



COMMITTEE OF THE WHOLE MEETING AGENDA

TUESDAY, MARCH 17, 2026 AT 6:30 PM

MUNICIPAL BUILDING COUNCIL CHAMBERS – 106 JONES STREET, WATERTOWN, WI 53094

1. CALL TO ORDER

2. BUSINESS

A. Dodge County Community Development Presentation

3. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only



COMMUNITY DEVELOPMENT

DISCOVER THE DIFFERENCE

*Embracing creative solutions to build
a stronger Dodge County*



OUR TEAM



Nate Olson

Community Development
Administrator



Morgan Muche

Community Development
Marketing & Communications
Manager

Community Development Areas of Work

Business Assistance

- Business Attraction
- Business Retention & Expansion (BRE)
- Business to Business (B2B) Opportunities
- Lead Contact for Dodge County

Workforce

- Collaborate with Education System
- MBA/ YA/ Inspire WI/ GPS-Ed/ Internship
- Classroom 2 Careers Program
- Workforce Development Board of South Central WI

County/Community Activities

- Demographic Trends/Projections
- Business/Community Relations
- Childcare & Housing Needs
- Community Development Fund
- Quality of Life Initiatives

Tourism

- Promote Communities & Outdoor Recreation
- Dodge County Parks & Trails System
- Dodge County Tourism Group & Chambers Netowrk

IT'S A MARATHON, NOT A SPRINT



Mission

Serve as a resource to current and future Dodge County businesses, communities, and residents for the purpose of growing Dodge County in a positive manner.

BUSINESS ATTRACTION

LOIS: Location One Information System

Database for developers and site selectors

- Industrial and Commercial Property & Site Data
- Utility & Infrastructure Info
- Demographics & Labor Data
- Mapping & GIS Tools

Attraction:

- WEDC Certification & Gold Shovel Certification
 - Collaborate with Communities Industrial Parks
- Request for Information (RFI)
 - Facilitate responses between communities & WEDC

**Dodge County does not own industrial land*



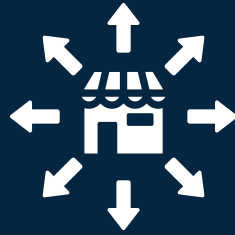
BUSINESS RETENTION & EXPANSION

Understanding needs and connecting with resources



Workforce &
Quality of Life
Initiatives

Potential Facility
Expansion Projects



Business Market Growth



Business to
Business Connections

Community Relations



“There are a lot of very talented residents and business owners in the County and the Community Development Division can be the tool to make the relationship with government and other businesses more impactful. In many cases, a proactive economic development department with resources at their disposal can make the difference in residents and businesses deciding to locate in Dodge County or its neighbors.”

-Kory Kreiser, Kresier Construction

WHY WORKFORCE MATTERS

- **Workforce = Residents (Current & Future):** A strong, skilled workforce keeps our community thriving.
- **Retention is Key:** Keeping local talent reduces brain drain and strengthens local economy.
- **Demographics Drive Decisions:** Understanding age, education, and skills helps plan for future growth.
- **Backing Local Businesses:** Workforce availability directly impacts business growth and expansion.
- **Community Growth:** A vibrant workforce drives sustainable housing, transportation, and services.



WORKFORCE PROGRAMS

Youth Apprenticeships

87 participating businesses

12 participating schools

415 students impacted

GPS-Education Partners

13 participating businesses

4 participating schools

25 students impacted

CESA 6 - Inspire, WI

15 participating businesses

12 participating schools

219 hosted events

4,410 students impacted
(between Dodge & Fond du Lac Co. students)

Manufacturing Business Alliance

13 participating businesses **9** participating schools **24** facility tours

210 students impacted

Each program plays a unique role, but together they form a connected network that prepares students, engages businesses, and strengthens our local workforce. It's not one or the other - it's all of the above

