



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA

Date & Time of Meeting: **Thursday, May 5, 2022, at 3:00 p.m.**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI**

Committee Members: Rick Seefeldt, Chair; Becky Buch, Vice-Chair; David Baker; Bobby Niemeyer; Tom Rosenberg; Kim Ungerer; Yee Leng Xiong

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

Committee Mission Statement: *Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.*

*Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:***

Phone #: 1-408-418-9388 Access Code: 146 235 4571

When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

The meeting will also be broadcast on Public Access or at <https://tinyurl.com/MarathonCountyBoard>

1. **Call Meeting to Order**
2. **Pledge of Allegiance**
3. **Public Comment** *(Any person who wishes to address the committee during the "Public Comment" portion of meetings, must provide his or her name, address, and the topic he or she wishes to present to the Marathon County Clerk, or chair of the committee, no later than five minutes before the start of the meeting. All comments must be germane to the jurisdiction of the committee)*
4. **Approval of the Minutes of the April 7, 2022, Extension, Education & Economic Development Committee Meeting.**
5. **Policy Issues Discussion and Potential Committee Determination: None**
6. **Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
7. **Educational Presentations and Committee Discussion**
 - A. Overview of Committee Responsibility relative to [2018 – 2022 Strategic Plan](#)
 - B. Review [of 2020 Annual Update to the Strategic Plan](#)
 - C. Reports from Committee-Affiliated Departments and Organizations
 1. Marathon County Public Library (Leah Giordano)
 2. MCDEVCO (Kimm Weber)
 3. UW-Madison Division of Extension (Jason Hausler)
 4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)
 - D. Discussion of work of the past term and discussion of focus for the upcoming term
8. **Announcements:**
 - A. Future meetings and agenda items:
9. **Adjournment**

**Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting*

SIGNED /s/ Rick Seefeldt
Presiding Officer or Designee

EMAILED TO: Wausau Daily Herald, City Pages, and other Media Groups
EMAILED BY: _____
DATE & TIME: _____

NOTICE POSTED AT COURTHOUSE _____
BY: _____
DATE & TIME: _____

Strategic Plan Priorities - Designation of Lead Committees and Departments

<u>Goal Area</u>	<u>Objective</u>	<u>Committee Lead</u>	<u>Committee Support</u>	<u>Department Lead</u>
Healthiest	3.3 – Ensure that every child makes it to adulthood with health, stability, and growth opportunities.	HHS	Public Safety	DSS
	3.7 – Ensure that every person has local access to effective mental health treatment.	HHS	RCA/Public Safety	Health (primary support by NCHC)
	5.2 – Promote sound land use decisions that conserve and preserve natural resources in decisions with economic development and growth.	ERC	Infrastructure & EEEDC	CPZ
	6.3 – Protect and enhance the quality of potable groundwater and potable surface water supplies.	ERC	Infrastructure & EEEDC	CPZ
Safest	7.1 – Provide cost-effective and high quality public safety services.	Public Safety	HR Finance Property	Emergency Mgmt
	7.2 – Mitigate the impacts of heroin and methamphetamine epidemics in Marathon County through evidence-based practices.	HHS	Public Safety	Health
	8.7 – Strive to provide affordable, reliable, high-speed internet access throughout the county.	EEEDC & Infrastructure		UW Extension
Most Prosperous	10.6 – Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.	EEEDC	HR Finance Property	Administration (primary support MCDEVCO)
	10.8 – Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.	EEEDC	Infrastructure	Administration (primary support MCDEVCO)
	10.10 – Create an innovative atmosphere to foster an entrepreneurial-supportive environment.	EEEDC		Administration (primary support Educ. & Entrepreneurial Center)
	10.12 – Maintain infrastructure to support economic growth.	Infrastructure	HR Finance Property & EEEDC	Highway
	12.3 – Promote cost-effective public services	Executive		Administration



