



SCDC Annual Report

20
24

ANNUAL REPORT

Contents

- **Words from CEO**
 - **Board of Directors**
 - **Objective, Vision & Mission**
 - **Upcoming Projects**
 - **Annual Review**
 - **The New Venture**
 - **Thank You**
- 

WORDS FROM THE

Executive Director



“Building a brighter future is not a task for one but a commitment from many. Together, we turn challenges into opportunities and dreams into realities.”

| Thomas Cox

This year has been a journey marked by determination and perseverance—a fight for tomorrow, for the hardworking people, and for our small businesses. And it’s a fight I’d gladly take on again and again because standing up for what is right is never wrong. Last year, I stood before you and promised more: more jobs, more investment, and more opportunities. Today, I am proud to say we delivered.

None of this would have been possible without the unwavering support of our board and the communities we serve. I extend my heartfelt thanks for your trust and partnership. From attracting one of Wisconsin’s fastest-growing tech companies to supporting a young couple’s dream of starting their farm, we have worked tirelessly to create a region that reflects the ambitions of its people. With some fuel from our local coffee shops—special thanks to Bella Vita in Baraboo and Convivio in Spring Green—we have achieved over \$10 million in new investments, created 11 living-wage jobs, retained a valued local business, and welcomed six new companies to the area. We not only met all of our 2024 goals but also made strides toward some of our 2025 targets.

Looking ahead to 2025 and beyond, our resolve has only grown stronger. We remain committed to driving economic growth and enhancing the quality of life across the region. My promise to you is this: we will not stop. There are new businesses to launch, land to develop responsibly, spaces to preserve, and voices in our community that need to be heard. Economic development has always been a balance between land, labor, and capital. If we do not protect and develop our land thoughtfully, we risk losing the people who make our community vibrant. And without people, there is no capital to invest and grow.

Thank you once again for your support and belief in our shared vision.

Thomas J Cox

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Industry
Since 1962

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Little Society Farm

BARABOO, WISCONSIN

Having never applied for a large grant before, we were really uncertain about the language used and process in general and were feeling a bit overwhelmed. We didn't reach out to SCDC until late in the process, but Thomas jumped in immediately with guidance over a video call, via email, and an in-person morning working session. Thomas brought a great energy and clear vision to the whole process and was instrumental in us submitting a strong application. After the application he has stayed in touch -- reaching out when other grant opportunities come up, pointing us towards business planning resources and meeting with us to help define next steps and priorities to make the whole project a success. So thankful for a resource like this in our community!

Brad Wissmueller
Little Society Farm

Little Society Farm's mission is to produce good food using regenerative practices. By considering the farm as part of a food-producing ecosystem, we work in harmony with natural systems and maximize productivity. We aim to support the community with food, education, and by inviting them into our little society.



In early 2024, Little Society Farm approached the SCDC for assistance with a grant application to the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). Understanding the importance of this opportunity, we began by reworking their entire business plan to align with the grant's requirements.

Over several months, the SCDC team worked closely with Little Society Farm, refining and polishing the plan to ensure it stood out. The hard work paid off: Little Society Farm was awarded a **seven-figure DATCP grant. This significant win** will enable them to expand their operations and contribute further to the local economy.

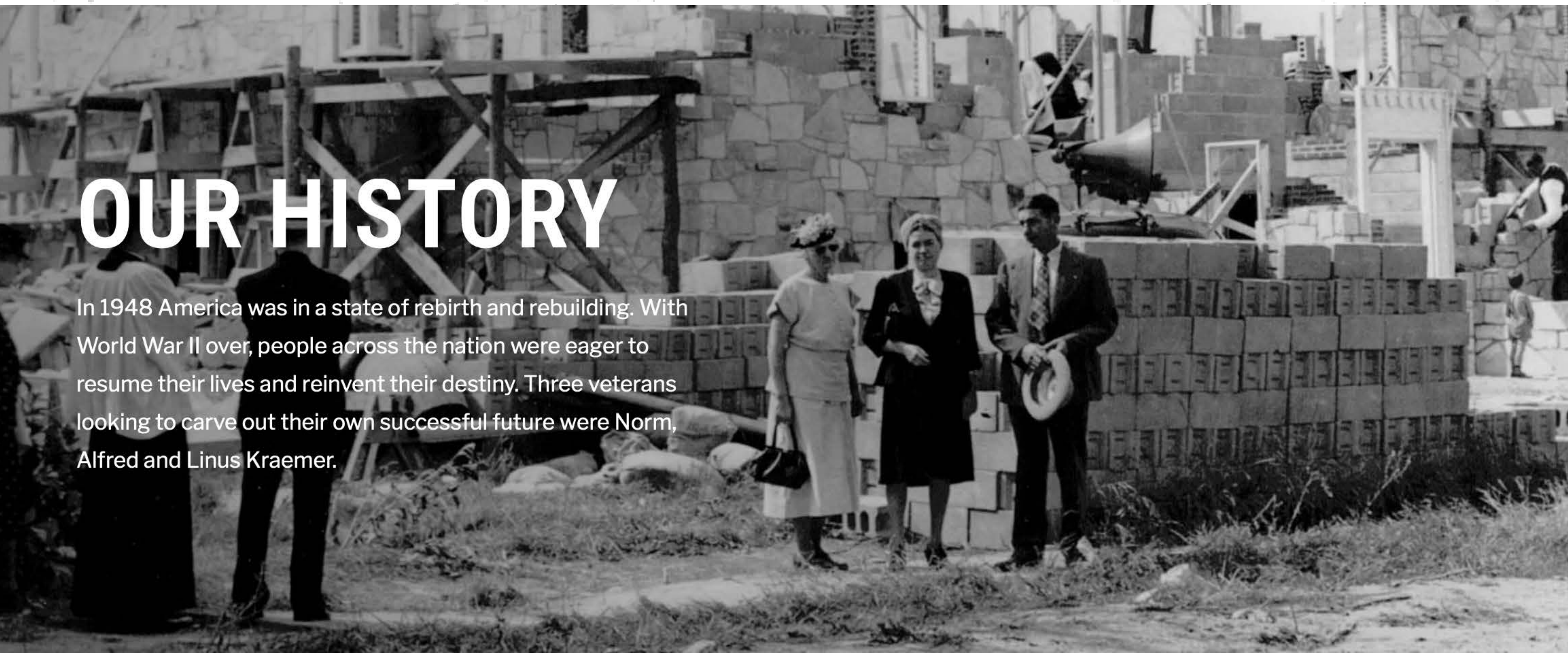


We're proud to support businesses like Little Society Farm and remain dedicated to fostering economic growth and success throughout Sauk County.



OUR HISTORY

In 1948 America was in a state of rebirth and rebuilding. With World War II over, people across the nation were eager to resume their lives and reinvent their destiny. Three veterans looking to carve out their own successful future were Norm, Alfred and Linus Kraemer.



OUR VISIONARY

Board of Directors



Dan Bullock
Board Chair

President of Holtz Companies



Shawna Marquardt
Executive Committee

Regional Dean for Madison Area
Technical College



Melanie Zimmerman
Treasurer

Director of Accounting at Teel
Plastics



Bill Ryan
Executive Committee

CEO & Partner at ADCI



Paul Kardatzke
Executive Committee

CEO at Jewell Associates and
Engineers Inc



Anthony Dix
Executive Committee

Director HR Sauk Prairie Health
Care

OUR VISIONARY

Board of Directors



Loren Glasbrenner
Board Member

Superintendent River Valley
School District



Donna Neuwirth
Board Member

Executive Director Wormfram
Institute



Andy Kurtz
Executive Committee

Planning and Community
Development Manager at
Vierbicher



Trina McVicker
Board Member

Director of HR and Community
Development at Holtz
Companies



Ashwini Rao
Board Member

Economic Development
Professional



Scott Jenks
Board Member Elect

President of Baraboo State Bank



BUILDING LASTING RELATIONSHIPS

Holtz Builders is proud to call Sauk County home. Our roots run deep in this community, and we are dedicated to its growth and success. From creating jobs to supporting local initiatives, we are committed to fostering economic development that benefits everyone. Together, we're building a brighter future for Sauk County.



LET'S CONNECT →



Phone Number
608-253-0990



Website
holtzbuilders.com

TAKE YOUR NEXT LEADERSHIP LEAP

<https://saukcountyinstituteofleadership.org>

**ENROLLMENT FOR FALL 2025 OPENS
JANUARY 2025**

The Sauk County Institute of Leadership (SCIL) is a leadership development program that empowers, engages, and equips participants to make a positive difference in Sauk County. The nine-month program kicks off with an overnight retreat in September and wraps up with a celebration in May. Each interactive SCIL session blends leadership skill development with an examination of emerging community issues.

Don't wait! You won't want to miss this opportunity to fine-tune your leadership skills.



Sponsors:

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MADISON, WI 53706

OUR ORGANIZATION'S

Vision & Mission

Our mission is to champion economic vibrancy in Sauk County by catalyzing business success with a strong commitment to community responsibility. We envision a thriving local economy where businesses grow and prosper, driven by innovative, sustainable practices that enhance the quality of life for all residents.