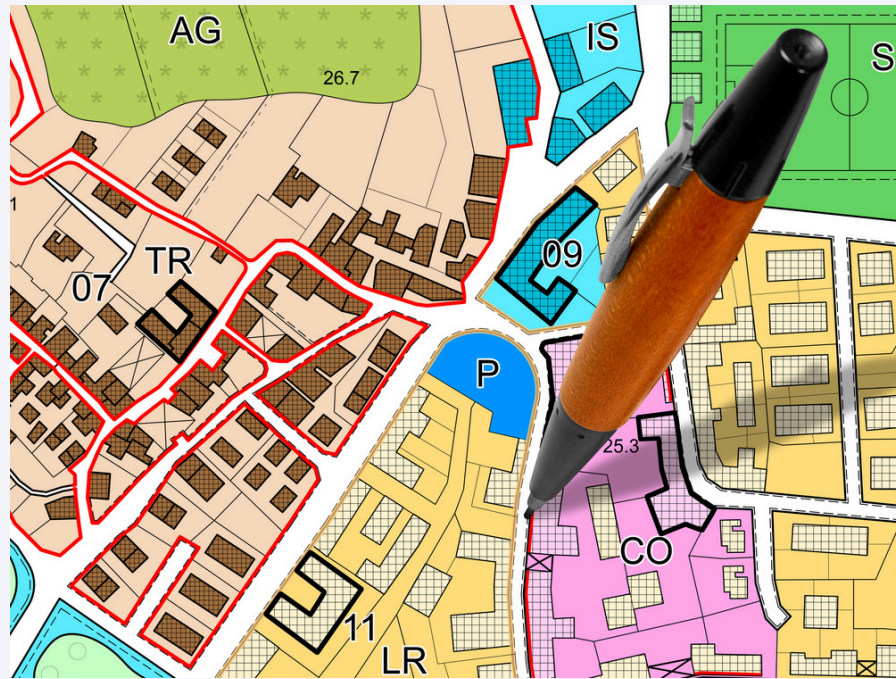
DODGE COUNTY ACTIVITIES



- **Land Resources and Parks Department**
Comprehensive Plan, Zoning, Community Officials Workshops, Farmland Preservation
- **CDBG Housing Rehabilitation Programs**
100 Loans = \$3.5 million loaned
- **Gold Star Memorial Trail Development**
Over 2 miles to connect City of Horicon to Wild Goose State Trail
- **Dodge County Career Exploration Internship**
- **Dodge County Community Development Fund**
\$100,000 grant to City of Watertown in 2025
- **Dodge County Classroom to Careers (C2C) Fund**

COMMUNITY ACTIVITIES

Dodge County is composed of 23 towns, 9 cities, and 11 villages in 900 square miles

