

Strategic Plan

2024-2028



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01

Strategic Overview



Why do we exist?



To Champion Economic Vibrancy in Sauk County



What do we do?



Catalyze Business Success in a Community-Responsible Way



How do we act?

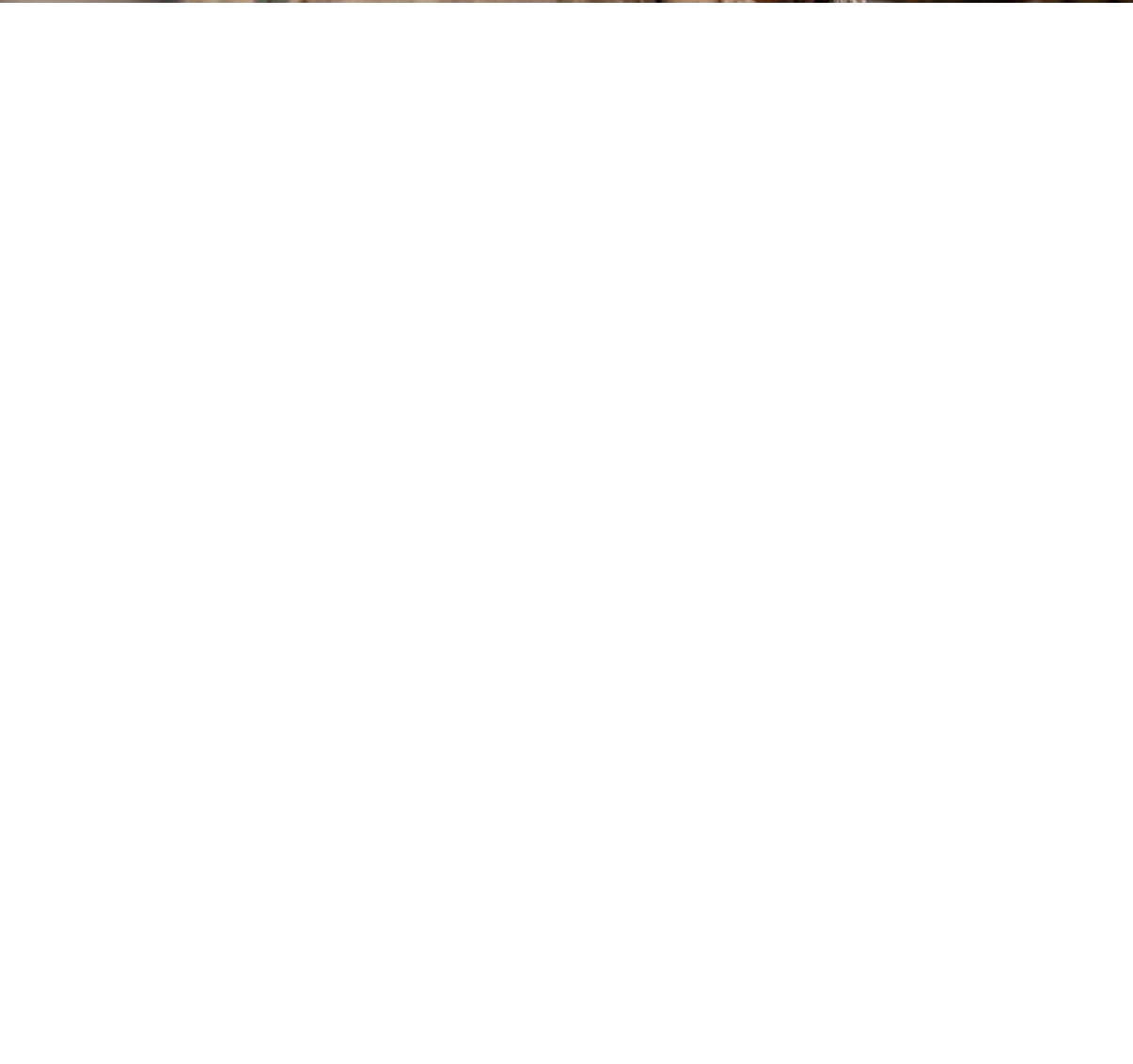




01
Integrity

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Communication

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Competence



What will Sauk County
look like if we succeed?