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

April 2022 Report

*We teach, learn, lead, and serve,
connecting people with the University of Wisconsin, and engaging with
them in transforming lives and communities.*

4-H – Positive Youth Development

Holly Luerksen, 4-H Program Educator

Jasmine Carbajal, 4-H Associate Educator

- A bi-weekly email newsletter for 4-H families where they learn about local, state, and national program opportunities and project resources. This effort is designed to increase communication while efficiently utilizing resources.
- A training for teens and adults serving on the North Central Regional 4-H Camp leadership team, where participants developed skills in working with children and learned how to be role models, positively impacting children, lead and be challenged, and learn 4-H Camp traditions.
- A workshop for 4-H Project members where they learned and practiced creativity in a hands-on egg decorating project that was designed to engage the youth and develop a spark for art and build a sense of belonging in 4-H.
- Collaborative planning for summer camp where colleagues from seven counties work to create a positive overnight experience for campers (grades 4-7) and camp counselors (grades 9+.)

Agriculture

Heather Schlessler, Dairy Agent

- Planning for the Agriculture Education area at 2022 Wisconsin Farm Technology Days, an outdoor trade show for farmers and rural communities to increase knowledge of Extension Agriculture programs in crops and soils, dairy, farm management, livestock, and horticulture.
- A farm field day where dairy producers viewed a robotic milking system and interacted with the owner to learn more about this innovative system, the data the robots generate, and how the data can be used to manage the dairy herd more profitably
- Planning the 2022 Spring Emergency Livestock Transport Response (PELTR) hybrid course to increase economic sustainability of a local area's emergency plan for roadside incidents involving livestock trailers.
- A webinar for dairy owners/operators, managers, employees, custom heifer raisers, and service providers where they learned the impact of a heifer's maturity at time of breeding and calving on her first-lactation performance and how to properly maintain the correct rate of gain in bred heifers so heifers will improve productivity and profitability.



- A webinar series (Farm Management Fridays) for over 100 farmers, agriculture service professionals, and educators, to explore the challenges and opportunities associated with a succession of the farm business for the purpose of increasing awareness of research and resources for beginning the conversation, identifying what factors might impede on the transfer of management to a successor, and creating a timeline for when and how management could change hands.
- Planning for presentations (Badger Dairy Insights Webinar Series) for dairy farmers, calf managers, feeds, dairy replacement managers, nutritionists, veterinarians, consultants, etc. where they will learn about feed efficiency, use of alternative forages, and breeding based on weight related to calf and heifer management. The effort is designed to increase productivity, profitability, and efficiency when raising dairy herd replacements.

FoodWise

Tammy Hansen, FoodWise Coordinator
Gaonou Thao, FoodWise Educator

- A facilitated meeting for food pantries, local non-profits, and social service organizations, where connections were made to better serve recent Afghan immigrants with food resources, with the goal of providing a coordinated response to food resource needs of immigrant populations.
- Monthly nutrition/food demo series for Hmong women participating in a domestic abuse support group where participants taste new foods and learn healthy ways to prepare them. The purpose of this program is to improve the quality of their families' diet and increase their ability to manage their food resources.
- Monthly nutrition/food demonstration for adults with limited incomes where participants learn to improve the quality of their families' diet and increase their ability to manage their food resources. The goal of the lessons is for participants to increase eating more fruits, vegetables and whole grains and increase their willingness to try or prepare new foods.
- Shared leadership and support to the Marathon County Hunger Coalition, where new food distribution strategies were discussed, along with upcoming coalition events, and potential new projects and partnerships that will empower Marathon County families through education and shared resources. The coalition's goal is to increase access to healthy foods in order to achieve health equity for all county residents.

Horticulture

Janell Wehr, Horticulture Educator

Romaine Calm and Garden On is a 12-session gardening series, designed to give beginning gardeners on a budget the skills they need to *successfully grow fresh vegetables*. Experienced gardeners will also gain new perspectives to add to their toolkit of knowledge.

