

MADISON REGION  
ECONOMIC PARTNERSHIP

2016

STATE OF THE MADISON  
REGION REPORT &  
**ADVANCE NOW**  
STRATEGY UPDATE



# // In a State of Advancement

The *Advance Now* Strategy has been a game-changer for the Madison Region and for our organization. When we first began implementation of this five-year strategy in 2013, we knew it carried significant potential to transform how we deliver economic development in this eight-county region. And yet, there's no way we could have predicted the milestones we would have achieved three years later.

The year 2015 brought tremendous outcomes, from earning the federal government's Investing in Manufacturing Communities Partnership designation, to spearheading the creation of a new consortium around our games development industry, to establishing global trade partnerships through the Americas Competitiveness Exchange. These successes, plus many more outlined throughout this report, are a manifestation of the tangible action plans outlined by the *Advance Now* Strategy.

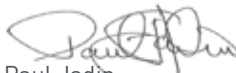
These results are only realized through constant collaboration with our many public and private sector partners who have a stake in economic development. We know that we are stronger working across municipal and county boundaries, and we are committed to ongoing cooperation with the individuals and organizations who help drive our collective success.

While we are proud of the accomplishments we have realized over the last 12 months, we know that the critical work of economic development is never done. These efforts demand endurance, consistency, and long-term vision. The Madison Region is positioned for continued growth, and MadREP is committed to catalyzing this growth through our ongoing implementation of the *Advance Now* Strategy.

Thank you to our many partners, investors, supporters, and friends. We are honored to serve alongside you as we shape a stronger economy for the Madison Region.



John Larsen  
Chair, MadREP Board of Directors



Paul Jadin  
President, MadREP



**MadREP received the Wisconsin Economic Development Association's Organizational Excellence Award at the 2016 Governor's Conference on Economic Development. This statewide award recognizes an organization that has played a critical role in growing its service area through community, economic, and workforce development efforts.**

## // Advance Now: Madison Region's Strategy for Economic Growth

The *Advance Now* Strategy is the Madison Region's comprehensive blueprint for economic development in the five-year period of 2013-2017. MadREP is the lead implementation agent behind this five-plank platform, which includes economic competitiveness, innovation & entrepreneurship, human capital, marketing, and leadership & diversity.

*Advance Now* was developed in 2011-2012 based on research gathered through a Competitive Assessment and Target Cluster Analysis, as well as feedback from 2,000+ regional leaders and citizens. A 24-member Strategy Committee oversaw development of the strategy, which was facilitated and written by the leading economic development consulting firm Market Street Services.

In early 2013, MadREP convened five workgroups tied to each of the *Advance Now* goals who helped steer early implementation of the strategy. With continued input from workgroups and steering committees, MadREP and its partners are implementing *Advance Now* to strategically position the region to take advantage of and grow economic opportunities.