A Place Where All Business Thrives, Helping All People Flourish





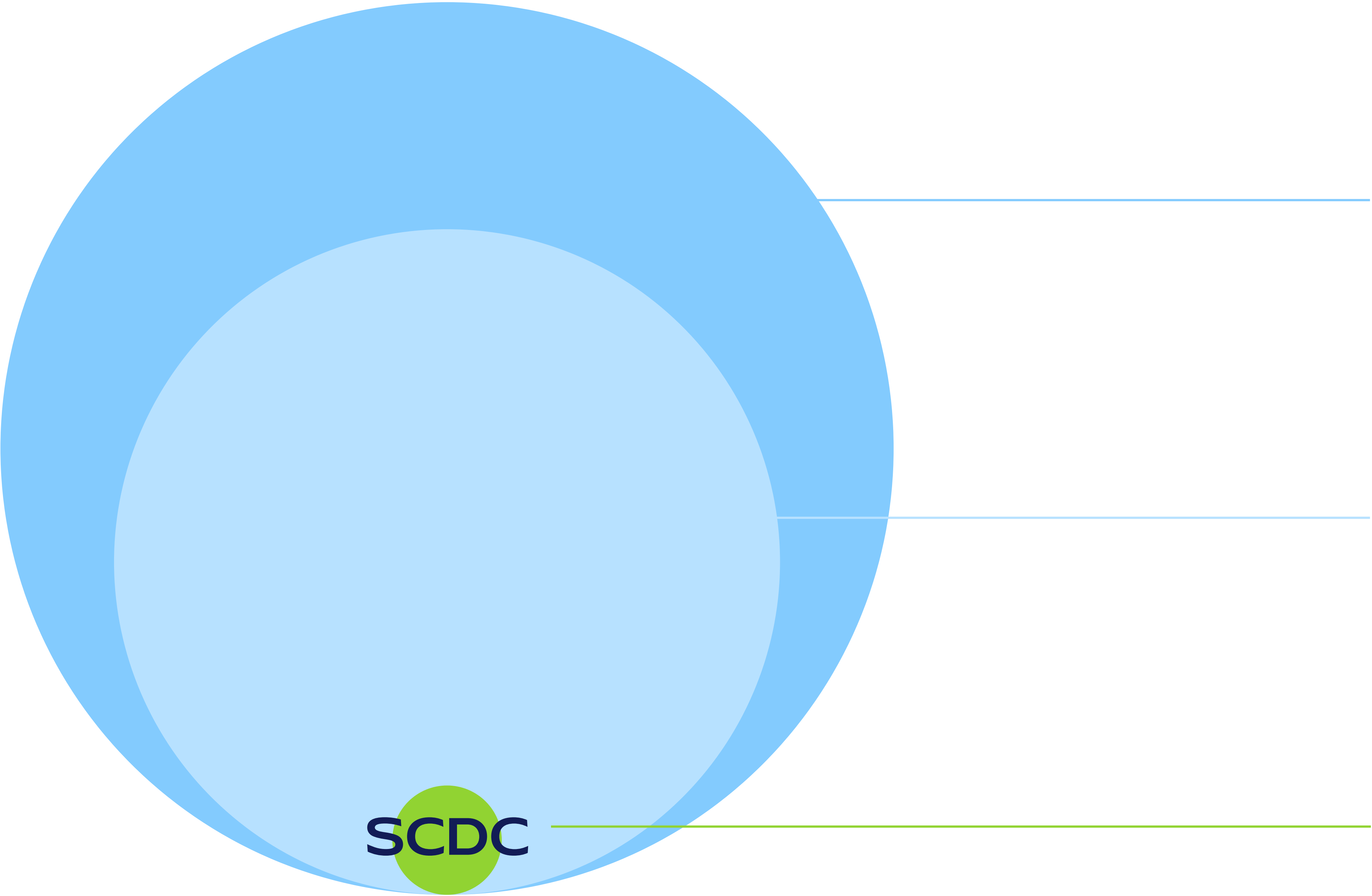
02

Current Market



What is the size of our
potential partner network?