Participants will learn how to:

- Choose appropriate garden crops and cultivated varieties
- Plan a garden
- Improve soil health including composting and fertilizing
- Planting techniques
- Insect, disease, weed, and wildlife management techniques



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MARATHON COUNTY

April 2022 Report

- Find and use university research-based resources

Classes are free but registration is required. Classes will be held online via Zoom. Romaine Calm and Garden On is offered through collaboration with Marathon County Public Library. Classes will be held the first and third Wednesday of every month, March 2 – Sept. 21. Each session will be offered at 10 a.m. and again at 6 p.m.

Learn more about the course or register here <https://marathon.extension.wisc.edu/2022/02/16/learn-to-garden/>

This course will increase awareness and knowledge of resources to address environmental contamination due to overuse of horticulture chemicals in suburban environments.

Additional Highlights

- Planning for a multi county educational program series for community gardeners. The goal of this effort is to increase gardeners' knowledge, promote best gardening practices and provide university-based resources to community gardeners, which improves the health and productivity of their garden plots.
- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.
- A class for participants aged 55+, where participants learned about using IPM based gardening techniques so that horticulture product misuse will decrease as participants' well-being increases through successful gardening.
- A social media outreach campaign for consumer gardeners in Wisconsin, where Facebook and Instagram users engaged with Extension resources, including the UW-Madison Extension Horticulture Topic Hub publications and YouTube videos. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- An interactive web-based class for novice gardeners with limited resources, where participants learned about soil texture, pH and nutrient availability, benefits of adding compost to garden beds and how plant primary nutrients support plant growth. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- An interactive web-based class for novice gardeners with limited resources, where participants learned to distinguish vegetable classification by plant family, define crop rotation as it applies to IPM, and apply crop rotation to planting maps. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- An interview for WAOW's television audience where viewers learned dormant pruning techniques. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).



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MARATHON COUNTY

April 2022 Report

Upcoming Programs

- Extension Wellness Series – May 2022
<https://marathon.extension.wisc.edu/horticulture/therapeutic-horticulture/>
- Romaine Calm and Garden On
<https://marathon.extension.wisc.edu/2022/02/16/learn-to-garden/>
- FoodWise Healthy Eating Series
Please contact Tammy Hansen at tammy.hansen@wisc.edu

Jason Hausler
*Area Extension
Director*

Heather Schlessler
Dairy Agent

Holly Luerssen
4-H Program Educator

Jasmine Carbajal
*4-H Associate
Educator*

Janell Wehr
Horticulture Educator

Tammy Hansen
FoodWise Coordinator

Gaonou Thao
FoodWise Educator

Kris Tiles
NRI Program Manager

Kathy Johnson
*Administrative
Assistant*

Monthly Summary of the Marathon County Public Library for the Marathon County Extension, Education, and Economic Development Committee

March-April 2022

Athens Potential New Building Update

Trustee Gary Beastrom and I had the opportunity to do a walkthrough of the potential new Athens Municipal building (currently a former US Bank building), to help determine whether the move is viable for the library. Upon initial review and with proposed renovations, the space allocated for the library seems amenable to our needs. It includes a large main space, sectioned off programming/children's area, study room, storage space and dedicated staff area. Fundraising is ongoing. Plans are in the works to have the space available for the Board to view at our June board meeting scheduled to be held in Athens.

Art Ledges Installed

As you may have seen, the art ledges arrived and have been installed on the second floor in the computer lab area. This space now houses all of our circulating art collection for patrons to view and check out. Each piece in the gallery can be borrowed for 56 days, with the option to renew for longer. Checkout must be done in-person at MCPL Wausau.



Friends and Foundation Aquarium Support

At their March board meetings, both the Friends of the Library and the Library Foundation have agreed to increase their aquarium support pledge from \$3,500 to \$4,000 each per year. The Friends of the Library also gave a one-time donation of an additional \$2,000 to help with the overages that have been accumulating on our aquarium budget line as costs have increased.

