

## CLARK COUNTY ECONOMIC DEVELOPMENT & TOURISM VOLUNTEERS

In the past year over 333 volunteers donated more than 3,235 hours and have truly made an unforgettable impact on our county, communities, and all our citizens. Whether being on one of our many boards and committees or helping with one

of the many special projects such as the Yellowstone Trail Military Convoy and Farm Tech Days 2021, we could never do it without you! Thank you for your time, effort, insight, and successes.

## CLARK COUNTY AG DOCUMENTARY AIRED ON PBS & JOURNAL SENTINEL

We have been documented in history for our agriculture and dairy importance but also through the COVID pandemic and how it affected our very rural world. The documentary "America's Dairyland at the Crossroads" has been completed and aired November 2021. You can view the video by visiting our website [www.clarkcountywi.org](http://www.clarkcountywi.org) and click on "America's Dairyland at the Crossroads."

This very compelling video captures Clark County farmers and their families at the toughest times of their lives. Dairy farmers and businesses

go hand in hand. When the dairy farmers stumble, businesses lose their balance too. The end result affects an entire community.

## TRI-COUNTY RAILROAD

The Clark County Economic Development Corporation along with neighboring Taylor and Marathon Counties have united and organized for the betterment of rail service in our Tri-County region in North Central Wisconsin. Our "Tri-County Railroad Team" includes representation from three counties, seven cities and villages and other community leaders with a goal of advocating for the preservation and enhancement of freight railroad between Spencer and Medford, WI.

As we await the next steps in the sale of this shortline we are anticipating a growth in relationship with the new owners and the businesses/communities along this line. Watching the supply chain issues that currently exist make it imperative that we get this service running smoothly for our future growth. Contact Sheila Nyberg at 715-255-9151 or [sheila@clarkcountyedc.org](mailto:sheila@clarkcountyedc.org) for more information.



## CC YOUNG PROFESSIONALS

The Young Professionals of Clark County Organization is a personal and professional development program that encourages young businesspeople to interact socially, exchange ideas, share common interests, learn more about the area business community and engage in the county's future. They continue to look at ways to make Clark County more appealing to young people as well as volunteer, participate and learn about county features, events, and projects. To join and learn more send a message to: [clarkcountyypp@gmail.com](mailto:clarkcountyypp@gmail.com) or call 715-743-5308.

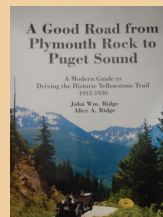


## YELLOWSTONE BOOK & TRAIL

After many years of research, the book, "A Good Road from Plymouth Rock to Puget Sound," written by John & Alice Ridge, was released in August. Watch for more information on upcoming book signings and promotions throughout 2022. Books are available at the CCEDC&TB office or [yellowstonetrail.org](http://yellowstonetrail.org)

It is an honor to be part of this historic trail and documentation. We can expect many visitors to our area because of this new nationally acclaimed trail book. Thanks so much to the Ridges for their research over all these years and getting this book in the hands of travelers to come see what history is documented here!

Yellow Ribbons lined the way for about 90 MVPA members and support drivers traveling along the Historic Yellowstone Trail in Clark County on July 31st & August 1st. The Historic Military Vehicle Convoy is made up of over 40 privately owned military vehicles that range in eras from WWII to the Iraq War. The convoy is celebrating the Historic Yellowstone Trail National Highway. They started their venture in Aberdeen, South Dakota ending in Conneaut, Ohio and passed through our area along the trail stopping for lunch in Stanley and spending the night in Abbotsford and enjoying a lot of our county's hospitality while here.



## CC COMMUNITY FOUNDATION

Bringing people, organizations and local businesses together is the focus of Clark County Community Foundation, Inc.

- CC Community Fund
- Fiscal Sponsorships
- Loyal Splash Pad
- Fairgrounds Revitalization Project
- Scholarship Fund
- Giving Circle
- Endowment Fund

Join in and help make great things happen right here in your county – [information@Clarkccf.org](mailto:information@Clarkccf.org) or call 715-937-6167.



## CLARK COUNTY ECONOMIC DEVELOPMENT CORP & TOURISM BUREAU

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[facebook.com/clarkcountywiturism](https://facebook.com/clarkcountywiturism)

**We use Constant Contact to keep urgent, important information flowing to you! Send us your e-mail to be added!**



# 2022 Newsletter



## BUSINESS TO BUSINESS EXPO & CAREER FAIR WITH PARTNERSHIP RECEPTION – IT'S BACK IN 2022!

The 2020 & 2021 Business to Business Expo & Career Fairs were cancelled due to the COVID-19 pandemic. Our plans for the 2022 Business Expo & Career are underway. Mark your calendars for May 4th, 2022. The event will again be hosted at Clark Electric Cooperative Headquarters in Greenwood, WI. All businesses from our county are invited. This is a terrific way to meet others that are right here that you may be able to partner with. We also bring in all the local/state/federal folks that have access to programs that can assist your business. Some great connections will be made. At the conclusion of the Expo there will be a partnership reception. So, save the date and watch your mail/email for more information on registration and sponsorship of this great event.

