

2025 ECONOMIC IMPACT UPDATE



DEVELOPMENT, INC.

Showcasing measurable progress and active initiatives countywide

GRANT AWARDS

In 2025, DDI continues to maximize every dollar by channeling prior grant funds into visible, measurable outcomes that strengthen our region.

Over \$1.3M in grant funding has been secured & strategically implemented to support business growth, tourism & community development across Crawford County



ECONOMIC DEVELOPMENT

- Distributed **\$30,000 in business coaching grants** to 14 small businesses through the SBDC-funded coaching program, with an additional 6 grants anticipated before year-end.
 - Awarded **\$30,000 in business education scholarships** to support professional development.
 - Applied for two new **WEDC funding programs** to extend small business support:
 - Small Business Development Grant (\$150K request)
 - Small Business Technical Assistance Grant (\$100K request)
 - Partnered in hosting the **Alice in Dairyland 2025** statewide event, generating **\$60,000 in local spending** and contributing a **\$30,000 surplus** to area schools and nonprofits.
- Measured economic impact:**
- Gays Mills: +6.87% spending growth (\$200K+)
 - Prairie du Chien: +2.53% spending growth (\$2M+)

COMMUNITY DEVELOPMENT

DRIFTLESS DOWNTOWN PRAIRIE DU CHIEN



- Supported local businesses through coordinated downtown events and marketing campaigns.
- Generated **\$40,000 in vendor revenue** through the Prairie du Chien Farmers Market, drawing an average of 212 visitors and 12.5 vendors weekly.
- Strengthened downtown engagement through seasonal decorating, promotions, and recurring events that encourage local shopping and business retention.

CONNECT COMMUNITIES GAYS MILLS



- Developed a working board to address community needs
- Sponsor public forums, workshops, and collaborative projects that bring together local businesses, residents, and stakeholders to work towards common goals
- Secured **\$50,000** Thrive Rural WI Grant for design and planning of a village block in Uptown Gays Mills to include a pavilion, park, housing and commercial

WORKFORCE UPSKILLING & BUSINESS GROWTH

- **Business Development Program** initiated to provide continual assistance to area businesses & entrepreneurs, including mentorship, workshops, scholarships & training.
- Delivered **10 business workshops** covering topics such as business planning, marketing, and financial management.
- Continuous exploration of needs-based & business-specific **funding opportunities** based on detailed intake questionnaire & interviews.
- Partnering with Seneca's **Driftless Maker Space** to expand skill-based training and hands-on learning opportunities for local residents and entrepreneurs.
- Access to **advanced skill training** through Percipio, an online database, recognized by the Dept. of Education, with over 7,000 courses

FOUNDATIONAL ACHIEVEMENTS



- **Community Events:** Led the Crawford County 350th Celebration, generating **\$1.8 M+** in local spending.
- **Childcare Expansion:** Distributed **\$100K** in grants to strengthen local childcare access.
- **Business Support:** Secured **\$1.3 M+** in grants fueling small-business and community growth.
- **Program Launches:** Established Driftless Downtown PdC and support Connect Communities Gays Mills as fiscal partner.

REGIONAL APPEAL

- Invested **nearly \$90,000** in marketing and tourism promotion on behalf of the **Orchards of Gays Mills**, including billboards, permanent signage, digital and print campaigns, and website development.
- These efforts significantly elevated regional visibility, strengthening agritourism and driving increased visitor traffic and spending throughout the Driftless region.
- Promoted Crawford County events, job openings, and festivals across digital and social channels to attract visitors, support local businesses, and encourage new residents to the area.



SERVING CRAWFORD COUNTY, WI

Driftless Development, Inc. (DDI) invests in Crawford County's future by fostering business growth, expanding workforce opportunities, and enhancing the region's appeal to create vibrant, sustainable communities where people want to live, work, and play.

KEY INITIATIVES:

Workforce Upskilling & Business Growth

DDI strengthens the local economy by helping people and businesses build the skills and capacity to succeed. Through workforce readiness, mentorship, and entrepreneurial support, DDI fosters growth, innovation, and long-term stability across Crawford County's business community.

Enhancing the Region's Appeal

DDI promotes Crawford County as a vibrant and welcoming place to live, work, and visit. By elevating the region's visibility through collaboration and strategic outreach, DDI attracts new residents, visitors, and investment while reinforcing pride in the area's identity and opportunities.

Community Vitality & Connect Communities

DDI partners with local leaders and organizations to strengthen small-town livability and resilience. Through collaboration, engagement, and quality-of-life improvements, DDI helps create connected, thriving communities where people and families want to grow and stay.

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**Invest in
Crawford
County's future
scan to give.**