Valued Partner:

We are dedicated to building strong, collaborative relationships with local businesses, organizations, and community stakeholders. We believe in the power of partnership to address shared challenges, leverage diverse expertise, and drive initiatives that meet the needs of our community.

Education & Upskilling:

We recognize that a skilled, adaptable workforce is the backbone of economic vibrancy. That's why we are committed to investing in the growth and development of our local talent pool. Through innovative educational programs, targeted training, and upskilling initiatives, we empower individuals to gain in-demand skills, enhance their career prospects, and contribute meaningfully to the evolving needs of local industries.

Community-Responsible Development:

We are driven by a commitment to growth that respects the social, environmental, and cultural fabric of Sauk County. Our approach to economic development is grounded in sustainability and long-term thinking, ensuring that we enhance quality of life without compromising future opportunities.

Teel Plastics Donates Reels of Conduit for a Baraboo Public Works Project



Teel



Knowing Baraboo-based Teel Plastics could be a resource for the conduit needed for the fiber project, Baraboo Director of Public Works and City Engineer Tom Pinion reached out to Teel about purchasing several reels. Teel agreed to help, but rather than charging the city, Teel instead donated the 12,000' of 2" conduit needed for the project

UPCOMING

2025 Objectives



New economic data set



Improve organizational alignment and culture



Attract top talent to Sauk County



Lead with purpose. Create the place we deserve



Stay relevant



Increase ROI on current resources and tactics

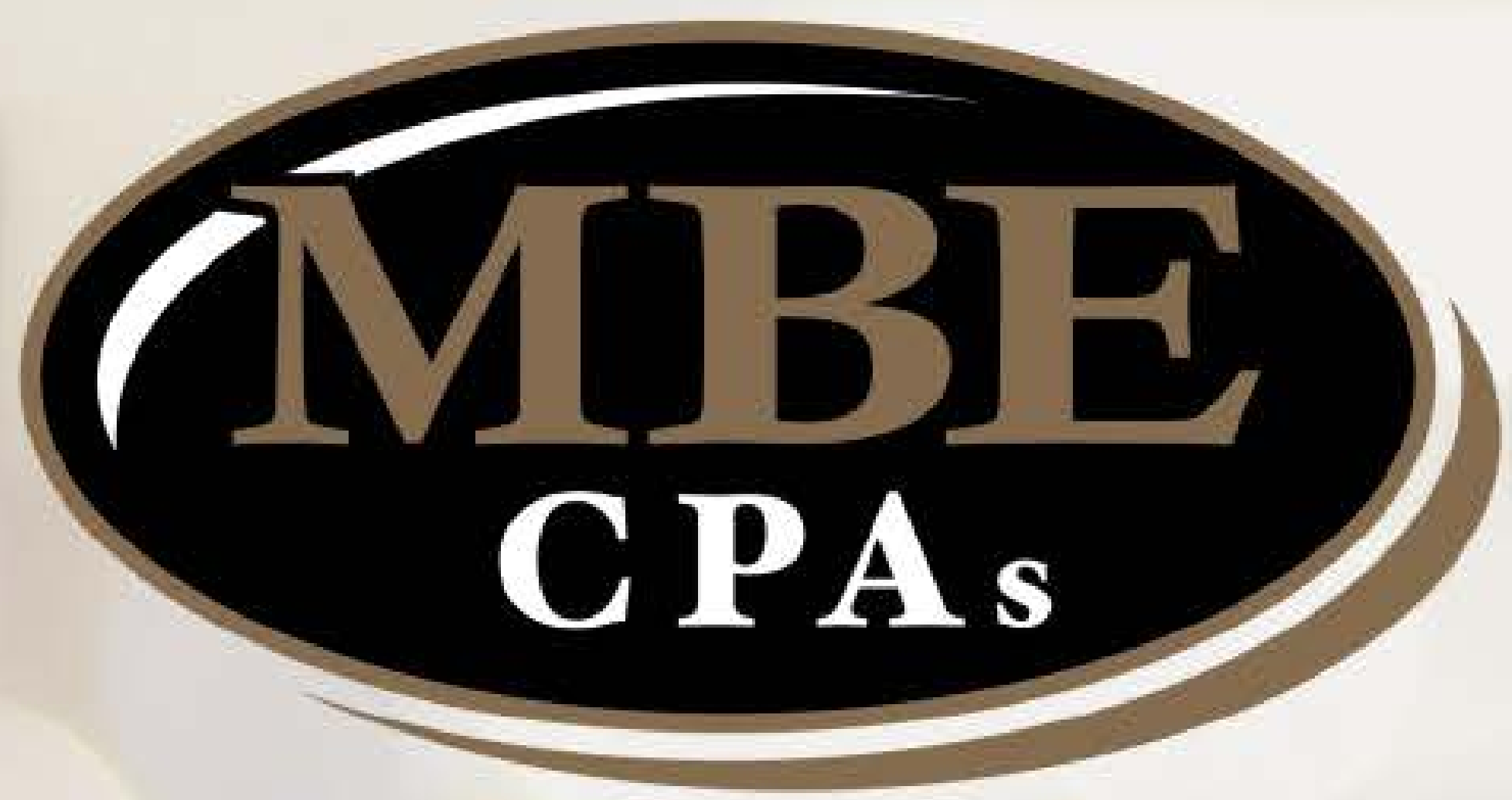


Make a difference in the world



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clicks  that
count.

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608-402-6072

R. Buckminster Fuller

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."



OUR ORGANIZATION'S Annual Review



Operational Target	2024	Total since 2023	% of 2027 Goal
Direct Economic Impact	\$15m	\$24.78m	49.5%
Jobs Created	11	33	32%
Businesses Retained	1	3	30%
Business Expansions	1	3	30%
Businesses Recruited	2	2	45%
Businesses Started	6	12	48%
Grant Dollars won	\$1.55m	\$1.75m	35%
Average % Complete			38.5%
Target % Complete			40%

OUR ORGANIZATION'S

Total Direct Economic Impact

Economic development is about more than creating jobs—it's about transforming communities, empowering people, and ensuring lasting prosperity. At the Sauk County Development Corporation (SCDC), we focus on **Total Direct Economic Impact (TDEI)**: the dollars generated by our efforts that stay within the county, strengthening local businesses and communities.

In 2024, SCDC contributed to over **\$15 million in local economic activity**, delivering an incredible **90x return** on our \$165,000 in funding. These wins highlight how SCDC turns vision into action, creating ripples that enhance the lives of everyone in Sauk County.



1. Little Society Farm: Turning Opportunity into Growth

Through the **DCTAP grant**, SCDC secured **\$1.1 million** for Little Society Farm, contributing to its **\$3 million total project cost**.

- **Our Role:** Facilitated connections with local design and build firms, introduced alternative financing options, and provided tax assistance.
- **Impact:** Enabled expansion of a key agricultural business in Sauk County.
- **Ripple Effect:** Engaged local contractors and suppliers, ensuring dollars invested in this project benefited the community directly.

OUR ORGANIZATION'S

Annual Impact



2. Revitalizing the Ploetz Building

Jennifer Fox dreamed of transforming the Ploetz Building into a vibrant space. SCDC connected her with grant opportunities, new business contacts, and engineering support from Jewell Associates.

- **Our Role:** Acted as a resource for funding, business development, and technical expertise.
- **Impact:** Nearly **\$1 million** invested into revitalizing this historic property.
- **Ripple Effect:** Boosted local employment and supported Sauk County businesses while preserving a cherished community asset.

3. Scaling a Local Concrete Company

Facing a plateau of \$400,000 in annual revenue, a local concrete company partnered with SCDC to rethink its strategy. We helped rework their business plan, enabling the purchase of a boom truck and panels to expand into residential offerings.

- **Our Role:** Supported business restructuring, equipment acquisition, and opportunity identification.
- **Impact:** Secured a **\$4 million contract**, hired **five full-time employees**, and diversified services.
- **Ripple Effect:** Revenue growth flowed directly into the community, supporting local suppliers and creating sustainable jobs.

OUR ORGANIZATION'S

Annual Impact

4. Attracting New Businesses: Spring Green Apothecary and On3

Sauk County has become a hub for businesses seeking innovation and community. In 2025, a new apothecary will open in Spring Green, revitalizing a disused building and bringing fresh energy to the area. But the story doesn't end there—SCDC also played a pivotal role in attracting **On3**, an award-winning technology company specializing in AI and PropTech.

- **Our Role:** For Spring Green Apothecary, we provided key data and resources to demonstrate why Sauk County was the perfect location for expansion. For **On3**, SCDC facilitated their relocation by connecting them to the historic building they now call their headquarters. We secured meetings with the owner, provided guidance on accessing state grants and tax credits, and personally joined their evaluation tours of the space.

- **Impact:** On3's decision to move to Sauk County has already had a profound effect, with the company hiring a former U.S. Navy SEAL from Virginia to return to his Sauk City roots and planning further local hires. As their CEO, Paul Cardis, stated:

“If it were not for [SCDC’s Director], Thomas Cox, and his efforts, our company would not have recently relocated from Dane County to Sauk County. His professionalism, vision, and leadership were critical in convincing us that Sauk County is a place that will attract young talent seeking to escape urban living while still offering innovative technology-focused job opportunities.”