Additionally, students from all our Clark County schools and neighboring schools are invited to attend. Our mission with the Career Fair is to improve each company's local talent pipeline by connecting them with students, their parents, and educators at local/regional levels to inform them about each company and industry we have right here. Along with receiving information about each business, students will participate and interact with an activity representing the types of careers participating businesses have.

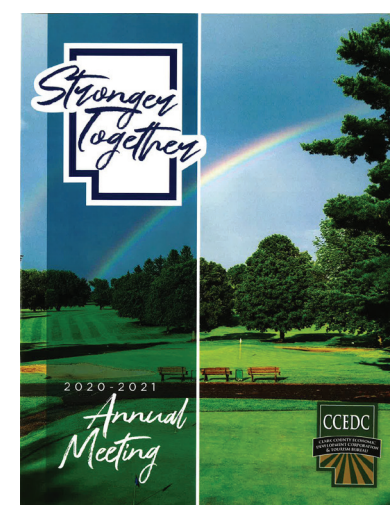
For additional information on current workforce/job opportunities, visit us at [www.clarkcountywi.org](http://www.clarkcountywi.org) and check out Jobs/Careers, call us direct at 715-255-9100 or email us at [info@clarkcountyedc.org](mailto:info@clarkcountyedc.org)



## CCEDC&TB BOARD OF DIRECTORS



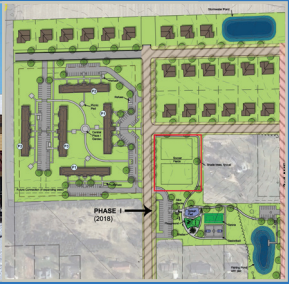
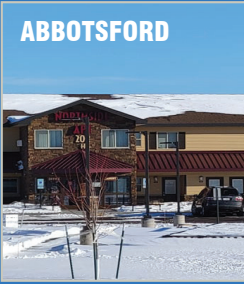
**Back:** Riley Hebert, Dan Krause (sec), Jeff Kluckhohn, Peter Kaz (pres), Dave Williams, Greg Glisczynski (treas), Jim Maurina; **Front:** Diane Murphy, Natalyn Jannene, Joye Eichten; **Not pictured:** Mike Ruff, Dan Hannula, Ryan Neville, Dennis Kramer, Robert Houts, Jerome Krempasky (vp), Chris Lindner, Pat Lindner, Fred Schindler, Diane Feiten, Don Pentz, James Weix, James Schmidt, Tracy Nelson, Jim Schecklman, Carmen Englebreton, Tim Swiggum, Charles Milliren, Richard Wnek, Alan Haas, Mike Henke, Betty Rettig, Kurt Schwoch, Thomas Gorst, Heather Bender, Everett Lindgren



"Stronger Together" was the theme of the 31st Annual Meeting. With the continuation of COVID our Annual Meeting was once again a small, COVID-safe gathering.



# CLARK COUNTY HOUSING & DEVELOPMENT



While traveling throughout Clark County you will see new housing development, sites, subdivisions, and construction popping up everywhere. The new housing stock availability is crucial to help make our communities and businesses more inviting to new residents seeking employment or just a wonderful place to live in Clark County.

## TOURISM & MARKETING

We are extremely fortunate to have a great group of volunteer tourism leaders that meet monthly with their focus on our county's future. Throughout the year, CCEDC&TB promoted upcoming events with marketing flyers, posters, and calendar of events available on our website [clarkcountywi.org](http://clarkcountywi.org). Many flyers and promotional materials have been created on specialty features such as Shop and Eat Local, Hardware Stores, Food Hubs, Gift Shops of Clark County etc. These are also shared with our media partners. Most events are then posted on the state site, Travel Wisconsin, for others to see and come to enjoy in Clark County. Be sure to share your community events and flyers with us as early as possible. Send info to [staff@clarkcountyedc.org](mailto:staff@clarkcountyedc.org).

### Marketing, Marketing, Marketing....

Pictures, themes/slogans, and specialty features were collected for each community reflecting the quality of life they have to offer. We designed and produced 19 fresh, unique



marketing pieces, to present up to date information. Many new county banners were part of the marketing campaign and represent Clark County at its best – showing visitors and citizens that we are truly nature's playground 24/7/365!