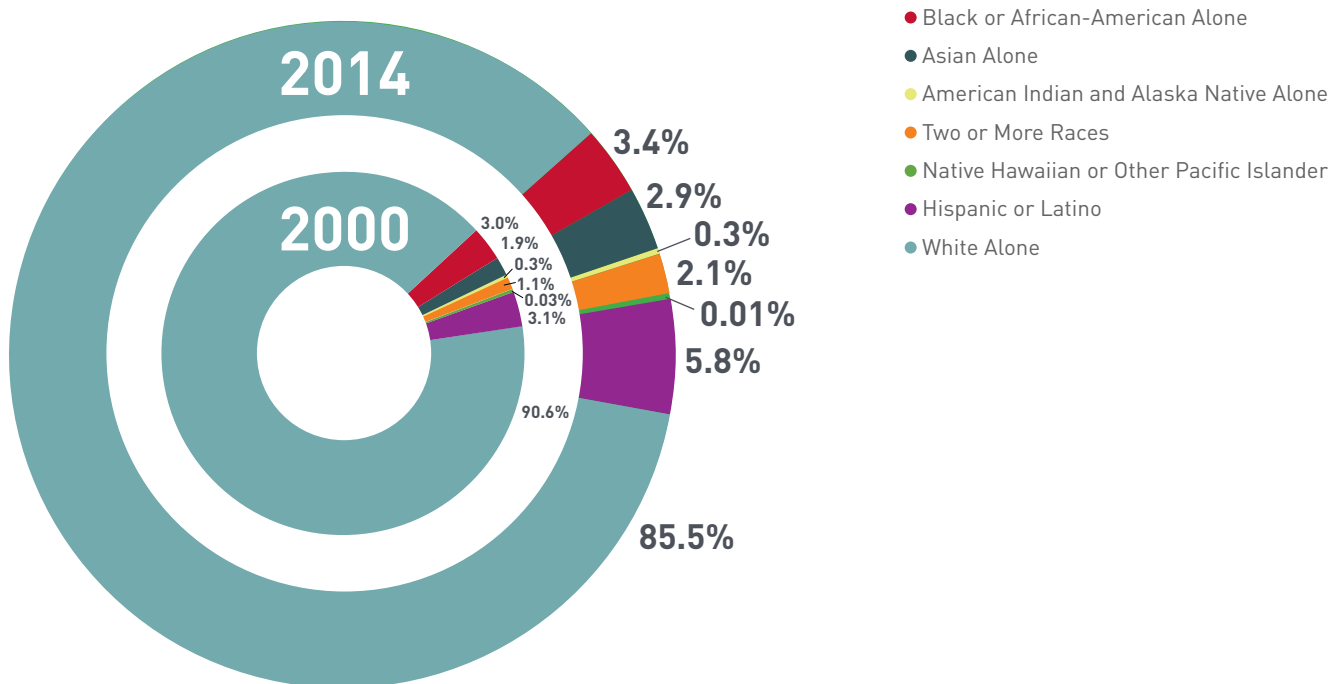
**Learn more and read the strategy at [madisonregion.org/advance-now](http://madisonregion.org/advance-now).**

 **ADVANCE NOW**  
Madison Region's Strategy for Economic Growth

// Our annual State of the Madison Region Report provides a snapshot of the economic performance of the eight-county Madison Region. View more data on our interactive dashboard at [madisonregion.org/data](http://madisonregion.org/data).

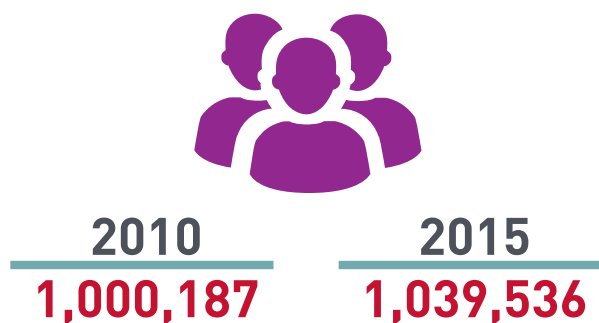
## Madison Region Population by Race

Source: U.S. Census, American Community Survey 5-Year Estimates



## Madison Region Population Estimate

Source: U.S. Census Bureau, 2010 Census, Annual Estimates of the Resident Population



## Annual Unemployment Rate

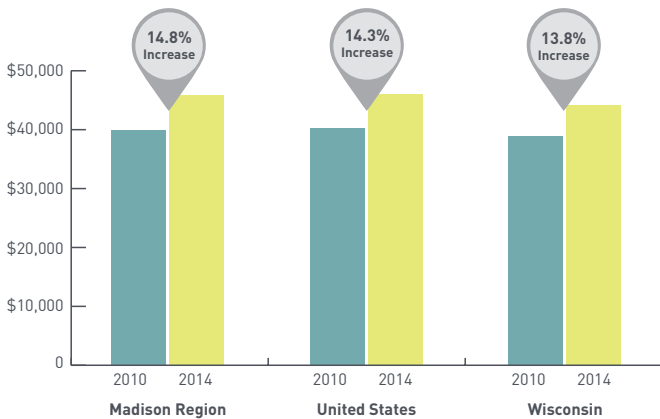
Source: U.S. Bureau of Labor Statistics, Current Population Survey, Local Area Unemployment Statistics

