

Lincoln County Economic Development Corporation

2025-2026 Strategic Plan



**LINCOLN
COUNTY**
ECONOMIC
DEVELOPMENT
CORPORATION

Lincoln County Economic Development Corporation (EDC) has been supporting economic and community development in Lincoln County, WI, since 1999. An independent 501(c)(3) nonprofit, the Lincoln County EDC is focused on driving economic growth that elevates local communities and enhances economic well-being across the region. The EDC works closely with businesses, government entities, community organizations, and other likeminded stakeholders to identify and implement strategies that promote economic vitality.

Our Mission

*To enhance Lincoln County's economy
by strategically engaging resources, information, and relationships
to support thriving economic & community development*

Our Vision

*Lincoln County is Wisconsin's go-to place for abundant economic prosperity,
a vibrant quality of life, and stunning natural resources.*

Who We Serve

All current & aspiring businesses
and their employees located in
Lincoln County, WI.

Vital Partners & Stakeholders

- Lincoln County Government
- City of Merrill
- City of Tomahawk
- Merrill Area Development Corp. (MADC)
- Merrill Area Chamber of Commerce
- Tomahawk Regional Chamber of Commerce
- Tomahawk Main Street
- Centergy, Inc
- Grow North Regional EDC
- Wisconsin Economic Development Corp. (WEDC)

GOAL 1: Be the Primary Resource for Business Development in Lincoln County

- 1a:** Cultivate an environment that supports business innovation & entrepreneurship
- 1b:** Connect businesses to information and resources that will help them thrive
- 1c:** Identify opportunities to support the long-term success of current businesses
- 1d:** Help businesses pursue funding and other resources, including grants and loans

GOAL 2: Actively Support a Thriving Workforce Pipeline

- 2a:** Help employers access their desired quality and quantity of workers
- 2b:** Support high-speed broadband internet service installation & utilization across County
- 2c:** Pursue additional housing development options to meet the local workforce need
- 2d:** Participate in efforts to expand childcare access for Lincoln County employees

GOAL 3: Serve as the Voice & Advocate for Economic Development in Lincoln County

- 3a:** Collaborate with local governments on economic development activities
- 3b:** Engage with state and federal elected officials and staff on economic issues
- 3c:** Partner with other economic development organizations (EDOs) to share information & education related to economic development

GOAL 4: Secure Sufficient Funding Sources to Reliably Achieve & Sustain EDC Goals

- 4a:** Transition to a 501(c)3 nonprofit status to better align with the EDC's actual activities & increase opportunities for securing additional funding
- 4b:** Grow the pool of EDC investors to include both public and private contributors
- 4c:** Incorporate grant funding into the EDC income stream

Key Organizational Initiatives & Activities

- Regional business retention and expansion
- Annual Lincoln County Economic Summit
- Rural Entrepreneurial Venture Program (Merrill)
- Lincoln County Broadband Commission
- Member of Lincoln County Childcare Committee
- Merrill Revolving Loan Fund Administration
- WEDC Economic Partner for Grant & Loan Programs
- Central WI Economic Development (CWED) Fund

LEARN MORE!

LincolnCountyEDC.org

(715) 390-0747 (call/text)