

# ABOUT US

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## It's a competitive world out there

Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of the Greater Jefferson County area by providing professional economic development services for the purpose of retaining, expanding and attracting capital investments and driver industry jobs to our communities. Formed in 2016, we engage the private sector in economic development activities.



ThriveED's service territory includes Wisconsin's Greater Jefferson County area, in the southeastern part of the state, between Madison and Milwaukee

### Our vision

ThriveED will lead change necessary to support economic growth in the Greater Jefferson County area that results in healthy, thriving and growing communities.

### Our mission

ThriveED will engage the public and private sectors in actions focused on attracting and supporting business growth that benefit the residents and communities of the Greater Jefferson County area.

### Our strategy for the heart of the heartland

The work of ThriveED is guided by our five-year Strategic Plan, which is reviewed and updated annually. The goals in the Strategic Plan are grouped into distinct areas of focus:

- **Business:** Grow businesses, capital investment and employment opportunities
- **Workforce:** Attract, develop and align talent
- **Marketing:** Raise awareness of the area's assets to attract business investment and talent

Each goal has measurable outcomes. As always, economic conditions, availability of funding and leadership will impact the successful execution of the strategies in the multi-year plan. View our Strategic Plan and Annual Reports at [thriveed.org](http://thriveed.org).

[thriveED.org](http://thriveED.org)

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