5000

Possible Business Partners

2780

Small Business Partners

32

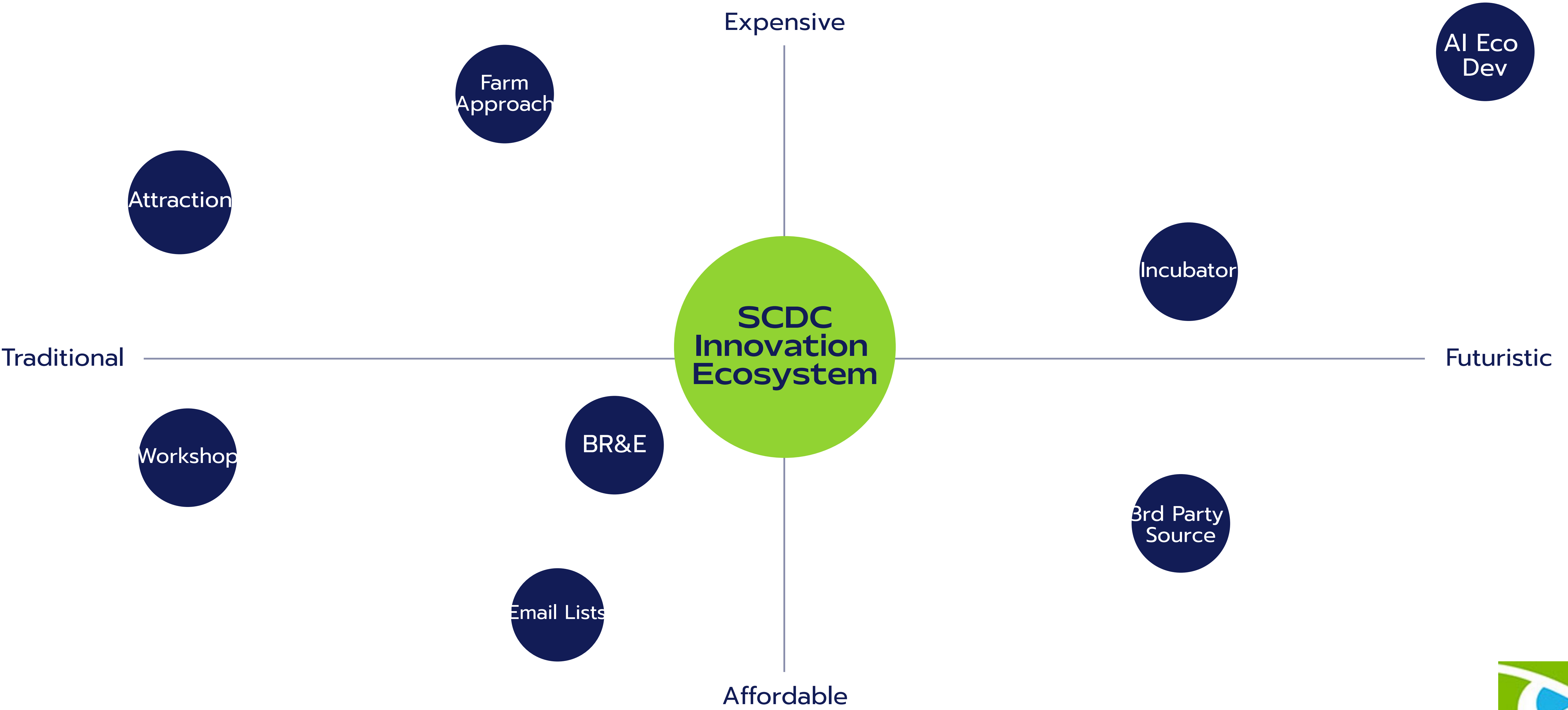
Current Business Partners



Different Economic Development Strategies to Serve the Business and People of Sauk County.



SCDC Analysis / **Economic Landscape**



What does SCDC look
like entering 2024?



