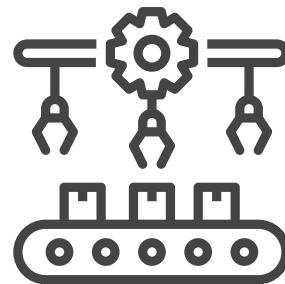


Our Strategic Focus



Diverse Housing



Thriving Businesses



Activated Workforce



Trust & Partnerships



Diverse Housing

Heartland Housing Initiative

ThriveED partnered with a team of experts to provide eligible municipalities in Jefferson and Dodge counties with housing development-focused consulting services. Due to funding provided by Jefferson County, Dodge County, Wisconsin Economic Development Corporation and the Greater Watertown Community Health Foundation, consulting services were available at no cost to communities. Two rounds of funding were offered in 2022. Seven communities were awarded funding that resulted in market studies and other technical assistance to help them address housing challenges: Palmyra, Randolph, Whitewater, Waterloo, Lake Mills, Beaver Dam and Kekoskee. ThriveED is the program administrator, coordinating with the communities and consultants to develop the scope of services and timelines.

Smart Growth Greater Madison Networking Event

Smart Growth principals include developers of mixed-use buildings, multi-family housing, industrial buildings and residential subdivisions. The group invited Jefferson County municipalities to attend their annual clay shooting event in October 2022. Tear sheets prepared for the event highlighted multiple sites in the county and raised awareness among residential developers.



Thriving Businesses

2022 Highlights

Nestle Purina announced an expansion to their Jefferson facility, which brings 100 new jobs and more than \$100 million investment.

Twice Baked Pottery moved from Racine to downtown Jefferson. Scott Obernberger, owner and potter, has become actively involved in the Jefferson business community.

ThriveED/JCEDC manages two Revolving Loan Funds, one for Jefferson County and the other for Fort Atkinson. **Pete's Tire**, which opened in 1975 in Whitewater and also has a location in Elkhorn, utilized both RLF programs, opening a location in the former Powers Tire and Auto Service in downtown Fort Atkinson in July.

Tim Brunk, head baker at the Pine Cone Restaurant in Johnson Creek for 25 years, and his wife, Jill, opened **Papa Brunk's Bakery** in Fort Atkinson's in mid-October. The business was assisted by a loan from the Fort Atkinson Capital Catalyst Revolving Loan Fund.



Top: Twice Baked Pottery owner Scott Obernberger addresses attendees at his opening celebration.

Lower: JCEDC Executive Director, Fort Atkinson staff and Papa Brunk's Bakery owners Jill and Tim Brunk at the check presentation for the Fort Atkinson RLF.



Career Fair with the Latino Academy of Workforce Development



On November 17, 2022, 36 employers in the greater Watertown region showcased their businesses and career opportunities at Watertown's inaugural *Tapping the Untapped Workforce Career Fair* at the YMCA in Watertown. The event was coordinated and presented by the Latino Academy of Workforce Development, ThriveED and the Watertown Area Chamber of Commerce.

Tapping the Untapped Workforce Career Fair is an innovative workforce event model developed by the Latino Academy to draw attendees by providing free childcare, children's activities and food for all participants. The targeted starting wage for career fair opportunities is \$15/hr or more plus family-sustaining benefits. ThriveED will partner with the Latino Academy for career fairs in Watertown and Whitewater in 2023.

Trust and Partnerships



Education Sessions & Presentations

- Project LEAD (Fort Atkinson) - presentation
- Kiwanis Club (Fort Atkinson) - presentation
- Rotary Club (Watertown) - presentation
- Madison College - presentation
- *The Relationship Between Community Development and Economic Development* - education session
- Leadership Watertown - presentation
- *Winning the War for Talent* workshop - education session
- *Promoting Your Community's Assets* - education session
- Community Development Authority (Waterloo) - presentation
- *ED101 for Local Leaders* - education session
- Rotary Club (Whitewater) - presentation

Events

- Strategic Planning retreat
- Three Conversations with ThriveED networking events

Tours

- MadREP tour of Jefferson County
- Developer tours

Participation

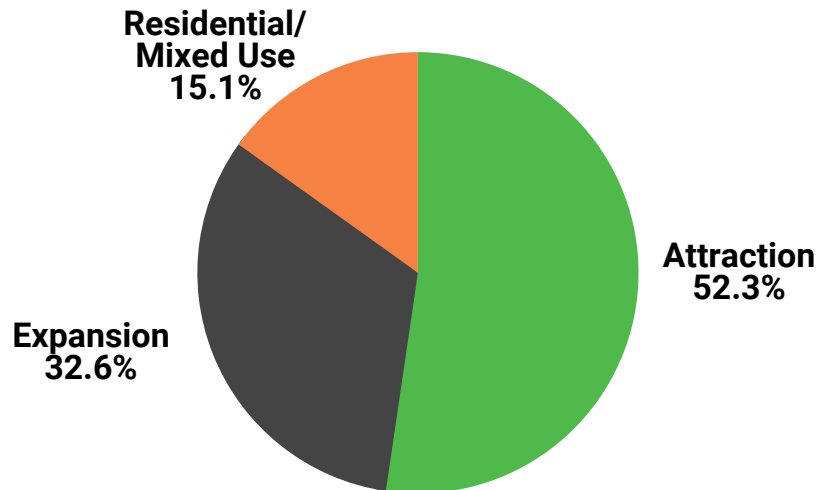
- Every Child Thrives retreat hosted by Greater Watertown Community Health Foundation
- Rural Partnership Board of Directors
- Bread Basket Board of Directors
- Jefferson County Literacy Council Board of Directors
- Rock River Community Clinic Marketing Committee



The staff of Madison Region Economic Partnership (MadREP) toured Jefferson County and ended the day with a Conversations with ThriveED networking event.

2022 Business Development Activity & Outcomes

PROJECTS
86



Staff provided assistance for 86 projects in 2022, with slightly more than half of them involving new businesses or businesses new to Jefferson County. Of these 86 projects, 11 of them resulted in new investment and/or jobs to Jefferson County, including the businesses highlighted in the headlines below.

City of Jefferson Nestle Purina plans \$100 million expansion

By Steve Sharp steves@dailymunion.com Jul 15, 2022

Papa Brunk's Bakery takes part in Fort Atkinson loan program

By Steve Sharp steves@dailymunion.com Sep 14, 2022

BUSINESS **CITY COUNCIL** **GOVERNMENT**

City kicks off capital catalyst loan program with Pete's Tire

EDITOR **AUGUST 5, 2022** **1555 VIEWS**



The staff of Madison Region Economic Partnership (MadREP) toured Jefferson County and visited businesses with county and JCEDC staff. One visit took them to Red Line BBQ in Jefferson, a recipient of the Main Street Bounce Back Grant.



JCEDC Executive Director Deb Reinbold and County Administrator Ben Wehmeier present a check to Jefferson County Revolving Loan Fund recipients Pete's Tire Services, which expanded into the county with a new location in Fort Atkinson.

Deb Reinbold, Executive Director
RoxAnne Witte, Program Specialist
Julie Olver, Marketing Manager

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