- **Ripple Effect:** On3's move enhances Sauk County's reputation as a technology-friendly region, bringing high-paying jobs and bolstering the local tax base. Their relocation also reaffirms the area as a place where innovation and community thrive.

These examples highlight SCDC's commitment to fostering growth while keeping dollars and talent within Sauk County.



OUR ORGANIZATION'S

Annual Impact



5. Retaining Key Businesses

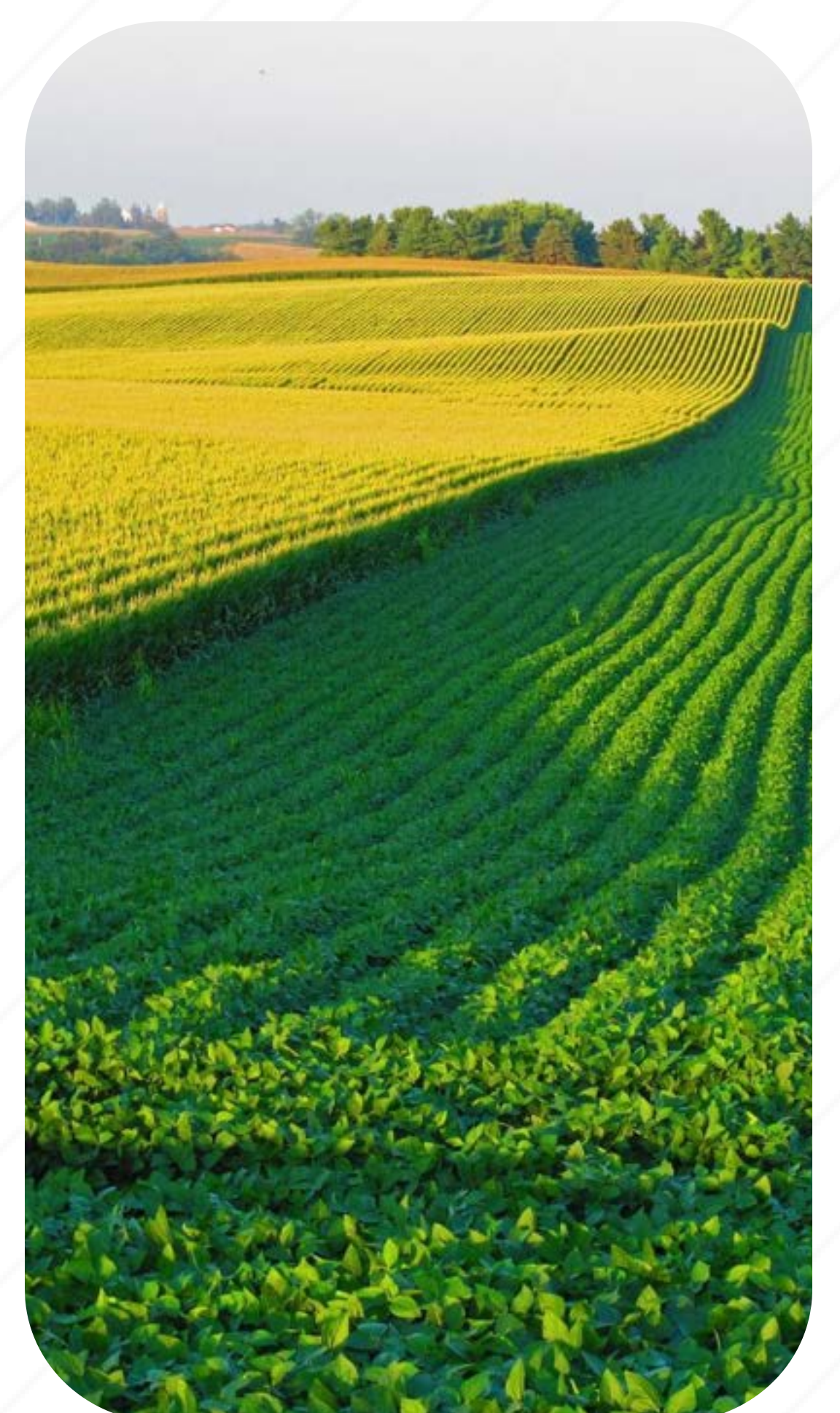
SCDC worked to retain a business generating over **\$2 million** in annual revenue, preserving critical contributions to the local economy.

- **Our Role:** Partnered with leadership to navigate challenges, identify opportunities, and secure their commitment to staying in Sauk County.
- **Impact:** Protected jobs and sustained relationships with local suppliers.
- **Ripple Effect:** Prevented economic leakage and ensured dollars stayed in the county to support other businesses.

6. Reimagining Education: Collaboration with Reedsburg School District

SCDC partnered with Superintendent Roger Rindo to rethink what creative thinking looks like in schools. Following the passing of a **\$14 million referendum**, including **\$3 million** dedicated to the project we're supporting, the district will redefine education for all students.

- **Our Role:** Collaborated to design a future-focused initiative that emphasizes innovation, entrepreneurship, and real-world readiness.
- **Impact:** This transformative project will prepare students to succeed in a rapidly changing world, making Sauk County a leader in educational innovation.
- **Ripple Effect:** The skills and mindsets cultivated by this initiative will fuel economic development for decades, producing the next generation of entrepreneurs and leaders.



OUR ORGANIZATION'S

Annual Impact

7. Data and Education for Strategic Growth

SCDC generated economic reports for Baraboo and Reedsburg, providing leaders with actionable insights, and hosted training programs in Reedsburg and Spring Green to support local entrepreneurs.

- **Our Role:** Served as a resource for data and training, empowering businesses and policymakers alike.
- **Impact:** Equipping leaders and businesses with the tools to make informed decisions.
- **Ripple Effect:** Strengthened collaboration and provided a foundation for sustainable, community-driven growth.



The TDEI Ripple Effect

In 2024, SCDC's work delivered more than \$15 million in Total Direct Economic Impact for Sauk County. These dollars stayed local—creating jobs, supporting families, and bolstering businesses. This kind of impact represents **growth that lasts.**

A Vision for the Future

These examples are just a glimpse of the transformative work we've done this year. For every **\$1 invested in SCDC**, Sauk County saw a **\$90 return**—proof that smart investments in local development pay exponential dividends.

Let's keep building on this momentum. Together, we can create an even stronger, more resilient Sauk County. Reach out to SCDC today to learn how we can help you turn your vision into reality!



OUR ORGANIZATION'S Annual Review

Strategic Goals & Actions / **Actions**

<p>New Businesses Started Goal: 5 new businesses Initiative: Resource Center</p>	<p>Entrepreneurial Training Goal: K-12 + Adult Programs Initiative: Knowledge Center</p>
<p>Enhance social media presence Goal: 500 new followers Initiative: Digital Presence</p>	<p>Small Business Scaling Goal: 100 StartUp Space Programs Initiative: BR&E</p>
<p>BR&E Goal: 1 Business Expansion Year Initiative: BR&E</p>	<p>Launch marketing campaigns Goal: Host 5 events Initiative: Digital</p>



In 2023 we showed these as our 2024 goals. Here is how we did!