	Madison Region	Wisconsin	United States
2010:	7.6%	8.7%	9.6%
2015:	3.8%	4.6%	5.3%



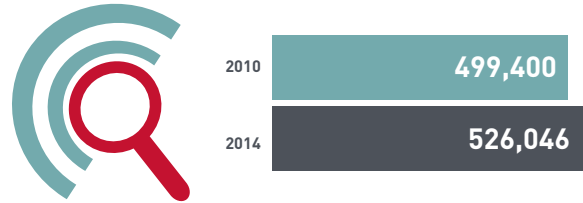
## Per Capita Personal Income

Source: Bureau of Economic Analysis



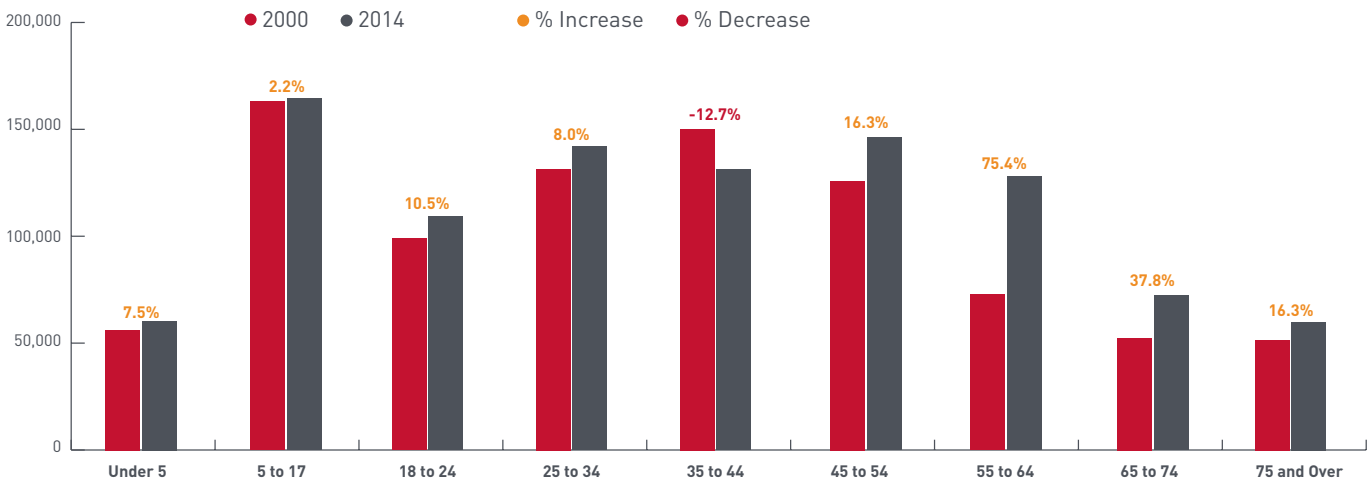
## Madison Region Total Employment

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages



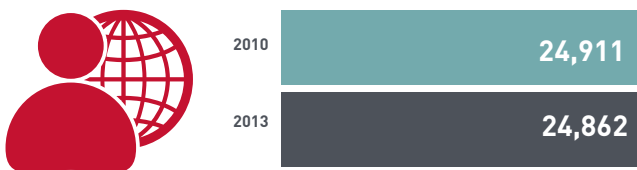
## Madison Region Age Distribution

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates



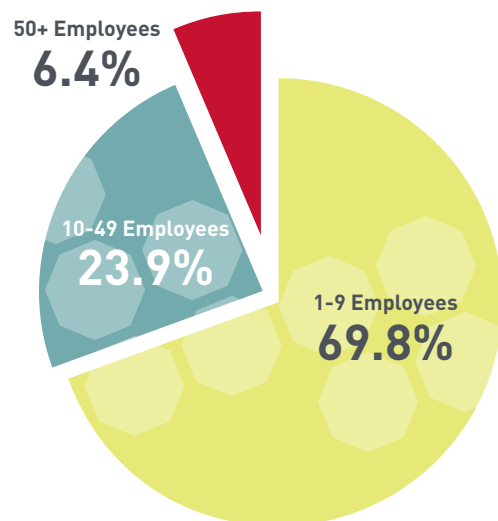
## Madison Region Total Establishments

Source: U.S. Department of Commerce, County Business Patterns



## Madison Region 2013 Establishments by Employment Size

Source: U.S. Department of Commerce, County Business Patterns



# // Economic Competitiveness and Innovation & Entrepreneurship

The Economic Competitiveness plank of the *Advance Now* Strategy calls for accelerating the Madison Region's position of leadership through a comprehensive approach to economic development. MadREP's current priorities within this plank center on three work areas—Investing in Manufacturing Communities Partnership, international business growth, and sector development—with a continuing focus on business retention, expansion, and attraction.

