



# From our 2025 Board Chair: Krista Ebbens

As Chair of the Envision Greater Fond du Lac Board of Directors, I have the privilege of witnessing firsthand the impact that a strong, forward-thinking economic development organization has on a region. Envision is more than just a resource for businesses—it is an engine for growth, a catalyst for innovation, and a champion for our community's long-term success.

In 2024, we saw the results of that leadership and dedication in action. From workforce development initiatives to small business support, from advocacy efforts to new collaborations, Envision played a pivotal role in strengthening our local economy. The recognition of our work -most notably the successful execution of our current strategic plan—underscored the importance of what we do: fostering an environment where businesses can start, grow, and succeed.

As we enter 2025, the opportunities ahead are exciting. Envision remains committed to ensuring our region is well-positioned to thrive. Whether through workforce solutions, strategic partnerships, or economic development initiatives, Envision continues to be an invaluable asset for businesses and investors alike.

As a supporter, I encourage all of us to remain engaged, invest in our shared vision, and continue building momentum. Your commitment to Envision is an investment not only in business growth but in the future of Fond du Lac County itself. Thank you for being part of this journey—your support makes all the difference.

# From our President/CEO: Sadie Howell

As we close the chapter on 2024 and look ahead to 2025, I want to take a moment to reflect on the remarkable progress we've made together. This past year has been a testament to the strength of collaboration, innovation, and the shared commitment to making Fond du Lac County a thriving place to live, work, and grow.

One of our proudest moments in 2024 was being honored with the Community Collaboration Award at Marian University's Business and Industry Awards. This recognition highlights the power of partnership—how working together with businesses, community leaders, and stakeholders drives meaningful impact. From supporting workforce development initiatives to fostering entrepreneurship and business growth, Envision has been at the forefront of ensuring our region remains vibrant and competitive.

Looking ahead to 2025, we remain focused on advancing economic development, strengthening our business community, and creating new opportunities for success. As the landscape continues to evolve, Envision will continue to be a steadfast advocate

and resource for our members, ensuring you have the tools, connections, and support you need to thrive.

None of this would be possible without you—our dedicated members. Your investment, engagement, and belief in Envision fuel our ability to make a difference. Thank you for your ongoing support and commitment to our shared vision. Together, we are building a stronger, more prosperous Fond du Lac County.

Here's to another year of growth, innovation, and success!



91.1 The Avenue Abacus Architects, Inc. Actus Nutrition Adelante Mujer, Inc. AJJ Hospitality - Microtel Inn & Suites AMC of Wisconsin Bertram Communications, LLC Board & Brush Fond du Lac Camp Virtual Assistance Capone's Café Caring Transitions of East Central WI Central Cable Contractors Inc. Charis Pregnancy and Family Help Center & Vida Medical Center Charming Reads Cornerstone Caregiving Cowlicks Cones & Floats Crave

Creative Roots Counseling, LLC. Crossroads Care Center of Fond du Lac Crystal and Clover Designs, LLC Drug Free Communities of Fond du Lac DuFrane Moving and Storage Inc./ DuFrane Logistics LLC Dunkin' Eagle Flexible Packaging, Inc. Elite Interior Painting, LLC Epicure- Michelle DeLaTorre Everson Law Office **Express Employment Professionals** Eze2travel Fishing Has No Boundaries Five Star Energy Services Fond du Lac Christian School Fond du Lac Community Theatre Fond du Lac County Campus Theater Fond du Lac Tent and Awning Gellings Roofing & Siding, LLC Gen 2 Engineering Greenfire Management Services Hoya Hop House Interim HealthCare Fox Cities Jax Super Graphix JJ Briggs Agency JPMorgan Chase Kairos Constructive Counseling Kartechner & Girls Flower Co. Kenealy Counseling, LLC Kerber Rose Kiwanis Club of Fond du Lac- Noon Lake Aire Rentals and Coffee Bar

Lakefront Group - Thrivent Manor Fond du Lac Midstate Outfitters One Click, Inc. Onward Original Steaks and Hoagies Parker John's BBQ & Pizza People's Home Equity Physis Counseling Pillar and Vine Precision Balancing Group, LLC Preferred Properties of FDL Quality Truck and Care Center Rebuilding Together Fox Valley Record Entertainment Rens Floral, LLC Rhyme Rich's Engine Repair & Service, LLC Robert Lynn Homes Sage Meadow of Fond du Lac/ Assisted Living and Memory Care Salem United Methodist Church Salon Nine:Sixteen, LLC Spark Ops Metalworks/ Mansion on the Lake Stel + Shay Collective **TDS** The Bagelmeister The Graceful Nest Thrivent - Logan DeMaa and Matthew Beck US Cellular Valley Hydro Excavation, LLC.

