FDLSHRM is:

- To promote and professionalize Human Resources administration and encourage good HR practices.
- To further the education of members in current Human Resources practices and philosophies.
- To discuss problems of mutual interest to those engaged in the Human Resources field in the areas of business, industry, education, and government.
- To establish a free communication process among members of the Association.

Leadership Fond du Lac



26 graduates

Safety Council



65 members

The mission of the Fond du Lac Area Safety Council is to collaborate with businesses and community services to foster a safer environment for all citizens, now and in the future. The Council accomplishes this through:

- Professional development programming and training;
- Educational forums;
- Professional networking and best practice sharing.
- Recognition for outstanding safety programs and records.

Young Professionals of Fond du Lac



622 members

Young Professionals of Fond du Lac works to engage and empower current and future leaders in the Fond du Lac area through professional development, networking, and social opportunities. Together, they are agents of change, guiding the community forward as it evolves.



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.



Lisa McArthur
Senior Director of
Business Attraction
*Teammate since
March 2016*



Bernadette Ericksen
Director of Business
Client Services
*Teammate since
May 2016*



Raina Lyman
Director of Small Business
and Entrepreneurship
*Teammate since
June 2021*



Sarah Van Buren
Director of Business
Intelligence
*Teammate since
April 2022*

Supporting Business Growth

Since 2017, Envision Greater Fond du Lac has been helping grow Fond du Lac County's economy through business and economic development. Our dedicated team provides professional services to attract new business investment, support entrepreneurial development, encourage expansion of existing industry and align workforce education and talent initiatives to support Fond du Lac County.

Throughout 2022, team efforts were focused on:

- Providing access to low-cost capital to support expansion projects.
- Collaborative partnership to attract new development.
- Innovative talent attraction and retention programming.
- Investigating child care opportunities to support area employers and families.
- Strengthening the entrepreneurial ecosystem by providing free, customized consultation services.
- Responding to individualized data and research needs.
- Increased professional development opportunities to support staff expertise.

Fond du Lac ROCK Program

(Retention, Opportunity, Community, Knowledge)

The pilot program launched in the Spring of '22, with services provided to 24 students from Horace Mann High School and Phoenix Academy.

In fall, Fondy Central joined the program and built this program into their curriculum. As a result, 10-12 students toured area businesses every other week throughout the semester.

Additionally, all graduating seniors throughout the county will receive the "Entry Level Jobs Catalog" highlighting great paying jobs that require no advanced training or credential.



- Served 122 individual entrepreneurs in 2022.
- Assisted with more than 20 successful startups.
- Brought back entrepreneur socials.
- Expanded network to add representatives of SCORE, Ripon Chamber of Commerce, and Greenspace Coworking.
- Awarded \$2,500 from Associated Bank and \$15,000 from the USDA's Rural Business Development Grant to support technical assistance efforts in Fond du Lac County.
- 30+ letters of support written for the Main Street Bounce Back Grant.

Economic Development



- 2022 was the 14th year.
- 64 students designed and created 6 grills.
- 6 high schools across Fond du Lac County represented.
- 6 employers participated.
- 52% of the students indicated they plan to pursue a career in manufacturing or the skilled trades after they graduate.
- 50% of the students are considering Moraine Park Technical College to further their education.

CAREER CONNECTIONS ACADEMY

- 3 participating school districts.
- More than 300 students engaged in career exploration in growth industries.
- 12 presenting businesses.
- 37 completed virtual career presentations.
- 1 successful, alternative Career Connections Academy.

SUMMER SERIES

- 3rd annual program.
- 128 college interns and co-ops from 25 different schools.
- 11 Fond du Lac County businesses represented.
- Attendee perception of living and working in Fond du Lac County improved by 20% after participating in the Summer Series for Interns and Co-ops.
- Attendee likelihood of accepting employment in Fond du Lac County increased after participation.



