



# YEAR IN REVIEW

**SNAPSHOT OF ECONOMIC AND COMMUNITY  
DEVELOPMENT ACTIVITY FROM  
SEPTEMBER 1, 2022 THROUGH AUGUST 31, 2023**

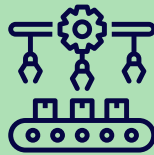
photos  
top Row L-R: Watertown, Fort Atkinson, Lake Mills  
Middle Row L-R: Whitewater, Johnson Creek, Palmyra  
Bottom Row L-R: Cambridge, Jefferson, Waterloo

Greater Jefferson County • WI  
**THRIVE**  
Economic Development • It's Happening Here

# STRATEGIC PRIORITIES



**DIVERSE HOUSING**



**THRIVING BUSINESSES**



**ACTIVATED WORKFORCE**



**TRUST & PARTNERSHIPS**

## TO OUR INVESTORS, PARTNERS AND STAKEHOLDERS

Thrive Economic Development's founding mission in 2016 centered around the traditional economic development activities of business expansion, retention and attraction. When it was time to update our strategic plan, we realized that the needs of our municipalities and business community had shifted. Issues like housing, childcare and transportation have become part of our daily conversations. Because the needs of our businesses and communities changed, we needed to change along with them, and in 2022, we launched a strategic refocus of our efforts. This new strategic direction imagines a future Greater Jefferson County with prosperous communities, a thriving business environment, an activated, supported workforce and a robust network of partnerships and collaboration.

Housing has risen to the top as a primary focus. Access to available and affordable housing is a fundamental element of economic development, because when the local workforce can't find housing they can afford, the entire community suffers. Recognizing that a shortage of housing can be a barrier to growth, a deterrent for prospective businesses and a source of economic instability, ThriveED has led or collaborated on several housing-related initiatives, including the Live Local Development Fund, a revolving loan fund designed to bolster housing development in Greater Jefferson County.

Our work would not be possible without the support and commitment of our investors and stakeholders. Your trust, dedication and belief in our mission have been the driving force behind our achievements. We remain grateful for your ongoing partnership.

As we look to the future, we are committed to maintaining the momentum of our economic and community development initiatives, while also exploring new avenues for growth and development within our county. Together, we can continue to shape a brighter future for Greater Jefferson County.

*Deborah Reinbold*

**President, Thrive Economic Development**



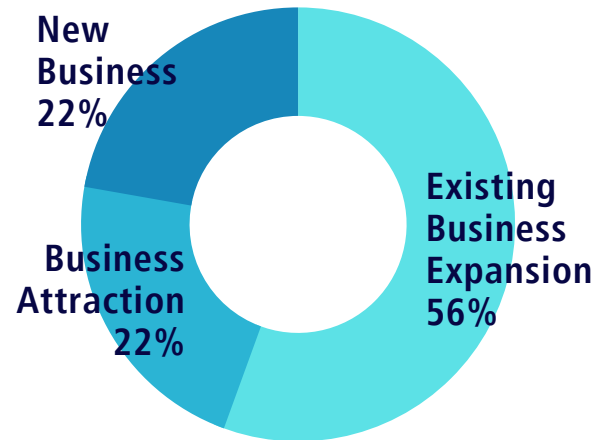
**64**  
projects managed

**9**  
project wins

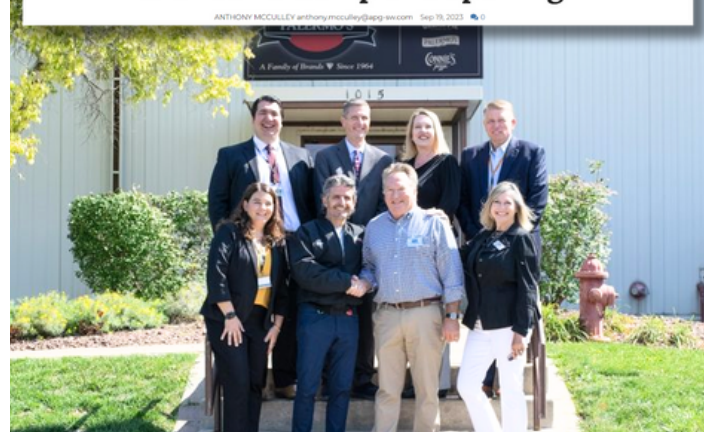
**\$511M+**  
capital investment

**285+**  
new jobs

## PROJECT WINS BY TYPE



## Palermo Villa Inc. plans to create new jobs with Jefferson plant opening



back row, from left: Michael Luckey, assistant to the county administrator; Ben Wehmeier, Jefferson County administrator; Deb Reinbold, president of Thrive Economic Development and Tim Freitag, Jefferson city administrator. Front: Wendy Bushell, Palermo's vice president of people and culture; Angelo Fallucca, president Palermo's; Dale Oppermann, Jefferson mayor and Laurie Fallucca, Palermo's chief creative office

# ADDITIONAL HOUSING

## Live Local Development Fund (Launched August 2023)

Revolving Loan Fund aimed at promoting housing development in Greater Jefferson County. The program marks a pivotal step toward addressing the lack of available and affordable housing stock in the county by incentivizing the creation of multi-family housing developments.



**LIVE LOCAL**  
DEVELOPMENT FUND

## Developer Outreach and Tours

Targeted, purposeful outreach to developers to promote Jefferson County and its opportunities for development. We also host visiting developers and conduct familiarization tours of the county.

# ACTIVATED WORKFORCE

It's no secret that employers continue to struggle to fill vacant positions. This past year, ThriveED has partnered with the Latino Academy of Workforce Development on its successful career fair series, Untapped Workforce Career Fairs. These career fairs emphasize building relationships between South Central Wisconsin's employers and the Latino community, Wisconsin's fastest-growing population.

**Latino Academy**  
of Workforce Development, Inc.

**TAPPING THE UNTAPPED WORKFORCE**  
Annual Career Fair

**FREE AND OPEN TO THE PUBLIC!**  
Come learn about career opportunities and connect with leading industry companies that are hiring!

**FREE TRANSPORTATION FROM JEFFERSON, WI**  
Transportation will be available every 30 minutes from Parcho's Fresh Market (111 E Dodge St., Jefferson, WI 53049) to the career fair and back to the store between 2:30 P.M. – 7:30 P.M.

Thursday, May 11th from 3pm to 7pm  
Location: Watertown Public Library, 100 S Water St., Watertown, WI 53094

Free child care and food available for job seeker.

Register Here! [QR Code]

In partnership with [Logos: Greater Watertown Community Health Foundation, Latino Academy, WISCONSIN RURAL PARTNERS, WEDA, SBDC, NAIOP, MADISON REGION ECONOMIC PARTNERSHIP, MOVIN' OUT, SMART GROWTH GREATER MADISON, DWD, WATERTOWN Area Chamber of Commerce]

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# TRUST & PARTNERSHIPS

Economic and community development require partnerships and collaboration. Whether it's giving a presentation, serving on a board or working together on key initiatives, ThriveED has spent the last year forging new partnerships and strengthening existing ones. A sampling of our partners is shown below.



Comprehensive Regional Economic Strategy (CEDS) Listening Session with Madison Region Economic Partnership (July 2023)



Economic Development 101 (November 2022)



Greater Jefferson County Housing Summit (May 2023)



Roadmap to Resources presentation at Maranatha Baptist University's Leadership Breakfast (February 2023)



Jefferson County Economic Development Consortium (JCEDC), ThriveED's public sector entity, continues to administer Fort Atkinson's Capital Catalyst Revolving Loan Fund program