Van Ert Electric
Victoria's Pet Nutrition, LuZa CBD,
The Gallery
Waupun Hockey Association
WG&R Furniture
Wisconsin Early Childhood
Association, Inc.
Wisconsin Women's Business
Initiative Corporation
Woodlands Senior Park
Zellner Real Estate



#### **Business Excellence Award**

**Odyssey Cinemas** 

**Eden-Schneider Award** 

Radio Plus

Allen J. Buechel Lifetime Achievement Award

Tom Schneider

**Volunteer of the Year Award** 

Connie Coon, C.D. Smith Construction, Inc.

**Entrepreneur of the Year Award** 

Stone & Suede

Sam Meyer

YP of the Year

Mason Gravelle, SSM Health





Envision Greater
Fond du Lac
Team



Envision Greater Fond du Lac is positioned to do extraordinary things. Through community engagement and concentrated efforts, Envision will improve economic vibrancy, strengthen community identity, and invest in the next generation.

Our strategic plan is built around three pillars:

### **Our Economy**

- Goal: Champion regional economic growth
  - Convene and lead stakeholders to build the necessary quality of life infrastructure for attraction and retention of employees.
  - Execute programs for stakeholders to leverage/utilize in attracting, retaining, and developing workforce.
  - Deepen relationships with public partners and existing private stakeholders.
  - Expand overall number of stakeholders in Fond du Lac County and surrounding areas.

#### **Our Identity**

- Goal: Tell the story of Envision Greater Fond du Lac and

   Fond
  - Fond du Lac County's quality of life and amenities.
    - Improve the perception of Fond du Lac County.
    - Drive greater awareness of Envision Greater Fond du Lac within the community.

#### **Our Next Generation**

- Goal: Attract, retain, and invest in Fond du Lac's next generation.
  - Drive greater awareness for youth of opportunities within Fond du Lac County.
  - Increase talent levels to fill quality jobs.



Our Identity

Our Next Generation

# **Our Economy**



#### Housing:

- Coordinated housing development conversations including Fond du Lac County and its 5 largest municipalities.
- Conceptualized a Housing Forum event (held in 2025).

#### **Child Care:**

- Engaged with employers to encourage private investment.
- Explored collaboration opportunities with major child care providers.
- Conducted Business Retention & Expansion (BRE) visits with those associated with the child care industry.
- Facilitated a countywide conversation on the future of child care in the county.

# **Programming To Attract Talent:**

- All Envision programs saw increases in membership.
- Concierge Luncheon provided information to incoming talent; Concierge Tours resulted in a 100% hire rate.

### **Municipality Relationships:**



- Provided an employee liaison to every municipality in the county.
- Increased funding from 44% of municipalities.
- Created communication channels to provide up-to-date information.

# Business Retention & Expansion:Conducted 120 BRE visits acros



- Conducted 120 BRE visits across the county.
- Crafted survey to understand pain points and promote assistance tools.
- Provided low-interest financing to four projects.
- 245 jobs were retained/created.
- \$1.06m was invested in the county.
- \$8.1m in total private investment was leveraged.

# **Membership Growth & Retention:**



- 90% of members renewed in 2024.
  - Enhanced and streamlined member renewal process.



#### **Entrepreneurial Ecosystem:**



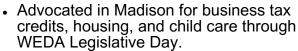
- Assisted 135 of entrepreneurs and small businesses.
- Connected with 46 newly formed LLCs.
- Conducted small business marketing workshops throughout the county.
- Ignite Network helped new businesses thrive through resource brokering and programming.

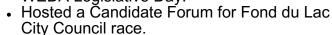
#### Non-Dues Revenue:



- Envision University hosted 12 programs in 2024.
- Travel program partnered on a trip to Italy.
- Thousands of County Profile Guides were distributed providing publicity opportunities for members.

#### Advocacy:





- Hosted Congressional business roundtable in partnership with the U.S. Chamber.
- Hosted 10 Legislative Forums with local, state, and federal public officials.
- Lobbied, coordinated, and fundraised for the removal of 12 dead trees at the county's busiest interstate intersection.

### **Partnerships & Networking:**



- Fond du Lac SHRM (FDL SHRM) & Young Professionals of Fond du Lac (YPF) partnered on professional development programming.
- Safety Council & FDL SHRM partnered on safety programming.
- Hosted 12 Business Connections.
- Provided 12 Coffee Connections.
- Facilitated 32 ribbon cuttings.
- Fond du Lac R.O.C.K provided 14 tours.
- Project G.R.I.L.L convened 5 teams.
- Summer Series for Interns & Co-ops worked with 13 employers and provided 92 interns and co-ops with experiences showing what is is like to live in Fond du Lac County.
- Manufacturing, Innovation, and Technology (MIT) hosted company tours.
- · Engineers + Builders launched.
- Meet the Media (sold out) brought together 8 media representatives with 40 community members.