## SEASONAL TOURS

Thousands of visitors enjoyed the 2021 Spring into the Arts, Bloomin' Greenhouse and Harvest Moon tours. In the spring, visitors were able to enjoy Clark County's finest artists, guest artists and their amazing creations. The self-guided Bloomin' Greenhouse tour takes visitors to our many beautiful greenhouses loaded with annuals, perennials, vegetables, herbs, shrubs, hostas and so very much more. The Harvest Moon Fall Tour, another self-guided tour, takes visitors to Clark County's meat and cheese shops, farmers market/candy/maple syrup/winery shops, unique and shabby chic boutiques, greenhouses with tens of thousands of mums, pumpkin patches, corn mazes, fall and holiday décor shops and more.



## 2021-22 WI FARM TECHNOLOGY DAYS

Farm Tech Days 2021 were held in Eau Claire, WI. CCEDC's tent promoted our extensive tourism opportunities and economic development throughout Clark County. Each community had new rack cards and banners for the event showcasing what their community has to offer. Specialty products and countywide features were also a highlight.



Farm Tech Days 2022 will be held in Clark County just outside Loyal, WI. Besides promoting our communities' economic growth and tourism opportunities, we will be completing our Barns of Clark County and Ghost Towns of Clark County projects in time for the event.

Mark your calendars for July 12-14, 2022. For more information visit [www.wifarmtechdays.org](http://www.wifarmtechdays.org) or call 715-255-9100.

## THE HIGHGROUND EXPANSION

The Highground has warmly welcomed a skyrocketing number of visitors in 2021 with the annual numbers at 225,000 visitors and growing.

The Highground Rising campaign for expansion and improvements is currently underway and includes a new 12,000 square-foot Welcome and Visitor Center, improved parking, compliance with the Americans with Disabilities Act and increased financial stability and long-term sustainability with the pay-off of the \$450,000 mortgage. The funding is currently being raised for the projected start date of 2023.

For more information or to help, donate, or get involved: [donations@thehighground.us](mailto:donations@thehighground.us), [thehighground.us](http://thehighground.us) or call 715-743-4224.

## CAMP VICTORY

In early 2019, Wisconsin Adventures on Wheels (WAW) was donated by founders Al & Kay Lamovec to the Highground and renamed "Camp Victory."

The development of Camp Victory, located in West-Central Wisconsin on 295-acres of primarily wooded land, has taken over 20 years. Many resources and thousands of hours of donated time and expertise have been provided. Camp Victory's original, primary purpose was to reach out to physically challenged civilian and veteran families and individuals to provide outdoor experiences free of charge. Camp Victory is designed to facilitate the healing process using God's creation as our doctor, nurse, and therapist. At Camp Victory, the goal is clear: To provide a safe environment for Veterans with PTSD and their families to connect, discuss their experiences, and continue to heal from the effects of serving our country.

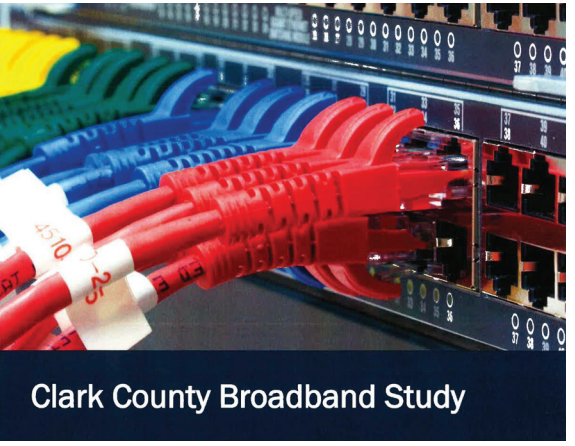
For Information: 715-225-0154 | [campvictory@thehighground.us](mailto:campvictory@thehighground.us)

## UNEMPLOYMENT RATE TRENDS

YEAR	ANNUAL RATE AVG	MONTH	CC 2021 RATES
2010	10.1	JAN	4.2
2011	8.1	FEB	4.9
2012	7.1	MAR	4.5
2013	6.9	APR	3.7
2014	5.8	MAY	3.0
2015	4.44	JUN	3.4
2016	4.1	JUL	3.1
2017	3.1	AUG	3.1
2018	2.8	SEP	2.5
2019	3.1	OCT	1.7
2020	5.5	NOV	1.5
2021	3.2	ANNUAL AVG	3.2

## COUNTY BROADBAND STUDY COMPLETED

WCWRPC & CCEDC&TB just completed and released the newest countywide Broadband Study dated 8/2/2021. The entire study can be found on our website. CCEDC&TB has led a countywide and regional team approach to solving our connectivity issues for well over 12 years. Solving our connection needs is crucial for our agriculture, telemedicine, education and so much more. Recently the Clark County Board has commissioned a committee to take a lead on moving forward. Along with the county we remain involved with the regional team and have just learned that the State of Wisconsin will assist the entire state by region/county on collecting speed data to help build a stronger additional base report for broadband providers to use as a jumping board to apply for funding to ramp up rural areas as well as urban.



Clark County Broadband Study