SCDC Analysis / **Strategic Initiatives**

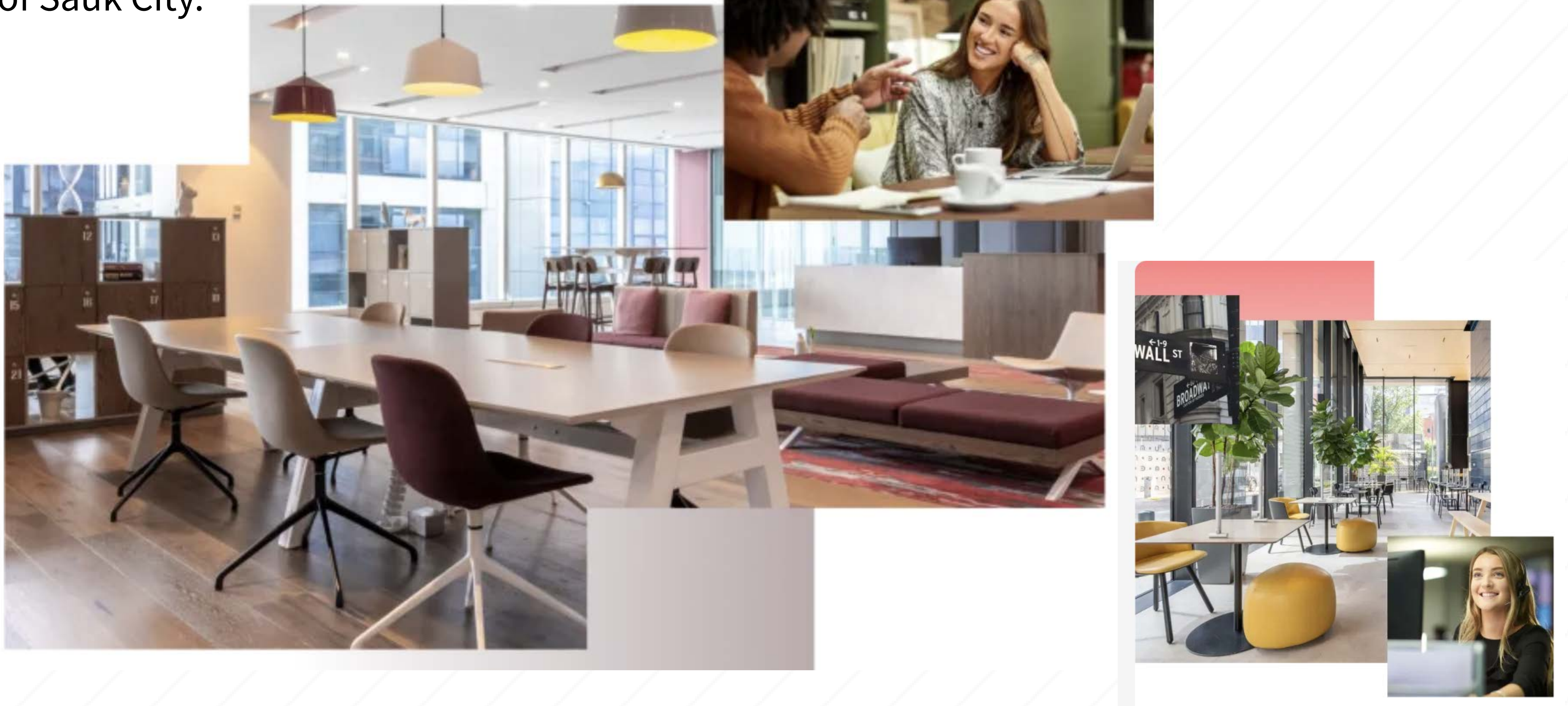
Strategic Initiatives Plan

2024	2025	2026	2027	2028
<ul style="list-style-type: none"> • Economic Development Infrastructure • BR&E • Digital Presence • Resource Center • Knowledge Center 	<ul style="list-style-type: none"> • Economic Data • Sauk County Angel Group • Brand Refresh • Collaborative Programming • Environmental Sustainability 	<ul style="list-style-type: none"> • Corporation Type • Business Accelerator • Financial Independence 	<ul style="list-style-type: none"> • Organizational Accreditation • New Staffing Plan • Workforce Development Plan • Downtown Plans 	<ul style="list-style-type: none"> • Micro Loan Fund • Arts & Culture Plan • Environmental Stewardship • Reserve Fund Balance





A joint partnership between Ramaker and IWG Regus is bringing world class co-working and office facilities to the Village of Sauk City.



A new, vibrant, beautifully designed, open-plan coworking space that can add an extra dimension to the way you work. Regus spaces offer the chance to be part of a thriving community in our shared office space. A place where you can collaborate, connect, and create new opportunities for your business with like-minded individuals.

SCDC was engaged with both Ramaker and Regus from the early stages. We provided economic outlooks, potential customer analysis, and migration, and commuting patterns to help make the final decision.





Expert Care for Work-Related Injuries

Workplace injuries can occur in all types of occupations. Our Sports Medicine specialists focus on preventing and treating injuries and disorders related to physical activity. They help patients maximize function and minimize disability and time away work.

SPORTS MEDICINE PHYSICIANS

LODI CLINIC

160 Valley Drive, Lodi

David Krey, DO

RIVER VALLEY CLINIC

436 Sunrise Drive, Spring Green

Masaru Furukawa, MD, MS

Mark Timmerman, MD

SAUK PRAIRIE HEALTHCARE SPORTS MEDICINE

250 26th St, Ste 150A, Prairie du Sac

David Krey, DO

Masaru Furukawa, MD, MS

ORTHOPEDIC SURGEONS

ORTHOPEDIC ASSOCIATES

250 26th Street, Suite 150, Prairie du Sac

Benjamin Cooper, MD

Andrew Ertl, MD

Matthew Hebert, MD

Michael Lamson, MD

David Marcu, MD

John Wollaeger, MD

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BARABOO
AREA **CHAMBER**
& TOURISM

Mayor's Office
101 South Blvd, Baraboo, WI 53913



Phone: (608) 355-2715
rmelson@cityofbaraboo.com

17 October 2024

Board of Directors
Sauk County Development Corporation
P.O. Box 33
Baraboo, WI 53913

Dear Members of the SCDC Board,

I'm happy to share my ongoing support for SCDC on the occasion of your annual meeting.

In the past year, SCDC has been a valuable resource as Baraboo has made planning for the future a priority. In particular, Thomas has been an important member of our economic development team as we develop strategies for achieving our goals. In conversations with community stakeholders, he doesn't get bogged down with jargon and planner-speak. Rather, he asks residents to enunciate their vision, and then moves toward policy recommendations that can bring that vision to reality.

Thomas also avoids a "one-size-fits-all" approach and recognizes that each community in the county has its own strengths and personality. In the same way that a diverse population makes a community stronger, he understands that diverse communities within the county make all of us more successful.

I'm pleased to have seen SCDC grow into a trusted partner during Thomas's brief tenure, and I look forward to working together to build a stronger relationship between SCDC and the city in the future.

Feel free to reach out if there are other ways that I can help our communities thrive.

Sincerely,

A handwritten signature in black ink, appearing to be "Rob Nelson".

Mayor Rob Nelson
City of Baraboo

City of Baraboo



2024 closes with the culmination of one of our biggest projects, as Council is expected in December to formally adopt a new Comprehensive Plan for Baraboo. After several rounds of resident input, the updated plan will guide the orderly and sustainable development of the community for decades to come. Over the next several years, we'll roll up our sleeves to update our codes, ordinances, and policies to reflect the broad and ambitious goals of the Plan.

In July, we welcomed our new City Administrator, John Young, to Baraboo, and he's been working hard to cultivate these connections and empower citizens to be more active in their City government.



Photo by Mike Johnson

Another of our goals for this year was to create some financial breathing room by asking our residents to approve an increase to the operational levy. Unfortunately, that effort was not successful, resulting in further cuts to an already extremely lean budget. Reflecting the generous spirit of our community, however, local foundations, businesses, and individuals have stepped into the breach, allowing us to continue the operation of our outdoor pool and shared-ride taxi service, at least in the short-term.



Photo by Mike Johnson

In the coming year, we'll look forward to moving ahead with plans for two new fire/EMS stations, also creating more opportunity for redevelopment downtown. Through a PSC grant, we're also working with a private consultant and Powered Up Baraboo to conduct energy audits of all municipal properties, building a blueprint for conservation efforts in the years ahead. We also continue to work closely with Sauk County to bring new partners and new programs to the campus at "Boo-U," with a vision toward enhancing the vitality and versatility of our educational climate. And with our municipal colleagues from across the state, we'll use 2025 to continue advocating for more tools in our fiscal toolbox so that cities, villages, and towns can afford to provide the high level of service their residents have come to expect.

City of



Baraboo

Partnerships like these remain a crucial ingredient in Baraboo's success. With the realization that municipalities can't do it all, we turn to partners in both the public and private sectors to maintain and enhance our quality of life:

- SCDC, the Chamber, and Sauk County collaborate to nurture and promote our business and tourist resources, attracting jobs, visitors, and families to our area.
- Our public safety staff works closely with the Baraboo schools to protect our youngest residents' physical and mental health. They volunteer their time, talent, and treasure as true Community Heroes to provide holiday resources for those most in need.
- Our Community Development Authority continues to offer financial flexibility for long-term municipal projects and will soon expand its public housing capacity by adding to the Corson Square complex.
- Our first full year with the newly remodeled and expanded Carnegie-Schadde Public Library has brought rave reviews from patrons and fantastically flexible spaces for workshops, celebrations, and other public events.



Photo by Mike Johnson

- The Baraboo Acts Coalition continues to celebrate our community's diversity through book discussions, oral history projects, and events, promoting Baraboo as a welcoming community for all. With the help of MATC and others, Sauk County celebrated Juneteenth for the first time at Baraboo's Oschner Park and installed new educational panels at the Courthouse as part of Indigenous People's Day.
- We have a fertile arts scene, with groups like the Baraboo Public Art Association, Spirit Lake Arts, Baraboo Theatre Guild, and many other groups where residents can express and share their creativity. The State Historical Society's acquisition of the Al. Ringling Theatre ensures a higher profile and more programming for this jewel of our downtown.
- Downtown continues to be the vibrant heart of our community. Our Business Improvement District and Downtown Baraboo, Inc. keep the Square looking sharp and fill the calendar with events for residents and visitors alike. Downtown vacancy rates continue to be low, with entrepreneurs bringing new offerings and brightened facades to our human-scaled city center supported by SCDC.

