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JEFFERSON COUNTY

2025 YEAR IN REVIEW

PRESENTED BY THRIVE ECONOMIC DEVELOPMENT

Jefferson County is entering 2026 with strong, measurable economic momentum. Over the past year, coordinated investments in industry, infrastructure and housing have positioned the county for continued growth.

Here's a look at key developments that shaped 2025 and what they signal for the future.

Building Infrastructure for Future Neighborhoods

The year began with a major housing milestone as the **City of Fort Atkinson** broke ground on infrastructure for the Ridge View Estates subdivision. Roads, utilities and site preparation work set the stage for new residential development, helping ensure that future workers can find homes close to employment centers.

This early-year investment signaled a theme that would continue throughout 2025: growth supported by thoughtful planning.



Biomanufacturing Expands with Onego Bio Announcement

In March, Jefferson County took another step toward becoming a national leader in food innovation when **Onego Bio** announced plans to locate its flagship manufacturing facility at the Food & Beverage Innovation Campus. The company will produce Bioalbumen®, a precision-fermented egg protein that delivers the same taste and functionality as conventional eggs.



Habitat for Humanity Breaks Ground in Fort Atkinson

Housing access took another step forward in April as **Habitat for Humanity of Waukesha - Jefferson - Rock** broke ground on new homes in Fort Atkinson.

The project supports working families and strengthens neighborhoods.



Enactus Earns National Championship

UW-Whitewater's **Enactus** team, comprised of more than 20 students, faculty and staff, was named the 2025 Enactus USA champion in May.

Through its RenewTowns initiative, the team partners with Jefferson County communities to revitalize Main Streets by training entrepreneurs in marketing, finance and technology. The effort is sparking local collaboration and strengthening small-business growth.



Broadband Capacity Expands County-Wide

Strong digital infrastructure is essential for business growth. In June, **Spectrum** celebrated expanded gigabit broadband, mobile, TV and voice services throughout Jefferson County, improving internet reliability for employers, remote workers, schools and households.

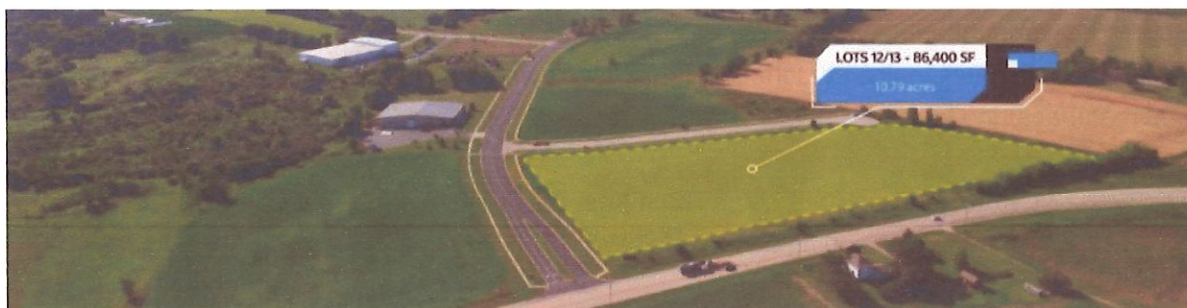
The expansion enhances both economic opportunity and quality of life by closing digital gaps and supporting future innovation.



New Spec Industrial Building Breaks Ground

In July, progress continued in Fort Atkinson as a new **speculative industrial building** broke ground at Klement Business Park.

Designed to meet pent-up demand, the project provides ready-to-occupy space for expanding companies and site selectors, a critical factor in winning competitive projects. It also signals strong investor confidence in Jefferson County's industrial market.



Cookout with Kikkoman

This summer, 650 people came together for **Cookout with Kikkoman**, a celebration of Japanese culture, food and friendship. It wasn't just an event; it was a statement. Jefferson County doesn't just welcome new businesses here - we embrace them.



First Live Local Development Fund Closing: Lumin Terrace

August marked a milestone in Jefferson County's housing strategy with the first project approved through the Live Local Development Fund (LLDF): **Lumin Terrace** in Watertown.

The 92-unit market-rate community is part of the Rock River Ridge neighborhood and will feature four two-story buildings offering one-, two- and three-bedroom apartment homes. The development is within walking distance of key amenities including the new 77,000-square-foot YMCA, The Collective community building and a planned city park, an intentional design that connects housing to community life.

The LLDF provides flexible, low-interest capital to close revenue gaps that often stall multi-family projects. By making developments financially viable, the fund accelerates creation of housing employers say is essential to recruitment and retention.



Abet Laminati

September brought another major manufacturing win when **Abet Laminati**, a global leader in decorative laminates, selected Johnson Creek as the site for its new North American headquarters and manufacturing facility.

The new 234,000 sq ft facility will consolidate Abet Laminati's North American operations, streamlining production, shipping and administration while creating a collaborative, modern workplace for up to 20 employees.



Nestlé Purina Celebrates Major Facility Expansion

October marked a milestone for one of Jefferson County's longest-standing employers as the **Nestlé Purina** Jefferson factory celebrated a major expansion. The expansion, valued at more than \$355 million, added a production line and more than 120 new jobs, strengthening both local employment and the company's manufacturing capacity.

The Jefferson plant has operated for more than 115 years. As one of the county's anchor employers, Purina's investment demonstrates long-term confidence in the workforce, logistics network and business climate of Jefferson County.



V&V Supremo Invests in the Food & Beverage Innovation Campus

December capped the year with a milestone announcement as **V&V Supremo® Foods**, a family-owned producer of authentic Mexican cheese, chorizo and cremas, purchased 39 acres in the Jefferson County Food & Beverage Innovation Campus. The company plans to construct a state-of-the-art production facility, supporting continued growth and expanding its national distribution footprint.

The investment represents the full build-out of the campus, strengthening county's position as a premier hub for food and beverage manufacturing and innovation.



Aligned Leadership: The Competitive Advantage

Throughout 2025, Jefferson County's progress was driven by collaboration among public and private partners. We are intentional about planning, infrastructure and partnerships, so when opportunity knocks, our communities are ready.

The shared approach of readiness, speed and partnership continues to define the county's economic strategy. What's in store for 2026? Stay tuned!

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