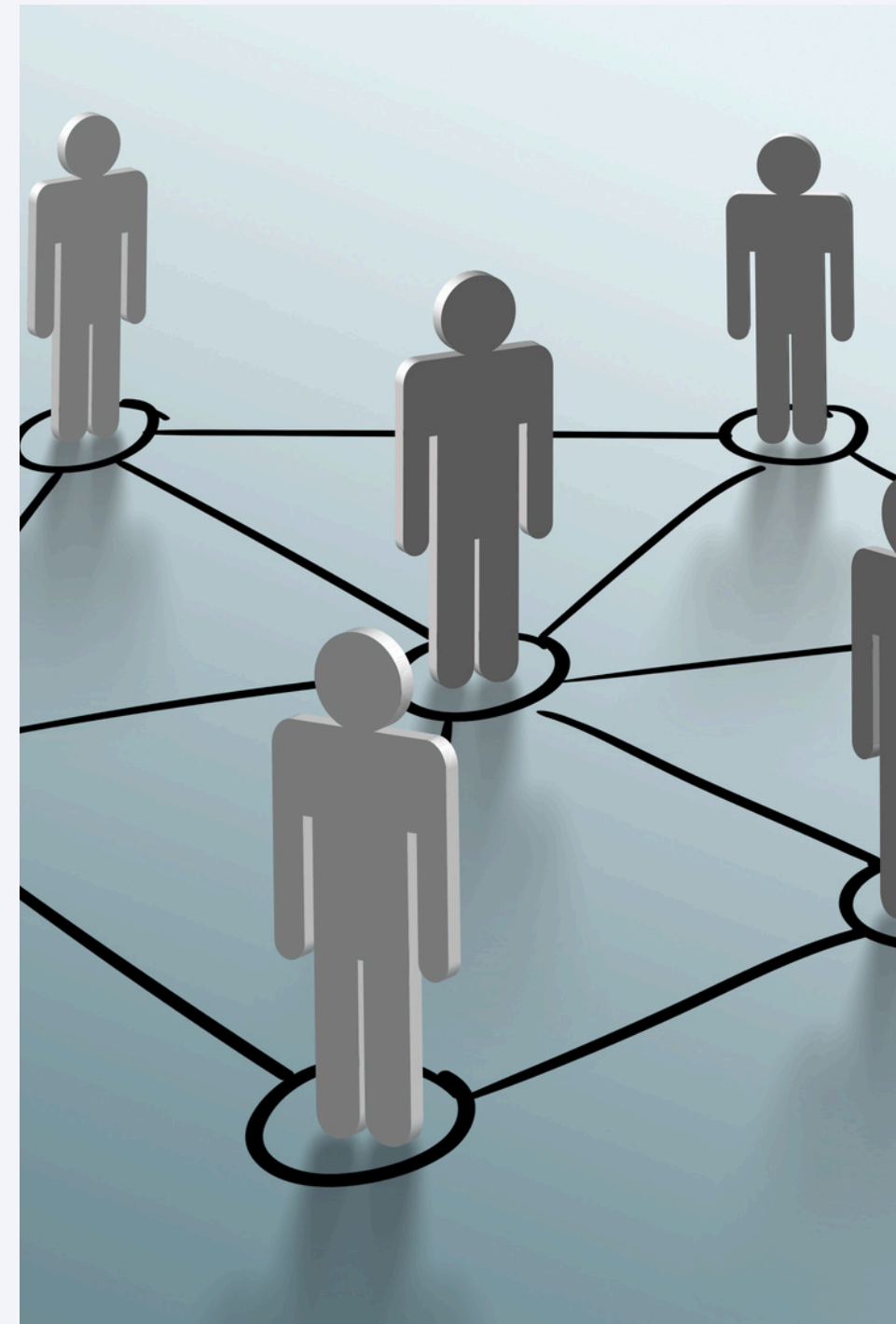


Resource for Planning and Zoning Activities



Community Needs

- Housing
- Childcare
- Community Development Fund



Business / Community Relations

- Chamber of Commerce Network
- Non-Profits / Consultants
- Live/Work/Play Work to create sustainable communities where businesses & people want to be

Working To Meet The Needs Of Urban And Rural Communities



Visitor Guides

- 20,000 printed & Digital Marketing



Digital Marketing Campaigns

- Padding/Waterways - Interactive Launch Access Map
- Cross-Country Skiing
- Snowmobiling



JEM Grant

- \$39,550 Travel WI Grant
- 11 Communities & 3 Marsh Entities Participating
- Downtown Community Videos