MCPL Launches “Little Art”

Last month, the Marathon County Public Library launched its traveling Little Art Exhibit to the public. The exhibit debuted at MCPL Wausau on February 1, where it remained on display on the library’s first floor until the end of the month. The exhibit was then sent to MCPL’s Rothschild Branch, where it will reside for the next few weeks.

The exhibit is composed of 12 works created by children, teens and adults using Grab & Go kits that were given out at all nine MCPL locations in November 2021. Each kit contained two small pieces of glossy white cardstock, acrylic paints in a variety of colors, a paintbrush and assorted other craft supplies, including ribbon, pompoms and feathers.

Patrons were then tasked with creating a mixed media work of art using the given materials, and additional supplies of their own. No other prompts or directions were given, meaning it was up to patrons to supply their own inspiration. Patrons were asked to return their completed pieces to the library in December and January, where they were then mounted on a display board for viewing.

The exhibit will tour all nine MCPL locations between now and the beginning of August, when it makes its final stop at MCPL’s Stratford Branch. The remainder of the exhibit tour schedule is as follows:



- Rothschild Branch (211 Grand Ave., Rothschild) – March 7-21
- Mosinee Branch (123 Main St., Mosinee) – March 28-April 4
- Hatley Branch (435 Curtis Ave., Hatley) – April 11-25
- Marathon City (515 Washington St., Marathon City) – May 2-16
- Edgar Branch (224 S. Third Ave., Edgar) – May 23-June 6
- Athens Branch (221 Caroline St., Athens) – June 13-27
- Spencer Branch (105 S. Park St., Spencer) – July 5-July 18
- Stratford Branch (213201 Scholar St., Stratford) – July 25-August 6

The exhibit can be viewed any time the exhibit location is open.

(Submitted by Dan Richter for the WVLS Newsletter)

Grand Theatre Event Promotion and Ticket Giveaway

MCPL has agreed to assist the Grand Theater in promoting their [Lift Every Voice](#) series. This series is free to the public and consists of musical performances, workshops and discussions by artists from underrepresented communities. This kind of series fits well with our core values (contains artistic and cultural value, promotes diversity, and is free), and as such is a natural fit for the library. As part of our promotional efforts, each MCPL location will have a supply of admission tickets to give away to members of the public. The first performance in the series is Sunday, April 10. We'll also be distributing tickets for the performance on May 19.



Youth Services

In March, the youth services team was busy with partnerships and preparation! The youth services department hosted the Wausau School District 2022 Art Cluster display for the entire month. The art drew a lot of patrons in who do not use the library and prompted library card sign-ups and renewing expired library cards. Elizabeth did STEAM focused outreach at several schools with the G2M program and Rose collaborated with the Woodson Art Museum on another exhibit-related story time. LENA was in full swing and we are currently serving about 30 families. Taylor was busy coordinating LENA device swaps and facilitating a class with Rose. The team met to discuss safe activities to put out in the ELC with guidance from the Health Department. We also figured out logistics for our outdoor story times, made a story time schedule, and ordered supplies for our various outdoor and grab and go programs this summer. We are very excited to do more in-person programming this spring and summer, and do it safely!

100 Books Before Graduation

A new reading challenge called 100 Books Before Graduation is available for teens on Beanstack. The challenge encourages current high school students to read widely before college. Participants log books read and earn rewards at 20, 50, 70, and 100 book milestones, including a book bag, free books, and a gift card for completing the challenge. This is an ongoing challenge available through the reading tracker app Beanstack that patrons can join at any time.



Homebound Outreach

MCPL Homebound program staff visited Copper Leaf Assisted Living in Schofield. There, they presented information about the Homebound outreach program and other services that MCPL has to offer and led the group through art activities, trivia and singing.