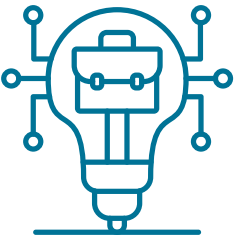


Child care is not a family issue; it is a business issue. It affects how we work, when we work, and why we work. Lack of adequate child care is a barrier for many parents, particularly women, to participate in the workforce. Child care isn't a new issue; however, it was exacerbated by the pandemic. Inadequate child care accounts for an average of eight hours lost per week; this is money off business profits.

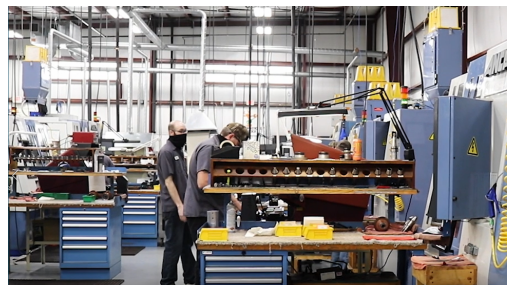
In an effort to support workforce development efforts, several issues were addressed:

1. Child care availability;
2. Cost of care; and
3. Wages and benefits for child care professionals.

In 2023, Envision Greater Fond du Lac will lead several initiatives to address these issues in partnership with Fond du Lac County.



Provided business intelligence and research to 37 internal and external partners and businesses in Fond du Lac County. Services included: economic impact analysis, target market and customer profiling, industry snapshots, demographics, and surveys.



Economic Development

A Business Retention and Expansion (B.R.E.) program is critical to understanding the health of a business community. The Economic Development team conducted 110 business retention meetings in 2022. These meetings were across industries, with a strong representation from small businesses. Information garnered gave great insight as to business needs and pain points.

110

Biggest challenges identified:



Financing and Interest Rates



Inflation



Government Regulations



Labor Availability



Labor Quality and Retention



Labor Wages and Costs



Supply Chain



For locating or keeping their business in Fond du Lac County:

- Access to customers.
- Quality of life.
- Business-friendly community.



Envision can provide to support the business community:

- Digital marketing assistance.
- Access to capital.
- Expansion planning.



Community assets that would help businesses thrive:

- Affordable housing.
- Diverse restaurants.
- Daycare affordability and availability.
- High quality schools.
- Availability of turnkey commercial space.

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.

One year into the program:

- 15 candidates utilized the program with a total payroll of \$1.2 million;
- Of these 15 candidates, six were from out-of-state and nine came from across Wisconsin;
- The average incentive offered was \$9,000 per candidate;
- \$4,953 was generated in sales tax revenue to the county; and
- An additional \$84,035 was generated in property tax revenue to the county.

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 2022.



Six loans provided to businesses in Fond du Lac County.

\$8,386,000

Fond du Lac County Capital Resources invested a total of **\$1.5 million** in five local projects which leveraged an additional **\$8.4 million** in private investment.

Economic Development



Fond du Lac County Concierge Program

- Launched the first luncheon in November, 2022.
- 25 attendees, all of whom were either new to living or working in Fond du Lac County.
- 16 Fond du Lac County employers sent attendees.
- This unique event enhances a business’s retention efforts by highlighting area resources and amenities, creating the platform for networking and relationship building with other newcomers to the area, and by increasing philanthropic engagement.
- The program also included resources for the candidate’s trailing partner or family, if applicable.



Envision Greater Fond du Lac collaboratively partnered with ten other entities

through the Northeast Wisconsin Regional Economic Partnership (NEWREP) to conduct a benefits survey within the manufacturing industry that was shared with members and area employers.

88%

of B.R.E. respondents stated their business performed the same or much stronger in the current six-month period relative to the previous six months.

85%

of respondents felt their business will perform the same or much stronger in the next six months.

In 2022, Envision Greater Fond du Lac...

worked on

25

attraction projects.

worked on

17

expansion projects
(13 ongoing and
4 completed).



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.