# **Our Identity**

#### Foster Strategic Partnerships:

- (AP)
- Strengthened public and private relationships through programs such as Leadership Fond du Lac County, Ambassadors Club, and Concierge Luncheon.
- Utilized Envision communication tools to broaden relationships with agri-business members.

### **Expand Community Partnerships:**



- Developed an internal community relations program for team members to engage with community organizations, non-profits, and local government.
- Held a Community Storytelling event in partnership with member organizations.

#### **Enhance Community Awareness:**

- Crafted and launched an educational plan to bring a higher level of awareness to who Envision is and what we do.
- Utilized omnichannel marketing tactics to distribute information via outdoor media, social media, and digital advertising.
- Increased social media followers by nearly 20%; increased web traffic by 40%.

#### **Enhance Member Communication:**



- Utilized The Ally to communicate 26 times annually; average open rate 41%.
- Shared biweekly events newsletter to encourage event registration.
- Engaged YPF membership through a targeted newsletter; average open rate 57.6%.

#### **Connect With Elected Officials:**



- Regularly met with elected officials to apprise them of business community needs.
- Connected with municipalities biannually to provide Envision updates.
- Prepared the next generation of political activists through Public Office Preparation 101.

### **Telling Our Story**:

- Produced Mission Moment videos to highlight programs fulfilling Envision's mission.
- Reintroduced Business Spotlight videos, highlighting member organizations.
- Utilized storytelling to highlight manufacturing during Manufacturing Month.
- Leadership Fond du Lac County hosted Empty Bowls and raised \$8,400 for 6 local food pantries.

#### **Leveraged Our Team:**

- Envision team members:
  - Presented at Envision University.
  - Presented at industry conferences.
  - Taught college classes.
  - Held board positions.
  - Held city and county positions.





# **Next Generation**

#### **Promote Careers to Youth:**



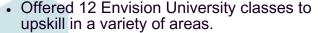
- Increased opportunities for youth to explore career paths through Fond du Lac R.O.C.K program and Career Connections Academy.
- Continued Project G.R.I.L.L for manufacturing career exploration.
- Hosted Focus Forward: Navigating the Next Chapter.

# **Showcase County to Interns & Co-ops:**



- Delivered Summer Series for Interns & Co-ops to 100+ visiting students.
- Highlighted community amenities through networking, engagement, and volunteerism.

#### **Advance Workforce Readiness:**



- Provided 3 C-suite networking opportunities in the area of manufacturing, innovation, and technology.
- Hosted FDLWorks website and Facebook page to provide job seekers with up-to-date career opportunities.





- Hosted Leadership Fond du Lac County with 29 participants, created 6 community projects, resulting in \$23,000 being donated to our communities.
- YPF hosted 19 events with nearly 1,000 attendees.
- Fond du Lac Society for Human Resource Managers (FDL SHRM) hosted 10 events to engage and educate HR professionals across the county.
- Ambassadors Club hosted 32 ribbon cuttings.

#### **Cultivated a Passion for Agriculture:**

- Educated 9,750 students through the Ag Ambassador program.
- Provided hands-on education to 898 kindergarten and first grade students at Day on the Farm at Hillside Dairy.
- Had more than 2,125 children explore Little Hands on the Farm at the Fond du Lac County Fair.
- Celebrated June Dairy Month by hosting June Dairy Day in downtown Fond du Lac and Breakfast on the Farm at Abel Dairy Farms.
- Showcased Fond du Lac County products in more than 1,000 holiday gift boxes.



# **Specialized Engagement**

### **Golf Outings**:



- Sold out Envision Greater Fond du Lac annual golf outing.
- Engaged with nearly 150 Waupun Business Alliance members.
- Reached capacity at Agri-Business golf outing.



#### **Public Relations Activities:**

- 125 radio interviews.
- 178 media mentions.
- 1,114 shared member news releases.
- Grew all social media platform audiences:
  - Instagram 5%
  - X/Twitter 1%
  - Facebook 31%
  - LinkedIn 23%
- Managed 13 social media accounts.
- Managed 3 websites.
- Designed nearly 500 creative pieces of collateral.
- Sent nearly 100 e-newsletters.
- Was interviewed by local, state, and national outlets for comment.
- Organized candidate forums.
- Participated in community events.





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