For Marathon County residents unable to visit the library due to age, illness, accident or disability, our Homebound program offers a way to receive library materials at home by mail or special delivery. Once enrolled, library volunteers will select materials for you based on your preferences and send these items to your residence on a regular schedule. Items are checked out for five weeks and may be returned by mail or courier.

Branches

Grab and Go craft kits continue to be popular at all locations. In March, we collectively handed out 308 quilled monster magnet craft kits for kids and 176 silk sari bracelet craft kits for adults. Virtual book club continues to meet at many locations; patrons and library staff alike are both gearing up for outside book club restarting when the weather is warmer. Creative displays were featured at all locations including ones for Women's History Month, the March Madness basketball tournament, "March in to a new series..." and a read-a-like display for Disney's *Encanto*.



In Rothschild, 20 children and their stuffed animal friends participated in the branch's 2nd Stuffed Animal Sleepover. The children couldn't believe what their animal friends got up to when locked in the library overnight! Photos can be found on our social media page.

Stratford's Virtual Story Time about Trains was featured on the library's social media on March 29. Darla and MJ are great train engineers in this fun story time!

The City of Mosinee is in the process of obtaining quotes and investigating grants for restoration of the exterior windows for the historic Mosinee branch building.

UW-Madison, Division of Extension – Marathon County



Overview for Extension, Education, Economic
Development - May 2022



1

Extension's Purpose to which we commit...

We teach, learn, lead and serve, connecting people with the University of Wisconsin–Madison, and engaging with them in transforming lives and communities



2

Extension's Mission

Extension embodies the Wisconsin Idea by partnering to develop and connect the research and educational resources of UW-Madison with residents and communities to address local, statewide and national issues.



History of Extension



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3

Statewide Network

Extension has deep local ties that develop regional and statewide networks able to respond to emerging issues. Working in and with communities allows Extension to connect research and resources directly to affected populations and areas.



History of Extension



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4

Agriculture Institute

- The Agriculture Institute works to achieve better results through research and outreach supporting livestock management, crops and soils, farm management and horticulture.
- We work hand-in-hand with farmers, businesses and communities to build stronger, more diverse farm and food systems. Whether on the farm or in the field, we're working together to develop sustainable solutions that drive economic growth and keep our state's thriving agriculture tradition strong.

Agriculture Programs

- Crops & Soil
- Dairy
- Farm Management
- Horticulture
- Livestock



5

Community Development Institute

- The Community Development Institute delivers educational programming that supports individuals, communities and organizations in realizing their fullest potential.
- With programs dedicated to building leadership capacity, strategic planning, training local government officials, economic development and community food systems, our Institute promotes civic engagement and social responsibility and empowers citizens to become leaders of transformative change.

Community Development Programs

- Organizational & Leadership Development (Leadership Wisconsin)
- Community Economic Development
- Community Food Systems
- Local Government Education




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Human Development & Relationships Institute

- The Extension Institute for Human Development & Relationships supports families and communities through programming that encourages growth and understanding in the digital age.
- As a source of well-researched information on topics related to parenting, family relationships, child development, aging, housing and financial security, we provide positive and powerful training and tools that strengthen family bonds and enhance financial competence.

Human Development & Relationships Programs

- Family Engagement & Relationships
- Financial Education
- Life Span

 Human Development & Relationships





7

Positive Youth Development Institute

- The Positive Youth Development Institute prepares the youth of today to become the effective, empathetic leaders of tomorrow.
- Our research-based programs give young people the hands-on experiences they need to develop an understanding of themselves and the world. From teens advising local government to Wisconsin 4-H clubs, we offer diverse educational opportunities that put youth on the path to success in Wisconsin and beyond.


Wisconsin 4-H





UW-MADISON EXTENSION

Wisconsin 4-H

- Active in 71 counties
- Serves 48,500 4-H youth members
- Engages 10,000 adult 4-H volunteers who provide leadership to youth club members

 Positive Youth Development



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Natural Resources Institute

- The Natural Resources Institute helps individuals and communities coexist with and make the most of our state's rich water, mineral and forestry resources.
- Our programs harness leading-edge university research and a network of local, state and regional partnerships to ensure our resources remain strong, resilient and productive.
- From water and forestry programming to conservation training to citizen science and youth environmental education, we're working to ensure that our resources remain at the heart of our communities, economies and state identity.

