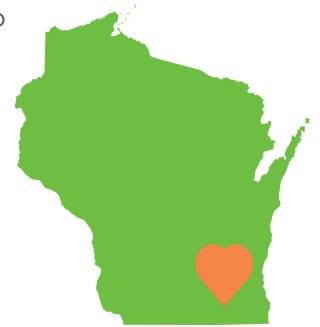


ABOUT US

UPDATED JUNE 2020

It's a competitive world out there

Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of the Jefferson and Dodge County region by providing professional economic development services for the purpose of retaining, expanding and attracting capital investments and driver industry jobs to our communities. It was formed in mid-2016 and engages the private sector in economic development activities.



ThriveED's service territory includes Jefferson and Dodge counties

Our vision

ThriveED Vision Statement: ThriveED will lead change necessary to support economic growth in Jefferson and Dodge counties that results in healthy, thriving and growing communities.

Our mission

ThriveED Mission Statement: ThriveED will engage the public and private sectors in actions focused on attracting and supporting business growth that benefit the residents and communities of Jefferson and Dodge counties.

Our strategy for the heart of the heartland

The work of ThriveED is guided by our five-year Strategic Plan, which was adopted for 2017-2021 and is updated annually. The goals in the Strategic Plan are grouped into distinct areas of focus:

- **Business:** Grow businesses, capital investment and employment opportunities
- **Workforce:** Attract, develop and align talent
- **Marketing:** Raise awareness of the area's assets to attract business investment and talent

Each goal has corresponding strategies. As always, economic conditions, availability of funding and leadership will impact the successful execution of the strategies in the multi-year plan. View our complete Strategic Plan at thriveed.org.