Aubriana Donahue
Administrative Assistant

*Teammate since
July 2021*



Debbie Froh
Senior Executive Assistant

*Teammate since
July 2004*



Tracy Qualmann
Senior Director of
Marketing &
Communication

*Teammate since
February 2020*



Tammy Thornton
Marketing Coordinator

*Teammate since
February 2022*

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, an event of Leadership Fond du Lac Alumni:

- Welcomed 300 attendees.
- 100% run by volunteers.
- Raised more than \$8,000 distributed to 6 local food pantries.



Golf Outing:
SOLD OUT with
144 golfers
for 2nd year
in a row!



Envision Greater Fond du Lac provided community updates through 80 radio interviews in 2022 reaching thousands of local listeners.

The Waupun Area Chamber of Commerce Board of Directors unanimously supported the transition of the Chamber to the Waupun Business Alliance.

This transition will provide increased value, resources, and opportunities to businesses throughout the Waupun area. This alliance, an extension of Envision Greater Fond du Lac, will focus on leveraging resources for members and work more collaboratively for the growth of the Waupun community.



Waupun
Business
Alliance

an extension of Envision Greater Fond du Lac



Through our business intelligence research, we know Fond du Lac County is changing in the next 10 years.

We are:

- aging;
- growing; and
- becoming more diverse.

Specialized Engagement



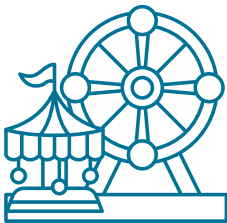
President/CEO
Sadie Vander Velde
was elected to the
Wisconsin Chamber of Commerce
Executives Board of Advisors and
is part of the WMC's Future
Summit Steering Committee.

In 2022, Envision Greater
Fond du Lac grew their social
media presence:

- LinkedIn grew the most;
nearly 62% increase in
followers.
- Facebook grew by 17%.
- Instagram grew by 18%.
- Social platforms combined
reached more than 1 million.
- Envision Greater Fond du Lac
is admin on 12 social
platforms.



These increases are from
January 1, 2022 - December 31, 2022.



The Agri-Business Council was
awarded the Fond du Lac County Fair
Friend of the Fair award in grateful
appreciation for the countless hours
of dedicated service, and
commitment to the fair.



Strategic Priorities, 3-5 years.....➔



The 2022-2025 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

2023 Executive Committee & Board of Directors



Executive Committee

Bonnie Baerwald, President, Moraine Park Technical College – Chair
Rick Froh, Chief Operating Officer, Grande Cheese Co. – Past Chair
Jeff Liddicoat, Senior Vice President, Horicon Bank – Treasurer
Bob Benzinger, Vice President, National Exchange Bank & Trust
– Secretary

Krista Ebbens, General Counsel and Executive Vice President,
J.F. Ahern Co.

Katherine Vergos, President, St. Agnes Hospital, SSM Health
Sam Kaufman, Fond du Lac County Executive,
Fond du Lac County

Sadie Vander Velde, President/CEO, Envision Greater Fond du Lac

Board of Directors

Amy Collett, Vice President, Society Insurance

Dr. Jeff Fleig, Superintendent, Fond du Lac School District

Thor Gilbertson, Chief Executive Officer, Holiday Automotive

Katie Grinstead, Partner, Vir-Clar Farms

Cyndi Hintz, Shareholder and Chief Operating Officer,
Huberty CPA's & Trusted Advisors

Mike Krolczyk, Senior Vice President,
C.D. Smith Construction, Inc.

Michael Leb, Owner, Leb Insurance Group

Craig Molitor, President, Destination Lake Winnebago Region

Joe Moore, City Manager, City of Fond du Lac

Sara Muhlbauer, Chief Executive Officer, Lakeland Care Inc.

Jeff O'Brien, Owner, Legacy Express

Paul Reetz, Owner, Integrity Saw and Tool Inc.

Sanjay Sarna, Plant Manager, Tenneco

Kathy Schlieve, City Administrator and Director of Economic
Development, City of Waupun

Andy Winget, Vice President/Global Controller, Mercury Marine

Envision Greater Fond du Lac

23 S. Main Street, Suite 101, Fond du Lac, WI 54935
920.921.9500 | envisiongreaterfdl.com