Natural Resources Programs

- Aquatic Invasive Species Program
- Conservation Professional Training Program
- North Central Region Water Network
- Regional Natural Resources Program
- Water Action Volunteers
- Wehr Nature Center Outreach Programs
- Wisconsin Master Naturalists
- Wisconsin Geological & Natural History Survey
- Lake Superior National Estuarine Research Reserve
- Upham Woods Outdoor Learning Center



Health & Well-Being Institute

- The Health & Well-Being Institute works to catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, substance abuse and health insurance literacy.
- Rooted in both urban and rural communities, we're working together to help solve the state's most pressing well-being needs and to ensure that all Wisconsinites live stronger, healthier lives.

Health & Well-Being Programs

- Behavioral Health
- Healthy Eating & Active Living
- FoodWise



How is the Division of Extension funded?

- The Division of Extension services are the product of multiple funding partners coming together to support our mission and vision. *(example: four-legged stool)*
- ❑ Marathon. Without the county's support, we would not be able to provide local services such as 4-H, Agriculture, Horticulture and FoodWise programming.
- ❑ State of Wisconsin. Through the support of the UW System, of which UW-Madison and our Division are supported.
- ❑ US Federal Government. Through appropriations through the Smith-Level Act, which established the national cooperative extension services through land grant universities, the State of Wisconsin receives nearly 9.60 million.
- ❑ Local/Regional/State/National Grants. The University and our committed staff are continuously looking for additional funding opportunities to support their work and to benefit the communities they serve.



Extension Funding

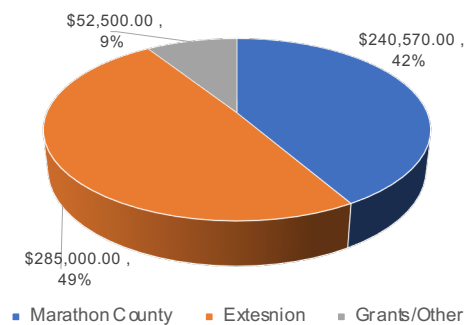


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How is the Marathon County office funded?

Funding Partner	Type of Fee	Financial Investment
Marathon County	Educator / Staff Fees (on contract)	\$207,840
	Operational Expenses	\$32,730
Extension	Educator Salaries & Fringe (on contract)	\$102,000
	FoodWise Salary & Fringe (~2.0 FTE)	\$150,00
	Area Director Salary & Fringe	\$30,000
	Technology & Support (MS Office, Adobe, Zoom, etc.)	\$3,500
Other	Grants & Donations (.5 FTE Associate 4-H Educator, Charges for Service, etc.)	~\$52,500



*These are not exact numbers and does not include additional services provided to the county and/or educators by state or regional specialists or program managers.