Strengths

- Experienced engaged Board
- Energized Community
- Proven Results in 2023
- Support Organizations

Weaknesses

- Size of team
- Recent History
- Financial Support
- Lack of room for mistakes

Opportunities

- New Strategic Plan
- Small Business focuses
- Wisconsin's natural position
- Work alongside County Leadership

Threats

- Misunderstanding of Economic Development
- Changes in Legislature
- Change to a Madison lens





03

Strategic Anchors, Initiatives, Goals, & Actions



Strategic anchors are essential guiding principles for our organization, providing stability and focus in decision-making amid dynamic challenges. They serve as a consistent reference point for our long-term goals.



Valued Partner

Collaborating with local businesses, organizations and stakeholders while working together to address shared challenges, and achieve common goals.

Education & Upskilling

Invest in the growth and development of the local workforce. We are dedicated to providing educational opportunities and training programs that empower individuals to acquire new skills and advance their careers.

Community Responsible Development

A commitment to sustainable and considerate growth in Sauk County. It underscores our dedication to considering the community's social and environmental well-being while driving the growth and success of our businesses.

These strategic initiatives are proactive, goal-oriented actions to be undertaken by our organization to drive significant change or achieve specific objectives, serving as catalysts for overall strategic success.



Strategic Initiatives Plan

2024

- Economic Development Infrastructure
- BR&E
- Digital Presence
- Resource Center
- Knowledge Center

2025

- Economic Data
- Sauk County Angel Group
- Brand Refresh
- Collaborative Programming
- Environmental Sustainability

2026

- Corporation Type
- Business Accelerator
- Financial Independence

2027

- Organizational Accreditation
- New Staffing Plan
- Workforce Development Plan
- Downtown Plans

2028

- Microloan Fund
- Arts & Culture Plan
- Environmental Stewardship
- Reserve Fund Balance



These economic impact goals represent our organization's targeted outcomes in terms of financial influence, aiming to enhance economic prosperity, sustainability, and value creation within Sauk County.



100

Living Wage Jobs

In 5 years, we aim to create 100 living wage jobs. In 2024, that is \$51,200 or higher

\$50m

Financial Impact

In 5 years, we're looking to be responsible for \$50,000,000 of Economic Impact in Sauk County



Strategic actions encompass purposeful and planned steps to be taken by our organization to execute our overall strategy, involving decisive measures and adjustments aimed at achieving specific objectives or responding to evolving circumstances.



