Delivering Impact:
Strategic Plan Results
2022-2025

eNVISION
GREATER FOND DU LAC

A Message from

Sadie Howell

President/CEO
Envision Greater Fond du Lac

Over the past three and a half years, Envision Greater Fond du Lac has worked to bring people, ideas, and resources together to strengthen our county's economy, identity, and next generation. Our 2022–2025 Strategic Plan gave us a roadmap – and we followed it with focus and transparency. We set clear goals, measured results, and learned a great deal along the way.

Today, we're proud to share the outcomes of that plan – along with early progress from the first half of 2025 as we transition into our new 2025–2030 strategy. What follows isn't just a list of accomplishments; it's a story of collaboration, persistence, and community strength.

As you'll see in the following pages, we made measurable progress in housing, child care, and workforce programming. We deepened municipal partnerships, elevated Fond du Lac County's visibility, and connected thousands of residents to opportunities. And we're honest about areas in which we fell short, such as membership retention and public municipal investment because continuous improvement is part of who we are.

Thank you for being part of this journey. Together, we're not just envisioning Fond du Lac County's future — we're building it.

Sadie Howell, President & CEO

> **Real progress isn't about one big win. It's about consistent effort, showing up for our employers, listening to our communities, and following through. That's what defines Envision.**

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Our *Economy*

Goal – Focus on development of small/mid-size businesses

Strategy

Our economy is the foundation of Fond du Lac County's strength, and our efforts focused on quality of life infrastructure such as housing and child care, investing in workforce programming, and strengthening and expanding stakeholder relationships.

How?

Throughout 2024, we consistently tracked and assisted with key **housing projects**, meeting the target of five unique projects quarterly.

We championed **child care solutions** through more than 50 direct interactions with employers, providers, and state partners in 2024, exceeding our target in 2025 by interacting with 67 partners.

We **increased our participation rates** in Envision programs such as Young Professionals of Fond du Lac (YPF), Leadership Fond du Lac County, Society for Human Resource Management (SHRM), Agri-Business Council, Safety Council, and Ambassadors.

We also **expanded support for local entrepreneurs** through the WRNC Business Opportunity Fund, which financed multiple women-owned businesses and proved that regional collaboration pays off.

Our **Business Retention & Expansion (BRE) program remained strong** — we completed all 120 targeted visits in 2024 and are on track to repeat that pace in 2025.

Municipal relationships strengthened as **70% of local governments invested financially** in Envision's work by mid-2025, moving us closer to our 90% goal. We will pilot a new initiative, 'Welcome to Fond du Lac County', set to launch its inaugural event in spring 2026.

We exceeded our entrepreneurship engagement targets, reaching 135 businesses in 2024 and 85 more by mid-2025.

At the same time, new **membership revenue** slipped slightly below our target in 2024, but we are back on track in 2025.

Our **member retention rate** was also off target, finishing at 90.5% in 2024 (our target was 95%) and we are expecting this rate to slightly improve to 92% in 2025.

We're addressing this through deeper member engagement and better alignment with our **new combined membership mode**l.

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Our *Identity*

Goal – Tell the story of Envision Greater Fond du Lac and Fond du Lac County's quality of life and amenities.

Strategy

We know that how people see Fond du Lac County and Envision matters. Our goal was to strengthen both our regional image and our organizational brand.

How?

We partnered with more than **150 private sector businesses and over 60 nonprofits and municipalities**, far exceeding our original targets.

These partnerships created shared storytelling opportunities, like the **FDLWorks.com refresh** and coordinated digital campaigns.

Envision's visibility grew through **consistent media engagement** through features in regional publications, radio interviews, and strong social media growth.

Our **quarterly education plan updates** ensured that our messaging stayed on point, while **new earned media placements** positioned Envision as a thought leader in economic and workforce development.

Wins

- Partnerships
- Brand Visibility
- Media Engagement

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Next *Generation*

Goal – Attract, retain, and invest in Fond du Lac's next generation.

Strategy
Investing in tomorrow's leaders remains at the heart of our mission

How?
Between 2022 and mid-2025, Envision **connected over 14,000 K-12 students** to career exploration opportunities through programs like Career Connections Academy, Project G.R.I.L.L., Fond du Lac R.O.C.K. program, and Ag Ambassador prrogram.

We exceeded our 2024 goal of reaching 15,000 students, and by spring 2025, we had already **engaged with more than 12,000 students** across elementary, middle, and high schools.

Our Young Professionals of Fond du Lac (YPF) network remained strong in 2024 interacting with **nearly 1,400 young professionals**, demonstrating that the next generation is eager to connect, lead, and invest in our community skills.

We also made early progress on future-focused initiatives such as **hosting cross-promotional events** among the various Envision programs.

In 2024, we hosted four **events to support businesses with future workforce needs** in AI and automation. In 2025, we fell short on that same target but expect to host two events by the end of the year.

Wins
- Youth Engagement
- YPF Growth
- Program Expansion

Opportunities
- Strengthen alignment between programming and emerging technology skills.

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