

2025-2030 STRATEGIC PLAN

A shared vision for Fond du Lac County





Building what's next - together.

Envision exists to ensure the region is a place where business grows, talent thrives and communities prosper – today and for generations to come.

Envision Greater Fond du Lac serves as the region's chamber of commerce and economic development organization, bringing together businesses, community leaders, and partners to strengthen the regional economy, local communities and overall quality of life.

Through collaboration and connection, Envision works at the intersection of business growth, workforce development, entrepreneurship and community vitality. We align stakeholders around shared priorities and help move ideas into action to position the greater Fond du Lac region for long-term success.

Explore our 2030 Strategic Plan, where we'll expand upon our history of collaboration and economic accomplishments to set the course for the next chapter of our work.

Our vision, mission, and core values:

VISION

To be the regional leader driving greater economic opportunities for all within our thriving and engaged communities.

MISSION

We bring stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation.

CORE VALUES

At the heart of everything we do are core values that define who we are and how we serve our members and community:

COLLABORATION

Creating an environment and culture around "we."

COURAGE

Challenge the status quo &

GRIT

Authentic, down to earth, and ready to roll up our sleeves to get it done

intentional about the future.

STEADFAST OPTIMISM

We are agents of positivity across our community.

TRANSPARENCY

Walk the walk and fulfill our purpose with open doors.

OWNERSHIP

We have a stake in this community - we live, love and grow here with you.

Built on results. Progress you can see.

Envision Greater Fond du Lac was formed in 2017 through the unification of the former Fond du Lac Area Association of Commerce and the Fond du Lac County Economic Development Corporation. A strategic move that created a single organization focused on advancing economic growth, supporting businesses and strengthening the community.



REGIONAL IMPACT

The unification has delivered measurable regional impact.

Between 2017 and 2023, Envision generated millions of dollars in economic activity, supported thousands of jobs and contributed to significant wage and benefit growth across Fond du Lac County.



The results reflect the power of alignment, partnership, and shared purpose – and provide a strong foundation for the next phase of Envision's work.

Source: Rawley Point Economic Advising, March 2024; Source Link: https://www.envisiongreaterfal.com/ wp-content/uploads/2024/04/Envision-EIA-Summary-Report-FINAL-with-edits-4.24.24.pdf



Why regional collaboration matters now more than ever...

The greater Fond du Lac region is at a pivotal moment. Economic shifts, workforce challenges, and evolving community expectations are reshaping how we compete for, grow, and attract talent. Success today requires more than individual effort – it requires coordination, collaboration, and a shared regional vision.



Why regional collaboration matters (continued)

Businesses depend on a strong workforce. Workforce strength depends on livability.

Livability depends on infrastructure, housing, education, and community investment.



Envision recognizes this interconnected reality and is evolving how we serve our members and the region.

The introduction of our Combined Membership Model reflects this shift, redefines the traditional chamber membership approach and is the first action step from our 2030 Strategic Plan.

The Combined Membership Model moves beyond traditional chamber engagement and toward a membership model with updated and expanded tiers that allows members to address their current business needs and help build the region's economic future.

Our 2030 Strategic Plan calls for alignment, shared ownership and strategic investment in the region's future.

2030 Priorities: A clear direction for the next five years

Our 2030 priorities provide a focused roadmap for strengthening the regional economy and communities we serve over the next five years. Grounded in collaboration and informed by regional needs, these priorities guide where Envision will invest time, resources, and leadership.



Unify Stakeholders

Champion a shared vision for economic growth by aligning public and private partners, advocating for pro-growth policies, and advancing county-wide development initiatives.



Empower Entrepreneurs & Accelerate Innovation

Fuel entrepreneurship and innovation by strengthening the startup ecosystem and expanding access to resources, mentorship, and capital opportunities that drive economic diversification.



Develop and retain a future-ready workforce

Grow and retain a skilled workforce that meets the evolving needs of employers, sustaining long-term economic relevancy and regional prosperity.

Unify



GOAL:

Unify Stakeholders One Region. Shared Direction.

By unifying stakeholders, Envision strengthens community identity, builds trust, and accelerates progress – positioning the greater Fond du Lac region to compete and thrive.

Strategy	Regional growth is strongest when communities, businesses, and leaders move forward together. Envision plays a central role in convening public and private partners to align priorities and champion a shared vision for economic success.
How?	By advocating for pro-growth policies, advancing county-wide development initiatives, and fostering meaningful partnerships, Envision helps ensure decisions are made with regional impact in mind.

Empower



GOAL:

Empower Entrepreneurs & Accelerate Innovation:

Fueling Ideas. Growing Opportunity.

By empowering entrepreneurs, Envision creates new opportunities, attracts talent, and ensures the regional economy remains adaptable and forward looking.

Strategy	Entrepreneurship and innovation are critical drivers of a resilient and diversified economy. Envision is committed to strengthening the startup ecosystem and expanding access to the tools entrepreneurs need to succeed.
How?	This includes supporting mentorship networks, connecting businesses to capital resources, and fostering an environment where new ideas can grow into lasting enterprises.

Develop



GOAL:

Develop, Build, and Retain a Future-Ready Workforce.

Our competitive advantage.

By investing in people and preparing for the future of work, Envision helps the greater Fond du Lac region remain a place where talent chooses to stay, grow, and lead.

Strategy	A skilled, adaptable workforce is essential to long-term economic relevance. Envision works to grow and retain talent by aligning education, employers, and community partners around workforce needs.
How?	Workforce development extends beyond job training. It includes addressing livability factors such as housing, child care, transportation, and quality of life – all of which influence where people choose to live and work.



Building what's next - together.

The path to 2030 is shaped by shared commitment and collective action.

Envision Greater Fond du Lac invites businesses, partners, and community members to play an active role in the region's future. Through engagement, investment and leadership, Envision and its members help drive economic opportunity, strengthen community identity and create lasting impact.

Through collaboration and connection, Envision works at the intersection of business growth, workforce development, entrepreneurship and community vitality. We align stakeholders around shared priorities and help move ideas into action to position the greater Fond du Lac region for long-term success.

Let's build what's next for the greater Fond du Lac region together.





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