New County Tourism Website

- DodgeCountyWI.com

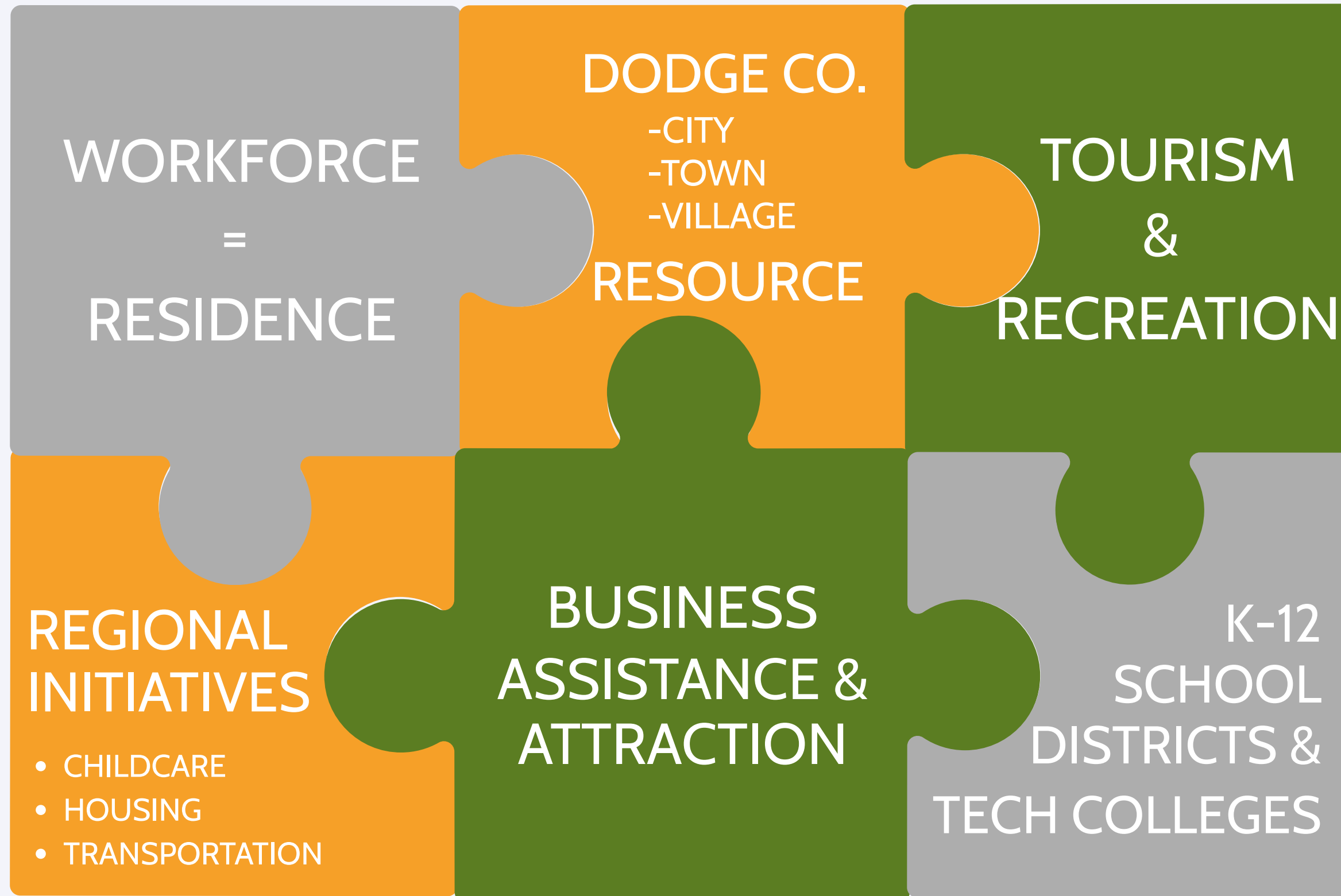


Selfie Stands @ Parks

- Dodgeland School District - MEC & Breuer Metal



BRINGING THE PIECES TOGETHER





“This group is an essential part of this county. As an employee of MPTC - I have worked with other counties, and Dodge County has a very engaged community division. This is a draw for this county and can set Dodge County apart from others. “

-Lisa Pollard, Moraine Park Technical College (MPTC)

MOVING FORWARD

Advance Community Development Vision

- Implement Comprehensive Plan and Division Workplan

Grow Digital Presence

- Expand storytelling, branding, and online engagement across platforms

Strengthen Local Partnerships

- Deepen collaboration with municipalities, chambers, businesses, and community organizations

Build New Collaborations

- Develop opportunities with public & private partners



QUESTIONS?

For questions or more information please reach out to:

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Community Development Administrator

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Morgan Muche

Community Development

Marketing & Communications Manager

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Thank you!

COMMUNITY DEVELOPMENT DIVISION

DISCOVER THE DIFFERENCE

The Dodge County Community Development Division is dedicated to fostering a thriving community by driving economic growth, enhancing quality of life, and strengthening partnerships. We focus on addressing critical issues such as population growth, workforce development, and infrastructure improvement. Through strategic planning and collaboration, we aim to create a vibrant and prosperous Dodge County.

VISION & MISSION

VISION

Initiate and support wide ranging community and economic development activities that provide positive opportunities for public and private entities throughout Dodge County, thereby promoting Dodge County to be successful and sustainable in the future.

MISSION

Serve as a resource to current and future Dodge County businesses, communities, and residents for the purpose of growing Dodge County in a positive manner.

CORE VALUES



COLLABORATION

Building strong partnerships between public & private sectors to create shared success



COMMUNITY FOCUS

Prioritizing the needs and aspirations of Dodge County residents, businesses, and municipalities



INNOVATION

Embracing creative solutions to address evolving challenges and opportunities in our community



SERVICE EXCELLENCE

Providing high-quality service and maintaining professional standards in all our initiatives and interactions.



COMMUNITY DEVELOPMENT DIVISION

DISCOVER THE DIFFERENCE

The Community Development Division's work is organized into four interconnected areas that address the diverse needs of Dodge County. Each area represents a strategic pillar of our comprehensive approach to fostering economic vitality, developing our workforce, strengthening communities, and promoting our region. This plan of work reflects goals and includes work the Community Development Division staff plans to accomplish in 2026.



BUSINESS ASSISTANCE

- Business Retention + Expansion (BRE)
- Business Attraction
- RFI Readiness & Site Marketing
- Manufacturing Business Alliance (MBA)
- Strategic Support & Networking



WORKFORCE

- K-12 School Engagement & Career Exposure
- Career-Based Learning Programs- MBA/YA/Inspire WI/GPS-Ed
- Workforce Forum
- Classroom to Careers (C2C) Fund
- Technical College Collaborations
- Workforce Tracking & Marketing



COUNTY/COMMUNITY ACTIVITIES

- Community Development Fund (CDF)
- Comprehensive Plan Implementation
- Dodge County Career Exploration Internship Program
- Community Support
- Housing & Childcare Initiatives
- Communications & Marketing



TOURISM

- Visitor Guides & Seasonal Campaigns
- Joint Effort Marketing (JEM) Grant
- Digital Marketing & Content Development
- Tourism Group Partnership & Collaboration
- Recreation Infrastructure Support

CONTACT US

www.co.dodge.wi.gov/cd

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