New Businesses Started

Goal: 5 new businesses YoY **Initiative:** Resource Center

Entrepreneurial Training

Goal: K-12 + Adult Program **Initiative:** Knowledge Center

Enhance social media presence

Goal: 500 new followers **Initiative:** Digital Presence

Small Business Scaling

Goal: 100 StartUp Space Sign-ups **Initiative:** BR&E

BR&E

Goal: 1 Business Expansion YoY **Initiative:** BR&E

Launch marketing campaigns

Goal: Host 5 events **Initiative:** Digital





04

Financial Plan



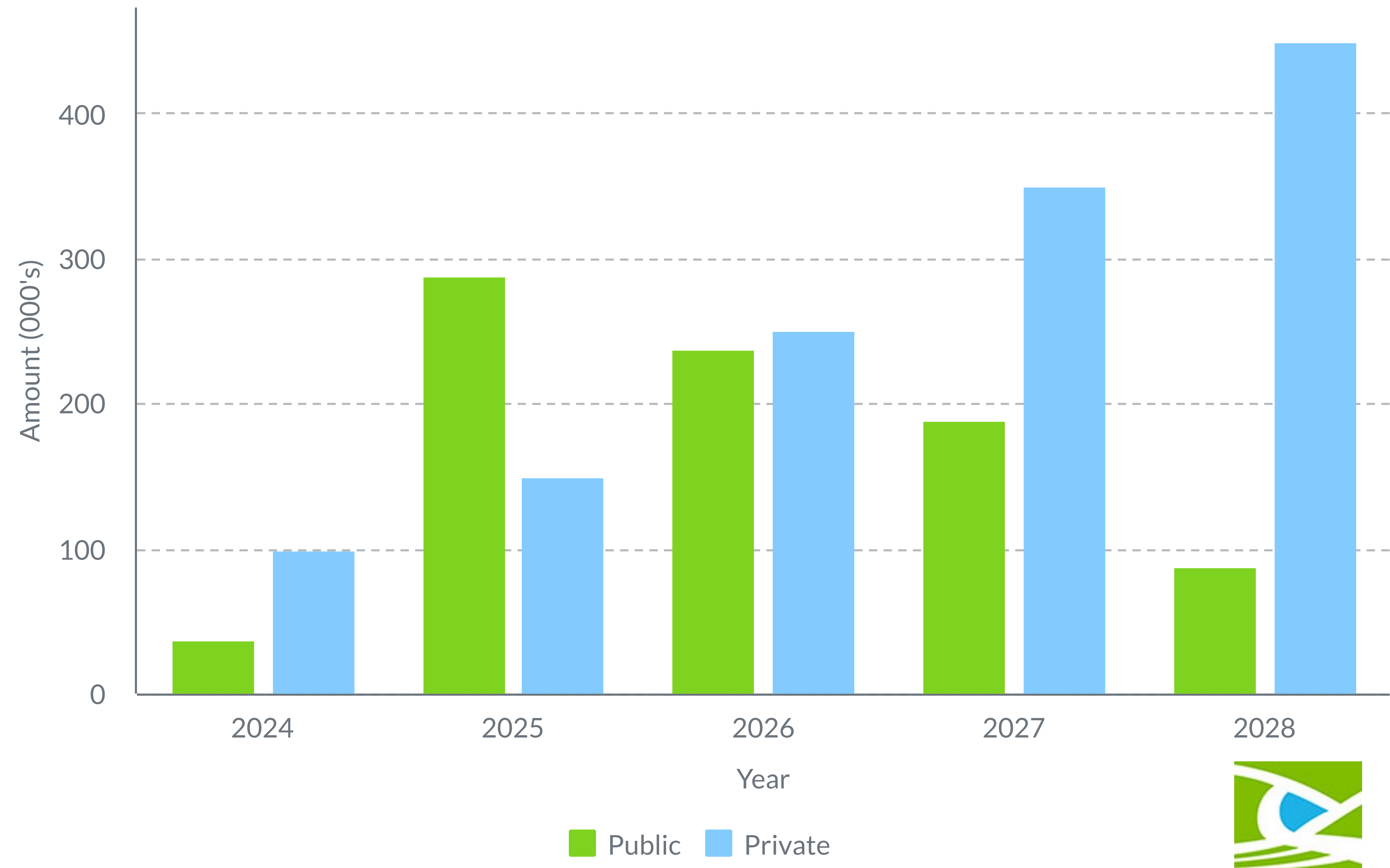
The income projections are based on the estimated financial needs of the organization to achieve our five-year strategic plan.



Income projections

In 5 years,
we plan to move
from being primarily
publicly funded to 90%
in favor of private funds.

*2024 is based on
current projections.



New partner tiers propose structured levels of collaboration, introducing a tiered framework that categorizes and defines partner relationships based on varying degrees of engagement, benefits, and responsibilities.





COMMUNITY

\$1000

per year

Networking
Website Badge
Eco Dev Report
1 Ticket to State of Sauk



SUSTAINING

\$3000

per year

Social Media Story
Company Report
SCDC Sustain Badge
2 Tickets to State of Sauk



INNOVATIVE

\$6000

per year

Website Story
Industry Report
Impact Tracker
4 Tickets to State of Sauk



VISIONARY

\$10,000

per year

Exec Director Lunch
Marketing Story
Angel Group Invite
8 Tickets to State of Sauk

Who we are.





Thomas Cox

*Executive Director
Sauk County Development Corp*



SCDC

*Where Business Thrives and
People Flourish*



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At the heart of our mission is an unwavering commitment to upholding the highest standards of honesty, ethics, and transparency.



Communication



Our dedication to excellence knows no bounds. We are resolute in maintaining the highest level of expertise, knowledge, and proficiency across all facets of economic development.



Integrity



Transparency and open communication are the cornerstone of effective collaboration.



Competence