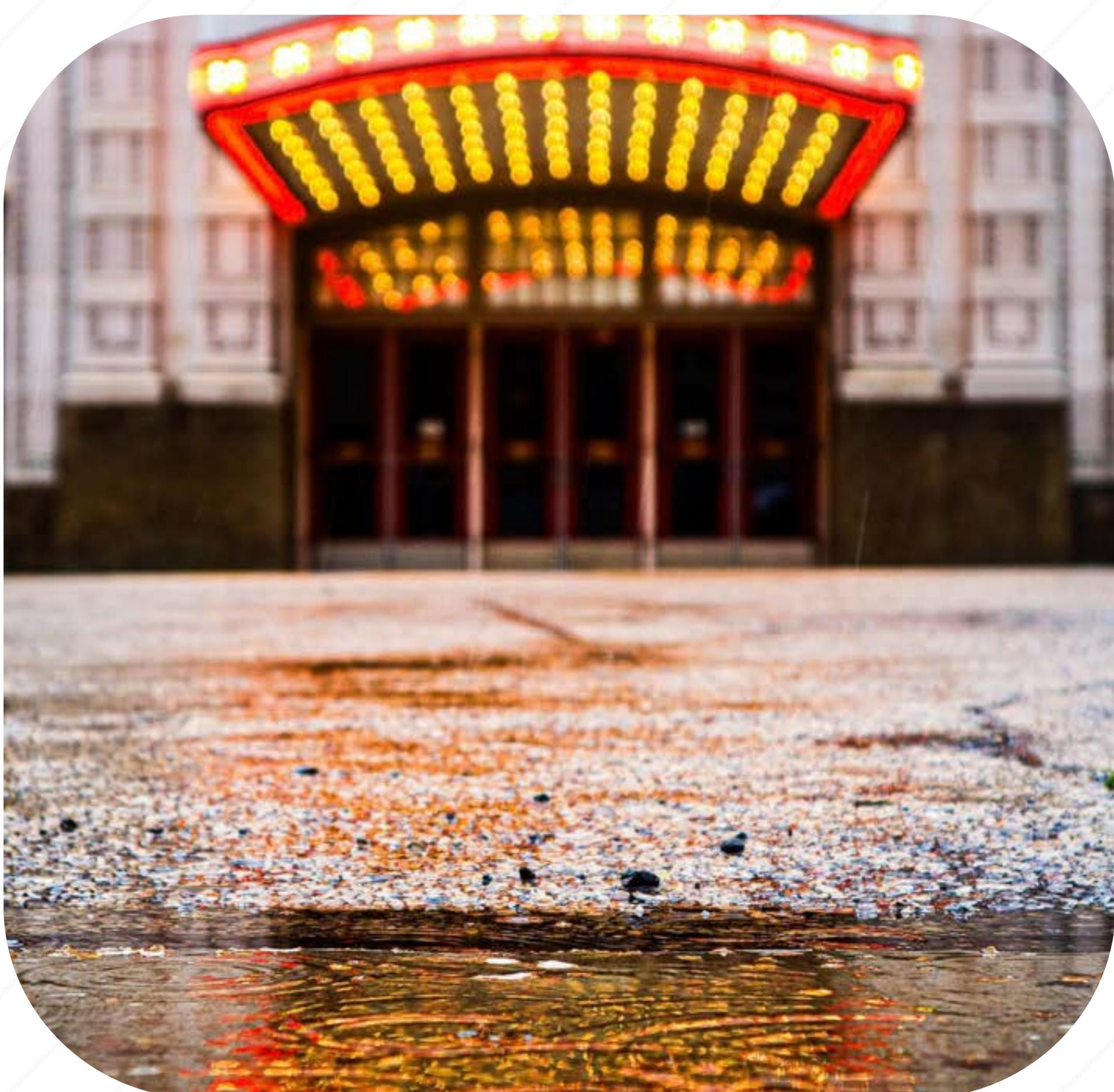


Photo by Mike Johnson

We embrace the power of design and leverage our experience to create a partnership where everyone succeeds.



Tumbled Rock Brewery & Kitchen | Baraboo, WI



Sundara Inn & Spa | Lake Delton, WI

Designing experiences. Building relationships.

We're here to do more than design your physical space — we're here to help you achieve your business goals by creating a memorable experience. We know the ins and outs of the architectural landscape, enabling us to find cost-reducing efficiencies while maintaining a passion for new approaches.

Our strong internal culture shapes our connection with each project partner. We actively listen to truly understand your needs



Bank of Wisconsin Dells | Lake Delton, WI



Voted one of the best firms to work by Zweig Group for the last 3 years!

ADCI

experience | architecture | design

Architectural Design Consultants, Inc.
30 Wisconsin Dells Parkway
Lake Delton, WI 53940



40 UNDER 40

in Economic Development

I am deeply honored and humbled to have been nominated for the prestigious IEDC 40 Under 40 award. My heartfelt thanks to everyone who participated in this—it means more than words can express.

Thomas Cox



As 2024 comes to a close, we take this opportunity to reflect on the incredible achievements our community has made throughout the year. From infrastructure improvements to new development projects, we have come together to make the Village of West Baraboo a stronger, more vibrant place to live. This year has been one of growth and transformation, and we're excited to celebrate all that we've accomplished. Looking ahead to 2025, we remain committed to building on this momentum and continuing to work together to create a thriving future for all residents.



Major Infrastructure Improvements: Highway 33 Reconfiguration

One of the most significant projects of the year was the complete reconfiguration of Highway 33. This multi-faceted project transformed the highway from a 4-lane road to a safer, more efficient 2-lane roadway with a dedicated 2-way left turn lane. This change was made to enhance both the safety and functionality of this key thoroughfare within the Village.

In addition to the roadway changes, the entire sidewalk along Highway 33 within the Village was replaced, ensuring greater accessibility and mobility for pedestrians. The water and sanitary facilities along the highway were also upgraded as part of the project. Thanks to the dedication of the Wisconsin Department of Transportation (DOT), A1 Excavating, and our very own Village Public Works Department, and with the help of favorable weather, the project was completed ahead of schedule—a major achievement for the community.

Street Improvements: Hill Street & Locust Street Reconstruction

The Village continued its commitment to improving infrastructure with the successful reconstruction of Hill Street and Locust Street. These improvements not only enhance the aesthetic appeal of our neighborhoods but also improve the quality of life for our residents by providing smoother and more reliable roadways. We are pleased to have completed this work and look forward to more upgrades in the future.



Housing Development

As a part of our commitment to growth and development, JCW Development along with WDS Construction broke ground on the new Prairie Hill Village. **This 120-unit multi-family residential community** will feature 10 garden-style residential buildings with a mix of one, two, and three-bedroom apartments. This will bring much needed housing options to West Baraboo.

Village Forest Park

Village Forest Park officially opened for reservations this past Spring. Phase 1 offers a serene natural setting, nestled within the heart of the Village Forest. Surrounded by towering trees and lush greenery, it provides a peaceful escape where residents can unwind and reconnect with nature. It offers a playground and pavilion making it the perfect place for outdoor activities, family gatherings, and community events.

New Businesses Add Fresh Energy to the Area

The Westdale Plaza has recently experienced an exciting revitalization with the addition of **three new businesses**. A new coffee shop has opened its doors, providing a cozy spot for locals to enjoy freshly brewed beverages. Additionally, the Clarion Hotel has undergone a complete transformation and is now operating as an AmericInn, offering modern accommodations for visitors. Not far from the plaza, the newly launched West Baraboo Markets, located in the Slumberland parking lot, is bringing a fresh vibrancy to the area. The market offers a diverse range of vendors, including farmers market produce, flea market treasures, and unique handmade crafts, making it a fantastic new destination for shopping and community engagement. These developments are **breathing new life** into the West Baraboo area and contributing to its growing appeal.