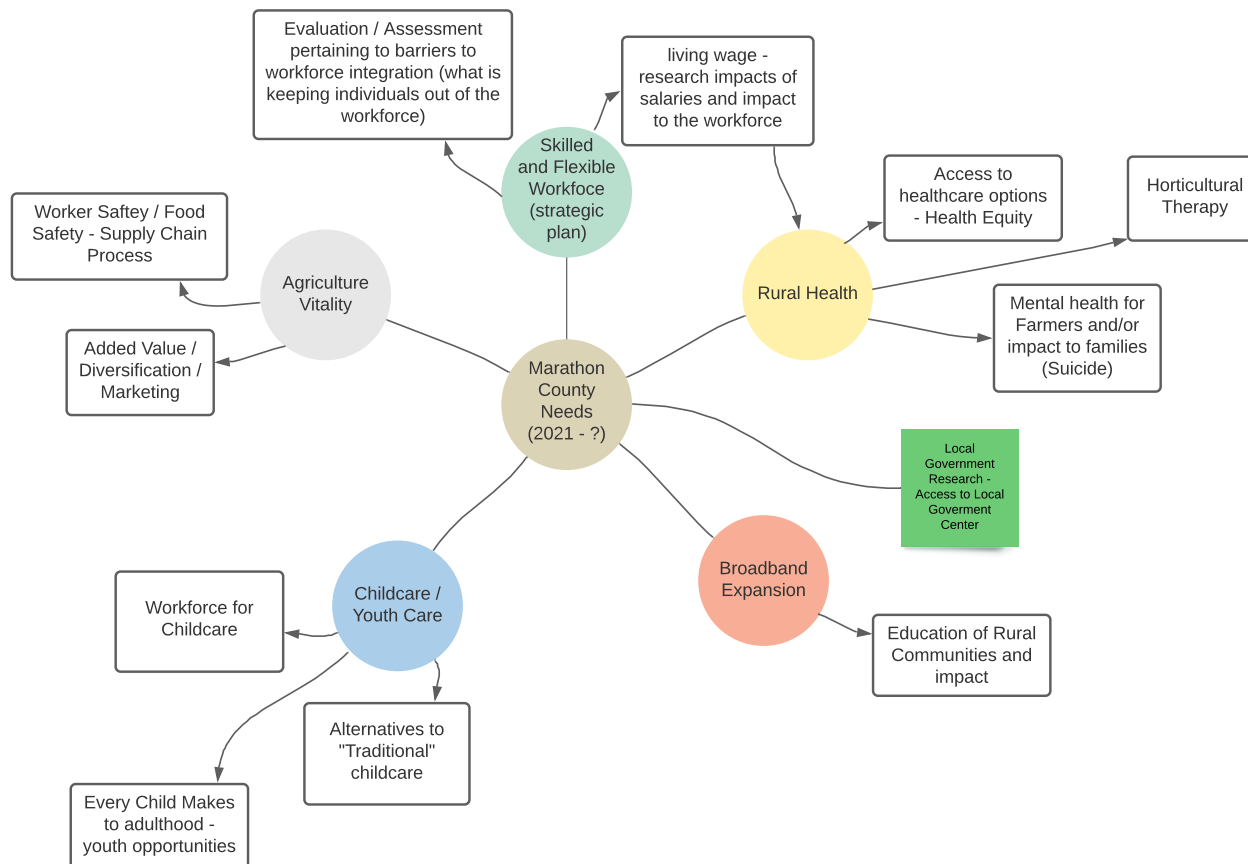
2022 Marathon County Funding



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What do you see as the major needs in Marathon County CURRENTLY and MOVING FORWARD



MCDEVCO, Inc. – May 2022 Report

GAP FINANCING

MCDEVCO continues to work with businesses throughout Marathon County to provide *GAP* financing.

Marathon County Revolving Loan Fund

- Number of *GAP* Loans in 2021: 2
- Loans Disbursed in 2021: \$75,000.00
- To Date *GAP* Loans: \$383,712.64

City of Wausau CDBG Loan Fund

- Number of *GAP* Loans in 2021: 1
- Loans Disbursed in 2021: \$57,000.00
- To Date *GAP* Loans: \$626,165.12

Strategies for Economic Development Success:

- MCDEVCO was at the CWMA Expo on April 28, 2022 advertising its business incubation space at the Entrepreneurial & Education Center (EEC), educational programs and *GAP* loan fund opportunities.
- MCDEVCO will be at the Greater Wausau Chamber Expo on May 12, 2022.
- MCDEVCO has conducted private information sessions with various financial institutions to educate them on the *GAP* loan process so funds are utilized in the immediate future to support economic growth and development for new or expanding businesses in Marathon County.
- MCDEVCO has had continuous conversations with developers and builders regarding upcoming business developments.
- MCDEVCO is working to streamline reporting for businesses with *GAP* loans.
- MCDEVCO has participated at a variety of speaking engagements such as the South Area Business Association Luncheon and the Wisconsin Land and Title Association Conference.
- MCDEVCO has assisted 40 entrepreneurs since January 1, 2022 with conversations regarding their business start-up and/or expansion in Marathon County.

