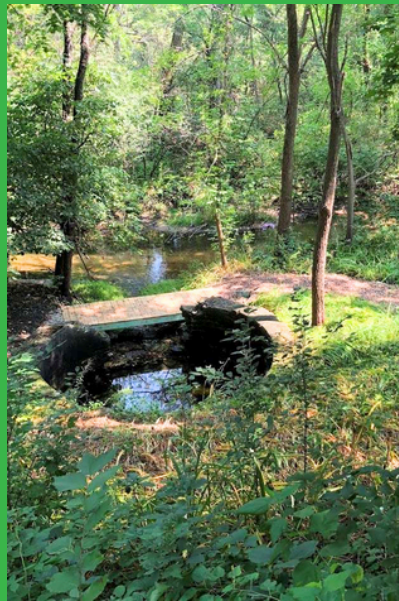




2023 ANNUAL REPORT

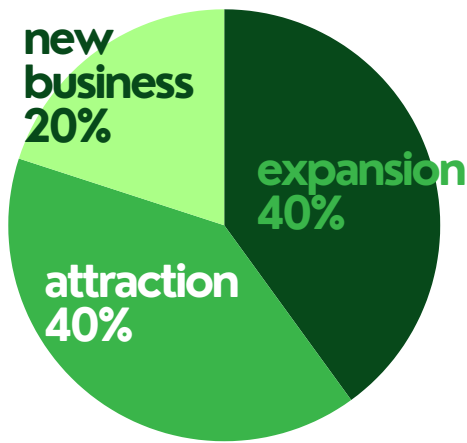
JEFFERSON COUNTY
ECONOMIC
DEVELOPMENT
CONSORTIUM



2023 business development activity & outcomes

78 projects **10** resulting in new investment and/or jobs
+2 unassisted wins

Staff provided assistance for 78 projects in 2023. Of these 78 projects, 10 of them resulted in more than half a billion dollars in new investment and more than 285 jobs in Jefferson County. Of the 10 wins, four were expansions and the remaining six were new businesses or business attraction projects.



285+ jobs

\$511+ million invested



Lil Hawks Kidz Academy Too, a childcare facility in Fort Atkinson, received a \$100,000 loan through the city's Capital Catalyst Revolving Loan in June to purchase space to expand operations.



Our September 2023 Conversations with ThriveED event was held in Watertown at The Collective, space recently renovated by the Greater Watertown Community Health Foundation.



diverse housing

Housing Summit

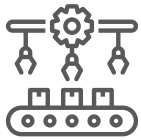
More than 150 developers, community and business leaders attended our first housing summit on May 18. Dr. Kurt Paulsen, Professor of Urban and Regional Planning at UW-Madison, gave the keynote address and panel discussions included: *From Plan To Reality: Next Generation Housing*, *the Developer's Perspective* and *Keeping Jefferson County Competitive*.

Live Local Development Fund (LLDF)

The LLDF, launched in August, was developed to address the lack of available housing stock by incentivizing the creation of multi-family housing developments in Jefferson County. The LLDF offers up to \$25,000 per unit for a negotiated term at or below market rates. Notably, the fund aims to make housing attainable for the local workforce, crucial for retaining talent. The fund had \$3 million at the end of 2023.

Habitat for Humanity

Habitat for Humanity of Waukesha County expanded into Jefferson County in 2023. The organization has made strategic enhancements to bolster its capacity and is exploring potential build sites in the county.



thriving businesses

2023 Highlights

Palermo's Pizza opened a production facility in Jefferson, adding approximately 180 jobs. The company added specialized equipment to the facility to create additional production capacity with two pizza topping lines. The plant produces more than 50 million frozen pizzas per year.

JCEDC manages two Revolving Loan Funds, one for the county and the other for Fort Atkinson. **Oak Tree Child and Family Services**, which provides mental health counseling services, received a \$100,000 loan through Fort Atkinson's Capital Catalyst Revolving Loan in May to purchase a 6,411 sq foot building at 511 Madison Ave.

Lil Hawks Kidz Academy Too, a childcare facility, received a \$100,000 loan through the Capital Catalyst program in June to purchase space to expand operations. The expansion allows for an additional 95 childcare openings and will create 20 more jobs.



Top: Ben Wehmeier (Jefferson County), Nate Peters (Greater Watertown Community Health Foundation) and Deb Reinbold (ThriveED/JCEDC) discuss tools needed to attract developers to Jefferson County.

Lower: Dr. Kurt Paulsen gives an overview of housing trends and data in Jefferson County.



Palermo's executives, along with representations from Jefferson County and the city of Jefferson, celebrate the company's expansion into Jefferson County.

JEDC Staff

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



JCEDC Executive Director Deb Reinbold became a Talent Attraction Ambassador for the WEDC in 2023. The program was developed to increase the quality and size of the state's workforce. As an ambassador, Deb assists prospective residents with local resources and connections and promotes Jefferson County as a great place to live and work.

trust and partnerships



Presentations & Panel Discussions

- Fort Atkinson Legislative Luncheon - presentation
- MBU Business Breakfast - presentation (with SEH)
- Fort Atkinson Local Government Academy - presentation
- WEDA Conference housing panel discussion - panelist
- Rural Wisconsin Health Cooperative - presentation

Hosted Events

- Overview of WMEP and WI Mfg Report - education session
- State of the County - education session
- Three Conversations with ThriveED networking events
- Housing Summit
- ThriveED Annual Meeting and Presentation

Tours

- Site selection tours
- Developer tours

Participation

- Habitat for Humanity HabiTour
- Every Child Thrives initiative by Greater Watertown Community Health Foundation
- MadREP CEDS Listening Session
- NAIOP Public Policy Committee
- Jefferson County HR Management Association
- Watertown Leader to Leader Conference
- Rural Partners Board of Directors
- Bread Basket Board of Directors
- Nicaraguan Community Forum in Whitewater
- Rock River Community Clinic Marketing Committee
- FaBWI membership
- BioForward membership
- Jefferson County Manufacturing Roundtable



(1) The MadREP team met with stakeholders in Jefferson County to develop a Comprehensive Regional Economic Strategy (CEDS); (2) Habitat for Humanity of Waukesha County CEO Melissa Songco announced the organization's expansion into Jefferson County at the ThriveED Annual Meeting in October; (3) Jefferson County staff joined Habitat Waukesha for a tour of homes and communities the organization is building in Waukesha County