Looking Ahead to 2025

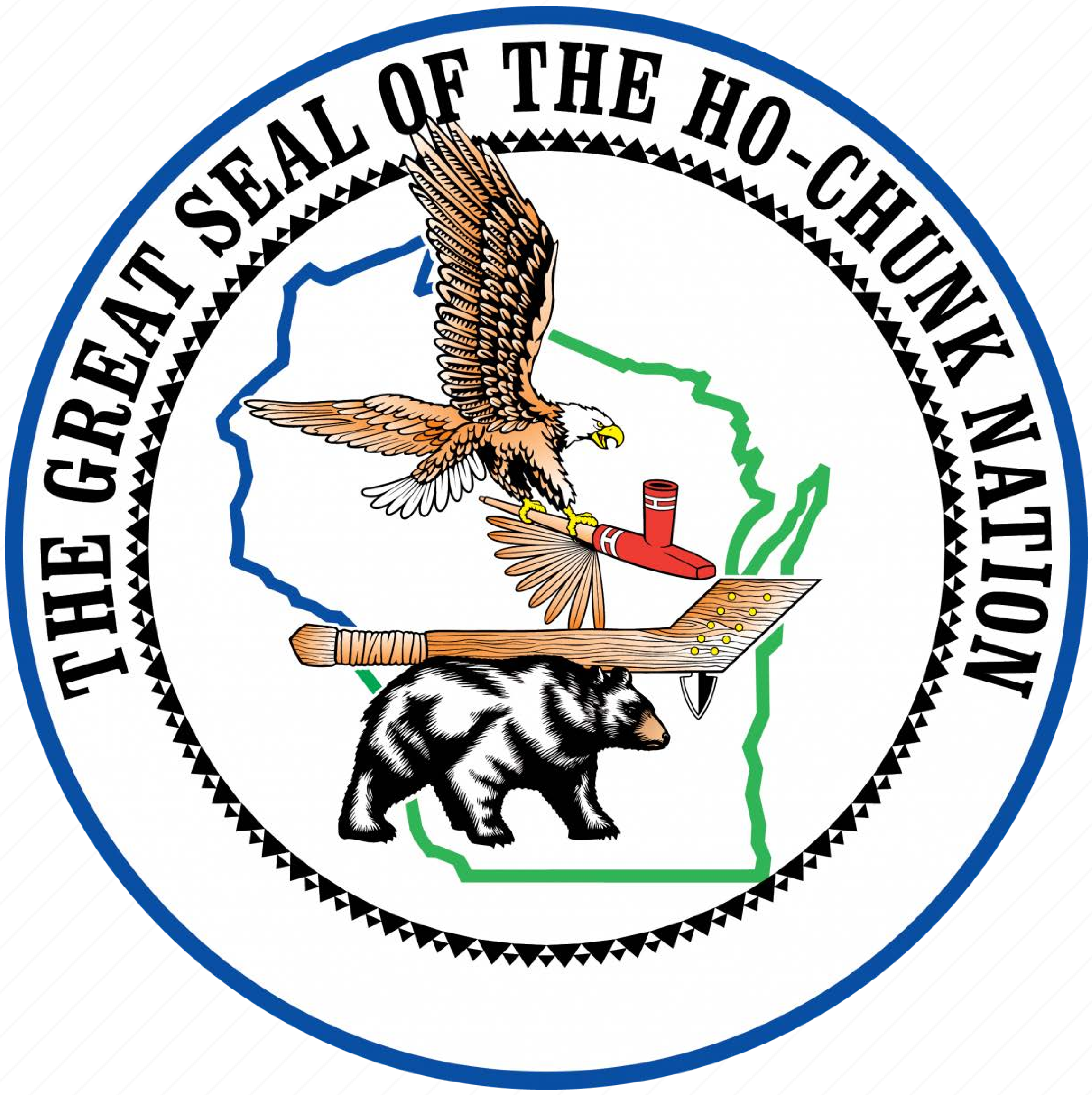
The future looks bright as we head into the new year! Here are a few exciting plans for the year ahead:

❖ **Haskins Park Pickleball Courts:** In response to growing interest, Haskins Park will soon be home to new pickleball courts, providing a fantastic recreational option for players of all skill levels. Whether you're a seasoned player or new to the sport, this addition will be a welcome space for outdoor activity and community enjoyment.

❖ **Outdoor Archery Range:** For those who enjoy archery, we're excited to introduce a **new archery range** near 999 Terrytown road (across from D.L. Gasser). This space will offer a safe, designated area for archery enthusiasts, further diversifying our outdoor recreational offerings.

❖ **Continued Street Improvements:** The Village will continue to focus on improving infrastructure in 2025, with ongoing street improvements across various neighborhoods. These upgrades will include resurfacing and enhanced drainage to ensure safer, smoother roads for all residents.

❖ **Housing Development:** The Village anticipates Phase II of the Prairie Hill Village to get started sometime in 2025. This will bring an **additional 120 units** to the community.





October 28, 2024

Re: MSA Professional Services, Inc. Testimonial
Sauk County Development Corporation

MSA Professional Services, Inc. (MSA) is a nationally recognized design consulting firm that was founded over 100 years ago in Sauk County, WI. Over that time we have contributed to, and enjoyed the benefits of, the continued development of the City of Baraboo and Sauk County. Our history together spans numerous political and economic cycles, and both our firm and the county we call home are well positioned for further prosperity.

Even as our firm has grown outside of Sauk County, to 17 offices and nearly 500 employees, our office in Baraboo remains our single largest office. That means that we have more employees who live or work in Sauk County than any other county. Our fortunes are ever intertwined with those of Sauk County.

For nearly 50 years, the Sauk County Development Corporation has been dedicated to the responsible development and prosperity of the residents and businesses that call the county home. Over that time the organization has also experienced a variety of business cycles and challenges and has proven to be resilient as it has had to adapt to a changing environment. It is through this lens that I can confidently say that under the leadership of Thomas Cox, the organization is currently the most vibrant that I can recall in my association with SCDC.

Thomas has brought a renewed energy to face the challenges of our time. He offers a compelling vision and works tirelessly to rebuild relationships that had suffered due to a lack of attention. In short, Thomas Cox brings the professionalism and leadership to create the collaborative community development that Sauk County deserves.

I genuinely believe that an investment in SCDC is an investment in Sauk County, which in turn is an investment in our business and in the lives of our employees.

Sincerely,
MSA Professional Services, Inc.

A handwritten signature in black ink that reads "Gil Hantzsch". The signature is written in a cursive style with a long horizontal line extending to the right.

Gil Hantzsch,
Chief Executive Officer
ghantzsch@msa-ps.com | (608) 355-8879





MSA

MSA is a 100% employee-owned team of engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists – and we've been proudly serving Sauk County and its communities for over a century. Partnering with us means receiving more than just an end product. It means a commitment to building an honest, open relationship that goes beyond the project, providing a trusted source of expertise and support for immediate challenges and long-term goals.



**(800) 362-4505 • www.msa-ps.com
1230 South Boulevard, Baraboo, WI 53913**

Reedsburg Connect With

The City of Reedsburg has experienced significant growth and development across various sectors, contributing to the community's economic vitality and quality of life. Below is an overview of notable projects and initiatives:



Mixed-Use and Community Projects

Lands' End Acquisition: The City acquired the Lands' End property to repurpose the building as a new library. This initiative aims to provide modern amenities, expanded resources, and enhanced community spaces to better serve residents. Design and planning phases are underway, with more updates forthcoming.

- **Reedsburg Area Medical Center Expansion:** A \$22 million, 44,000 sq. ft. addition adjacent to the Primary Care building is underway, with completion targeted for January 2025.
- **Fieldhouse:** Completed in October 2024, this 52,000 sq. ft. facility supports basketball, volleyball, indoor soccer, and pickleball tournaments, projected to attract 15,000-20,000 visitors annually. It is professionally managed to optimize events.
- **Multi-Tenant Commercial Building (TID 11):** Ground was broken in September 2024 for an \$4 million project, with completion expected in April 2025 and an assessed value of \$3.2 million.

Industrial Development

- **Cellox LLC Expansion:** The company is adding 25,000 sq. ft. to its existing 85,000 sq. ft. facility to support its expanded polystyrene product operations.

Residential Development

- **TID 9 Apartment Project:** Construction began in Fall 2020 on a three-building apartment complex. Each 48-unit building is assessed at \$4.4 million. The first building was completed in Spring 2021, the second in 2022, and the third is slated for completion in March 2025.
- **My Home Estates (TID 11):** A 122-unit senior living facility broke ground in October 2023, with an anticipated assessed value of \$21.5 million upon full buildout over five years (2024-2028).
- **16-Unit Duplex Housing Development (TID 11):** Completed in 2023, this \$3.6 million project features eight duplexes, with all units sold and occupied.
- **Row Homes and Duplexes:** Construction of 8 row homes and a duplex (10 units) is scheduled to start in Summer 2024, with a projected assessed value of \$1.7 million upon completion in Summer 2025.
- **Additional Residential Projects:** These include a 54-unit tax credit subsidized housing project and a 62-unit expansion at The Courtyards (TID 8), breaking ground in Fall 2024 with completion in Summer/Fall 2025.



Commercial Development

- **Saputo Cheese USA Inc. Expansion:** A \$45 million investment to transition production from cow's milk mozzarella to goat cheese.
- **Holiday Inn Express (TID 9 Business Park):** This 83-unit hotel, expandable to 99 units, opened in April 2024 with an assessed value of \$8.5 million.
- **Kwik Trip Eastside Facility:** Completed in November 2024, the \$3.5 million facility replaces an older-style store.
- **Dollar General (Westside):** Construction of a 10,000 sq. ft. building is set for Fall 2024, with an estimated assessed value of \$3 million.
- **Taco John's (Eastside):** A 2,500 sq. ft. drive-up/carryout facility is under construction and will be completed in Summer 2024 with a value of \$750,000.
- **Shop Space Wisconsin (TID 9):** Three commercial duplex buildings (2,500 sq. ft. each) are under construction, valued at \$504,000. Phase 1 completion is expected in Spring 2025, with additional phases pending market demand.



September 30th, 2024

Sauk County Development Corporation

Dear SCDC Board,

I am writing this letter to express my support of Thomas Cox as the Director of the Sauk County Development Corporation. Thomas has demonstrated a level of professionalism, vision, and leadership I would describe as exemplary. If it were not for him and his efforts, our company would not have recently relocated our company from Dane County and established it within Sauk County. This decision was based on several factors, but most importantly the possibility of purchasing a historic building in downtown Prairie du Sac to serve as our company headquarters. Thomas helped us connect with the current owner, and moreover educated us on state grant money along with state tax credits which could offset the cost of restoring this historic landmark. He held numerous meetings with us, contacted appropriate State personnel to learn more about funding opportunities, and personally attended our meetings & evaluation tours of the building.