COVID-19 GRANTS

MCDEVCO has supported the administration of the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 28
- Total Amount Disbursed to Marathon County Businesses: \$140,000.00



**Marathon County
Microbusiness
GRANT**

Grant is designated for microbusinesses with five or less employees that were affected by COVID-19.

Business must be located in Marathon County, WI - outside of the City of Wausau to apply.

[CLICK Here for more information or to apply.](#)

ENTREPRENEURIAL DEVELOPMENT

2022 Educational Programming

MCDEVCO has had great success with its 2022 Programming Calendar.

PAST EVENTS:

- **DC Everest Youth Entrepreneur Outreach:** MCDEVCO has been actively involved in DC Everest's Youth Entrepreneurship Curriculum. Below is a recap of past events hosted by MCDEVCO in partnership with the DC Everest Youth Entrepreneurs.
 - **March 1, 2022:** Own It, Grow It Classroom presentation at DC Everest led by MCDEVCO.
 - **March 28, 2022:** DC Everest Youth Entrepreneurship Field Trip to the EEC to discuss starting a business and business incubation.
 - **April 5, 2022:** MCDEVCO was a judge at DC Everest's Youth Leadership Shark Tank.
 - MCDEVCO has established a relationship with the Wausau School District for the 2022-2023 school year to duplicate these opportunities.
- **April 28, 2022:** Entrepreneurial & Education Center Open House and Ribbon Cutting to increase awareness of the business incubation space and MCDEVCO GEARS Co-Working Space. Tours were provided.

UPCOMING EVENTS:

May 5, 2022: Hmong Wisconsin Chamber of Commerce Networking Event at the Entrepreneurial & Education Center.

- Tours and conversation surrounding GAP Financing, business incubation and educational resources.



May 12th and May 19, 2022: Marketing Must Haves with Elina Van Natta of Creative Shock Marketing



June 1st and June 8, 2022: Successful Selling in 2022 with Tim McKeough of Q up Success

September 13th through December 15, 2022: 16 Week GEARS Entrepreneurial Certificate Program

CWED – Board and Executive Committee Representation for Marathon County

Kimm Weber has been appointed to the CWED Board of Directors.

Wausau Regional Chamber

MCDEVCO serves as an advisor to the board. MCDEVCO has a seat on the Strategic Planning Executive Committee to help support the Chamber on its mission to serve businesses. MCDEVCO will have a booth at the Greater Wausau Chamber Expo on May 12, 2022 adjacent to the Entrepreneurial & Education Center booth to promote both entity's services and connection.

Municipalities

MCDEVCO is part of the Centergy Solutions Team that is creating a Developer's FAM Tour for June 2022. MCDEVCO will welcome the developers to Marathon County as well as partner with Municipalities to showcase shovel-ready sites within their communities on the tour.

MCDEVCO is seeking feedback from Municipalities regarding the monthly Municipality Zoom Call led by MCDEVCO. A survey was sent out and MCDEVCO is awaiting feedback to format the most effective way for Municipalities to collaborate regarding economic development in their respective areas.

EEC Management

MCDEVCO is excited to announce that the occupancy at the EEC reached 80% in April 2022. That is up 12% since October of 2021. The team at MCDEVCO has been working to showcase the space, educate the community and support business incubation at the EEC. MCDEVCO continues to host drop in tours of the facility and market the space to increase occupancy. All manufacturing suites are full, and a waitlist has been started. The remaining 20% of rentable spaces available are offices.

Kimm Weber, Executive Director - MCDEVCO