



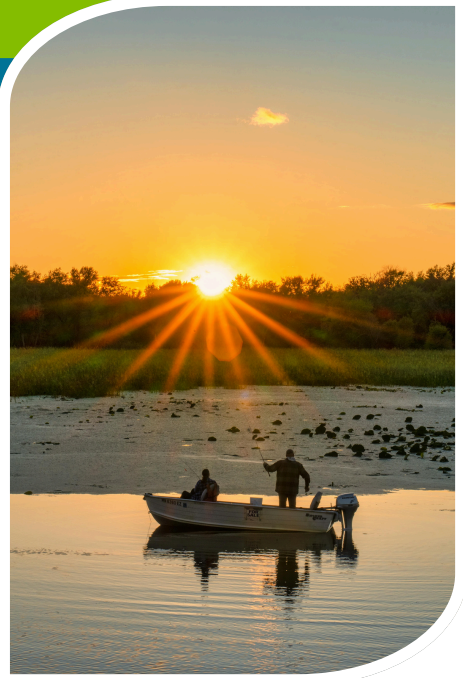
# Fond du Lac County

## Talent Attraction Strategy

### In-Kind Opportunities



An invitation to be part of Fond du Lac County's next chapter.



920.921.9500



[info@envisiongreaterfdl.com](mailto:info@envisiongreaterfdl.com)



[www.envisiongreaterfdl.com/makemymove](http://www.envisiongreaterfdl.com/makemymove)

# The Talent Crisis in Fond du Lac County

Fond du Lac County is at a demographic turning point. While the county has seen modest population growth in recent years, that growth is increasingly driven by in-migration rather than natural population replacement. Long-term projections show population decline beginning around 2040 without intentional action. Workforce availability is our most urgent challenge.



Attracting new residents is essential to sustaining economic growth. Fond du Lac County offers competitive wages, affordable housing, strong schools, and high quality of life, but it competes nationally for talent. Research shows relocation decisions are driven by awareness, first-hand experience, and ease of transition—areas where the county historically lacked a coordinated, employer-aligned recruitment tool.

This initiative addresses that gap by targeting move-ready workers relocating from outside Wisconsin for full-time employment, reducing relocation barriers, and accelerating community integration. By pairing financial incentives with curated local experiences and concierge support, the project converts interest into permanent relocation.



# Talent Attraction through Make My Move

Envision Greater Fond du Lac is applying for a \$500,000 state talent attraction grant to bring 44 new households from outside Wisconsin to live and work in Fond du Lac County. These are working professionals and families who will relocate here permanently—buying homes, enrolling kids in school, joining gyms, shopping local, and building long-term roots.

We've committed \$120,000 of our own cash to support this effort. Now we need you!

You provide the experience. We handle the logistics.



## The Need

Every approved Make My Move participant receives a Guaranteed Welcome Package, plus the opportunity to receive Add-On Experience Packages that reflect their interests.

## The Ask

We need local businesses to contribute an experience, product, service, pass, membership, or credit that fits within The Welcome Package or one of the six curated incentive packages, with a value of up to \$500 per household.

## The Base Package

Every new household receives a cash stipend, a shared welcome experience with other new movers, everyday local favorites, a community or recreation pass, shop-local credit, and personal concierge assistance from Envision's Relocation Specialist.





## Add-On Experiences

### Foodie Connection

Participants enjoy a hands-on agri-tourism experience with farm-to-table tastings and visits to local cheese makers, orchards, wineries, and specialty producers. The package also includes a Supper Club & Dining Passport, inviting them to classic fish fries, lakeside suppers, and family-owned steakhouses rooted in tradition.

### Connect Outdoors

This package offers access to the lakes, trails, parks, and athletic options that make Fond du Lac County easy to explore. Think kayaking, fishing, cycling, golf, and youth or adult sports options through local clubs and recreation providers. It's the perfect introduction to how residents get outside and stay active year-round.

### Arts & Applause

A pass to explore music, theater, museums, historic destinations, and local sports or creative hobbies. From live performances to immersive history, plus minor-league and community sports, this package gives newcomers an easy entry into the social and cultural heartbeat of the region.

### Family & Fun

A set of experiences tailored for families with kids—indoor play, learning spaces, youth sports or clubs, children's museums, bowling, and seasonal recreation. This package makes it easier for parents to plug into youth programs quickly and gives kids a chance to belong fast.

### Move & Meet

An introduction to local sports leagues, gyms, recreation clubs, dance or specialty fitness, bowling, golf simulators, and other recreation outlets. Perfect for adults looking to meet people, stay active, or try something new without a big upfront commitment.

### Learn & Lead

A package that encourages residents to grow personally and professionally with access to college courses, technical skills, adult learning, and community programs. It's ideal for career-minded professionals and anyone who believes in life long learning.

## Why Donate?

Great first impressions often lead to regular routines. By getting priority access to brand new residents, you'll have the best chance of making a lasting impression and gaining long-term customers.



**We curate the experience.  
We make the introductions.  
We ensure your business is part  
of their first chapter here.**



**FAQ**

[www.envisiongreaterfdl.com/makemymove](http://www.envisiongreaterfdl.com/makemymove)



**Contact**

Sadie Howell, President/CEO



**Email**

[showell@envisiongreaterfdl.com](mailto:showell@envisiongreaterfdl.com)



**Phone**

920.921.9500



**Together,  
we can build  
the future  
Fond du Lac  
County needs.**