Because of his support and vision, we felt that Sauk County would be an appropriate place to house our company. He convinced us that Sauk County will be a place that would attract young talent that is seeking to get away from urban living yet offer innovative technology-focused job opportunities. This vision resonated with our team. In fact, this summer we hired a former U.S. Navy Seal from Virginia who originated from Sauk City and helped him relocate back to his hometown to work for On3. He is now building a home in Sauk and plans to call it his home once again. We plan to hire many more talented people within the community and relocate many more to Sauk as we grow.

Clearly, On3 represents a minority of burgeoning technology companies that specialize in AI and PropTech to establish residence within Sauk County. If it were not for Thomas, we likely would have not felt as comfortable taking a risk to come to Sauk. For reference, our company was named the 2022 Most Innovative Start-Up in the U.S. by the National Association of Home Builders, received the 2023 Housing Innovation Alliance Pitchfest Award, and was named a 2024 Top 10 in U.S. Ivory Prize Winner for Technology Solutions for Housing Affordability presented at Harvard University. Our company has doubled its revenues every year for the past 3 years and represents one of the fastest growing technology companies in Wisconsin.

We look forward to continuing to work with Thomas as the Director of SCDC to build an amazing company headquartered in Sauk County WI. He represents the future and will attract exciting new companies that will improve our tax base by creating high paying jobs.

A handwritten signature in black ink, appearing to read "P. Cardis".

Paul Cardis, M.S., M.A, Ph.D ABD
CEO, On3, LLC.

HOUSING

MEDICAL

CONSTRUCTION



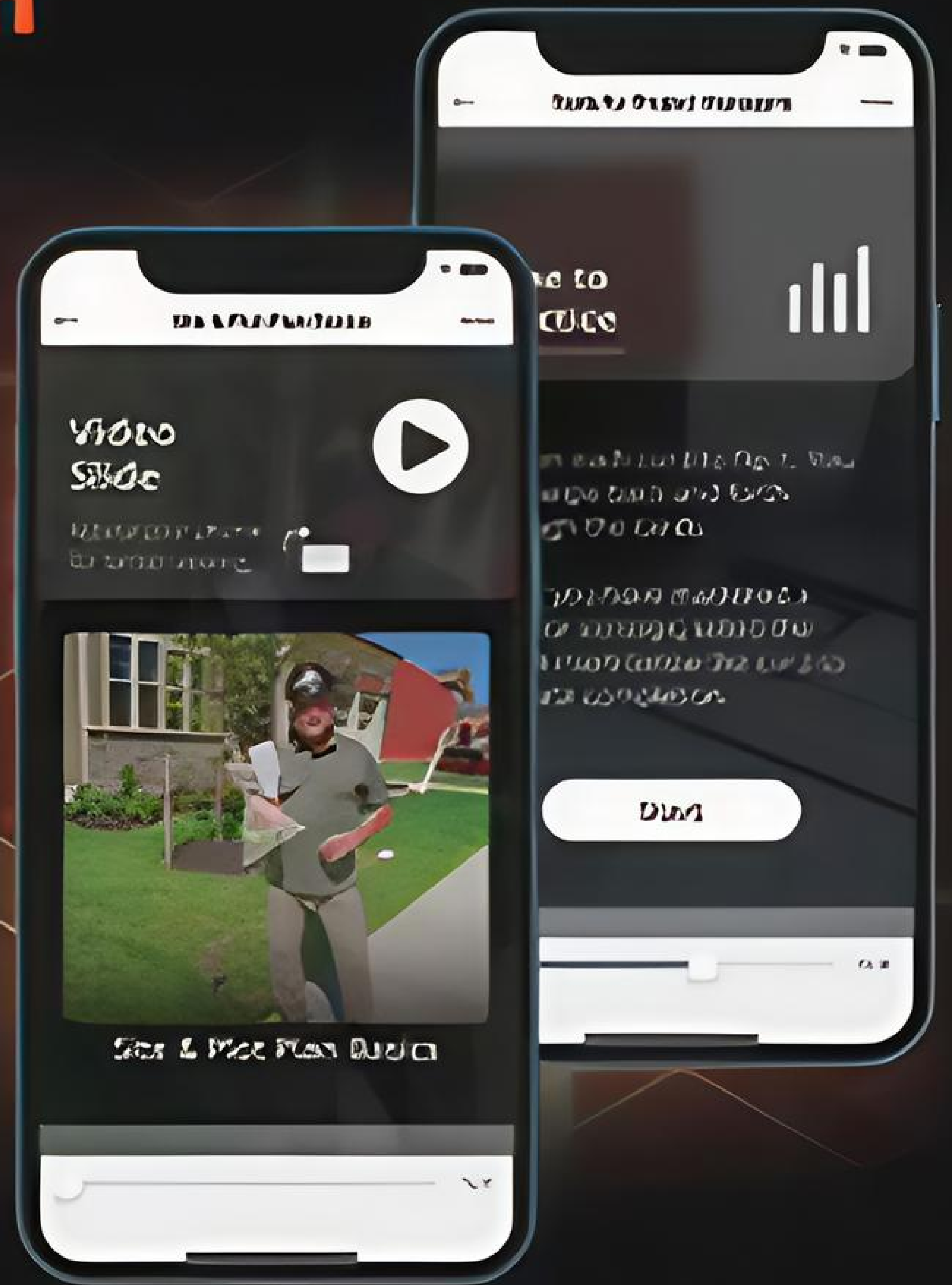
EDUCATION

HEALTH

MANUFACTURING

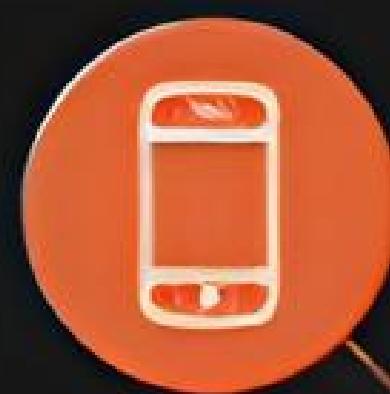
Solve Your Training with Customized Learning Targeting Your Needs

Capture Your Processes, Create AI-Enabled Learning, Coach and Measure Performance with On3's Award Winning Platform.

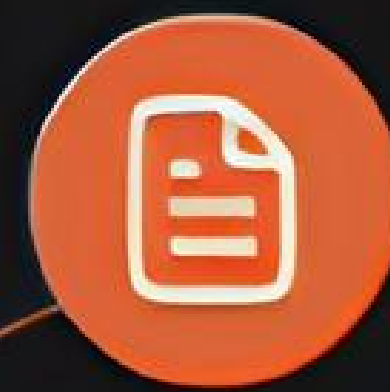


Micro Learning

Mobile First



Multimedia



AI Driven



A 50-Mile Art Road Trip Celebrates the Culture in Agriculture

In Wisconsin, the Farm/Art DTour brings artists and farmers together and each get a fresh perspective.



WORMFARM INSTITUTE



Venture Studios: A Bold Solution for Sauk County's Entrepreneurial Future

The SCDC is proud to partner with **Ramaker** in the Village of Sauk City to introduce a transformative initiative: a venture studio right here in Sauk County. This collaboration marks a new chapter in the region's economic landscape, offering a proven, innovative approach to fostering entrepreneurship and driving local economic growth.



Overall star rating:



Patient star rating:



by Centers for Medicare and Medicaid Services, August 2024

ALL-STAR TEAM!

Sauk Prairie Healthcare is one of only three hospitals in Wisconsin to receive a five-star rating by the Centers for Medicare and Medicaid Services (CMS) for both Overall Quality and Patient Experience.

The Overall Quality rating is based on various quality measures across five areas and data hospitals report through CMS programs. The rating helps consumers compare hospitals nationally by summarizing their performance into a single, easy-to-understand star rating. Only 8.2% of hospitals nationwide received a five-star rating for Overall Quality.

The Patient Experience rating is based on Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey responses. This survey measures patients' perspectives on hospital care, summarizing 10 key aspects of the patient experience into a single star rating.

"These results publicly reveal how beautifully our team works together with one common purpose - to provide extraordinary healthcare from the heart, one patient at a time," said Shawn Lerch, CEO of Sauk Prairie Healthcare. "I couldn't be more proud of our team."



So what is a Venture Studio?

A venture studio is a unique business model that focuses on building startups from the ground up. Unlike traditional incubators and accelerators, which provide mentorship and funding to existing ideas, venture studios *create* ideas internally or collaborate with external entrepreneurs to develop them. From ideation to scaling, venture studios offer comprehensive support, including:

- **Capital Injection:** Providing initial funding to get startups off the ground.
- **Operational Expertise:** Offering access to a network of seasoned professionals in areas like marketing, finance, and product development.
- **Resources and Mentorship:** Guiding new founders with a wealth of industry knowledge, reducing the risks associated with starting a business.

The venture studio model has proven its effectiveness, with data showing that startups emerging from these studios have a 30% higher success rate compared to traditional ventures. The model combines the agility of a startup with the structured support of an established organization, making it a powerful engine for new business creation.





architecture, engineering
+ problem solving

Services We Provide

- ▶ Aquatic Engineering
- ▶ Architecture
- ▶ Civil Engineering
- ▶ Environmental Consulting
- ▶ Geotechnical Engineering
- ▶ GIS + Software
- ▶ Interior Design
- ▶ Land Surveying
- ▶ Master Planning
- ▶ MEP Engineering
- ▶ Structural Engineering
- ▶ Wireless Telecommunications

At Ramaker, our mission is to enhance the lives of clients and employee-owners.

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Based in Sauk City, WI | ramaker.com | (608) 643-4100

Why here, why now?

Sauk County is uniquely positioned to benefit from this model. The region is rich in entrepreneurial spirit, yet many potential founders face challenges such as limited access to capital, mentorship, and the technical expertise needed to turn ideas into viable businesses. A venture studio addresses these gaps by offering:

- **Comprehensive Support:** The venture studio will act as both a co-founder and a business accelerator, providing hands-on guidance through every stage of the startup journey.
- **Access to Resources:** Founders will benefit from shared office spaces, state-of-the-art technology, and a network of local and regional investors.
- **Economic Growth:** By building successful startups, the venture studio aims to create jobs, attract talent, and stimulate local economic development.

The partnership with **Ramaker**, a respected player in the community, ensures that this venture studio is deeply rooted in local expertise and infrastructure. Ramaker's contribution of unused space for this project provides an ideal environment for fostering innovation and creativity.



Creating our 'unfair advantage'

Venture studios have proven to be an effective solution for many of the challenges faced by traditional startups. Key advantages include:

- **Higher Success Rates:** Startups from venture studios have a 53% internal rate of return (IRR), significantly higher than the average 21% IRR for traditional startups.
- **Faster Growth:** On average, startups go from idea to seed funding in just 10.7 months and from seed to Series A in 14.5 months. This rapid pace is driven by the studio's focus on product-market fit and scaling potential from the outset.
- **Reduced Risk:** By providing initial funding, operational support, and strategic guidance, venture studios lower the barriers to entry for new founders, increasing their odds of success.

A vision for the future

The launch of this venture studio signals a new era for Sauk County. Local entrepreneurs will have access to world-class resources and support right in their backyard. This initiative aligns with the SCDC's mission to drive sustainable economic growth by harnessing local talent and fostering a culture of innovation.

By partnering with Ramaker, the SCDC is not just creating a space for new businesses to emerge; it is building a hub of innovation that will attract entrepreneurs, investors, and industry leaders to the region. This venture studio will serve as a beacon for ambitious founders looking to turn their ideas into reality, ultimately contributing to a more vibrant and prosperous Sauk County.

In conclusion, the venture studio model is a powerful tool for unlocking the region's entrepreneurial potential. It offers a comprehensive approach to company building that reduces the risks and accelerates the growth of startups. Through this partnership, SCDC and Ramaker are paving the way for a brighter economic future, filled with innovation, job creation, and a thriving startup ecosystem. This venture studio will not only shape the next generation of successful companies but also redefine Sauk County as a hotspot for entrepreneurial excellence.



A Thank You from the Executive Director

As we look back on this incredible year, I want to express my deepest gratitude to everyone who has supported the Sauk County Development Corporation (SCDC). Whether you've partnered with us on projects, attended our workshops, or cheered us on from the sidelines, your belief in our mission has made all the difference. Together, we've generated over **\$15 million in economic impact**, strengthened local businesses, and helped build a brighter future for Sauk County.

But as we celebrate these successes, we must also acknowledge the challenges ahead. **We can't do this alone.** The work of fostering economic growth, empowering entrepreneurs, and strengthening our communities only gets harder—and more critical—each year.

We need your help to keep this momentum going. SCDC offers a range of partnership opportunities for businesses, organizations, and individuals who believe in the power of local economic development:

- **\$1,000 – Community Partner**
- **\$3,000 – Sustaining Partner**
- **\$6,000 – Innovative Partner**
- **\$10,000 – Visionary Partner**

Your investment fuels initiatives that deliver incredible returns—not just in dollars but in thriving businesses, stronger communities, and a brighter future for everyone in Sauk County. **For every \$1 invested in SCDC, we return \$90 in local economic impact.**

As we move into the new year, we're ready to work harder than ever. But we need your partnership to make it happen. Together, we can achieve even greater results and continue building a Sauk County that grows, thrives, and inspires.

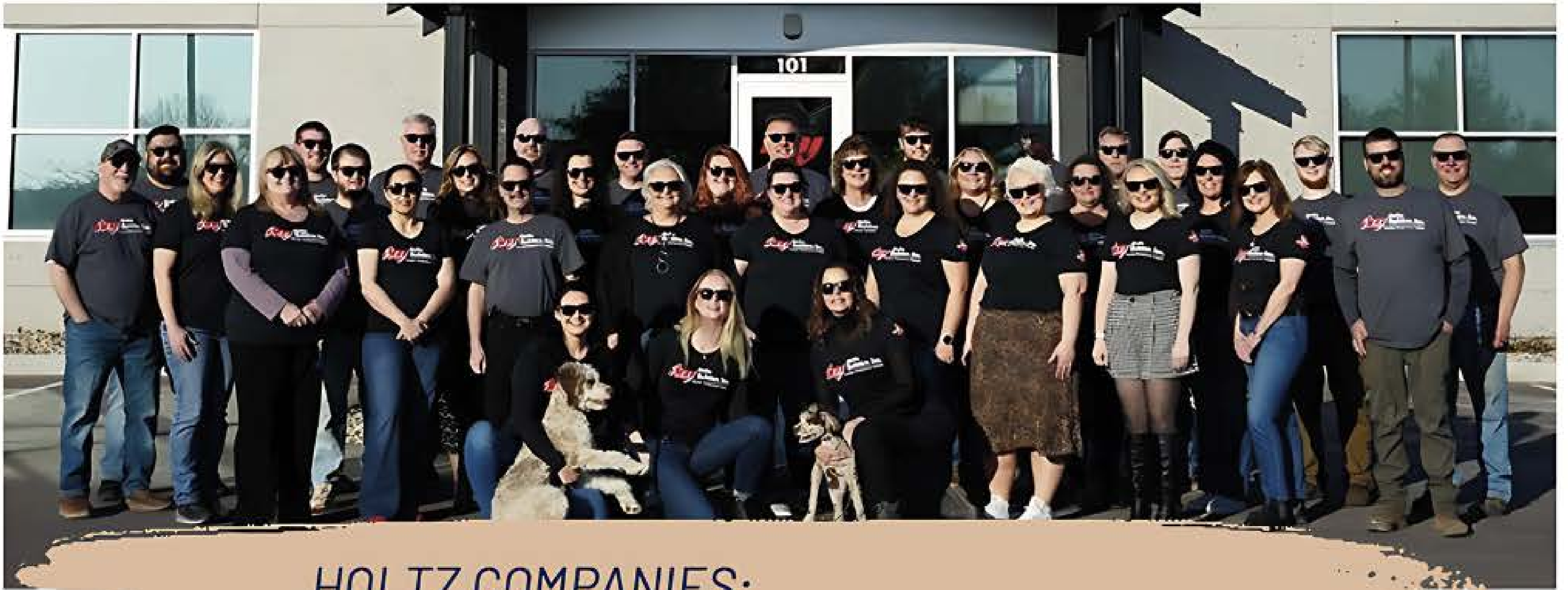
Thank you for your trust, your collaboration, and your belief in what's possible. Let's make 2025 our most impactful year yet.

With gratitude,

Thomas Cox



Holtz
COMPANIES



HOLTZ COMPANIES:
MAKING AN IMPACT

***PROUDLY ROOTED IN SAUK COUNTY,
& COMMITTED TO OUR PEOPLE.***

At Holtz Companies, we're proud to call Sauk County home. Not only is this where we've established our businesses, but it's also where the majority of our employees and their families live, work, and thrive. As a company deeply rooted in the community, we take great pride in being recognized as a preferred employer in the county. For the last five years, Holtz Companies has earned the WSJ Top Workplace award — an honor made even more special because it's voted on by the people who matter most: our employees.

We attribute this achievement to our steadfast commitment to cultivating an exceptional workplace culture. At Holtz Companies, our people come first. We recognize the invaluable contributions of every team member, from project managers and field crew to accountants, farm workers, mechanics, and property management staff. Their hard work drives our success, and in turn, we're dedicated to supporting them and their families in every way possible.

One way we demonstrate this commitment is by offering paid Volunteer Time Off. Through this program, we encourage employees to give back to the community that has given so much to us. Whether it's volunteering at local events, supporting schools, or assisting non-profits, we are proud to empower our team members to make a positive impact in Sauk County and beyond.

As Holtz Companies continues to grow, we remain committed to creating more job opportunities for our neighbors in Sauk County. We believe in investing in our community by providing not just jobs, but meaningful careers with a company that cares deeply about its employees' well-being.

We sincerely thank our employees for making Holtz Companies a special place to work, and we look forward to continuing this journey together—working hard, giving back, and strengthening the community we all love to call home.



www.scdc.com
director@scdc.com



Looking Ahead

The SCDC and I are deeply committed to the future of Sauk County. We're here for the long haul because the work we're doing is too important to stop now. Join us as we continue building the thriving community we all deserve!

This report was created using the following tools:

Piktochart
PlacerAI
Lightcast
US Census
GrammarlyAI