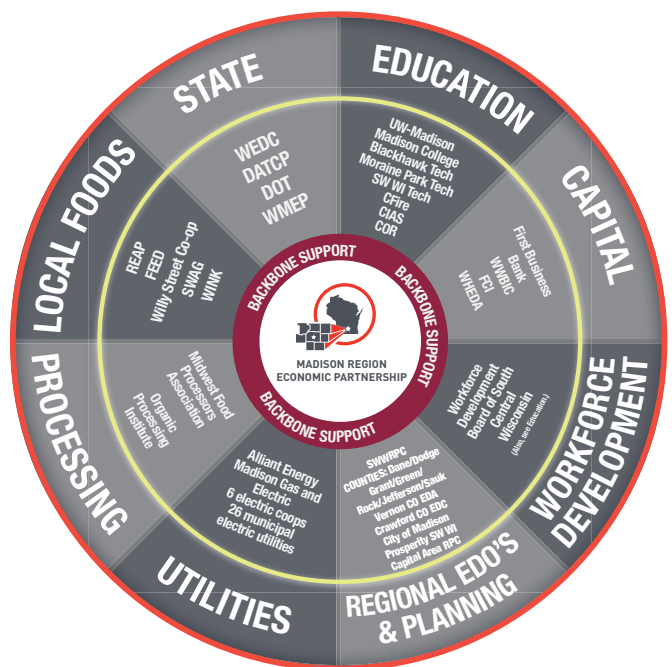
## Investing in Manufacturing Communities Partnership (IMCP)

In July 2015, U.S. Secretary of Commerce Penny Pritzker announced MadREP as one of 12 designees in the second round of the Investing in Manufacturing Communities Partnership (IMCP) initiative. Led by the U.S. Department of Commerce, IMCP is a multi-agency program designed to leverage economic development funds and accelerate the resurgence of manufacturing nationwide by supporting the development of long-term regional economic development strategies. MadREP applied for IMCP designation in the Agriculture, Food, and Beverage (AFB) manufacturing sector—an industry in which the region boasts historical, locational, and infrastructural advantages.

The IMCP region includes the eight-county Madison Region, augmented by six partner counties in southcentral and southwestern Wisconsin. As an IMCP designee, MadREP and its partners receive coordinated support over a two-year term to navigate federal resources from dedicated liaisons at 11 federal agencies, which combined have over \$1 billion available in economic development assistance. MadREP is now one of just 24 IMCP designees in the nation.

MadREP's IMCP application and comprehensive strategy included 30 projects spanning workforce and training, supplier network, infrastructure/site development, research and innovation, trade and international investment, and operational improvement and capital access. Since receiving the designation, the AFB Consortium of 85 partners has created two committees to take full advantage of federal resources. The IMCP Opportunity Committee is tasked with identifying potential opportunities for federal funding, while the Steering Committee reviews and prioritizes regional projects for submission. As of May 2016, the region has 14 potential IMCP projects in the pipeline for funding. Visit [madisonregion.org/imcp](http://madisonregion.org/imcp) for more information.

## Agriculture, Food & Beverage Consortium



## Educating Elected Officials

Michael Gay, MadREP's Senior VP of Economic Development, delivers training on economic development to elected officials through the Wisconsin Economic Development Association's ED101 program.

Over the past year, MadREP delivered ED101 training to the following communities:

- Beaver Dam
- Dodgeville
- Watertown
- Verona
- Columbus
- McFarland
- Waupun

ED101 trainings scheduled for 2016:

- Horicon
- Mayville
- Sun Prairie

# // Economic Competitiveness and Innovation & Entrepreneurship

## Growing Global Business Opportunities

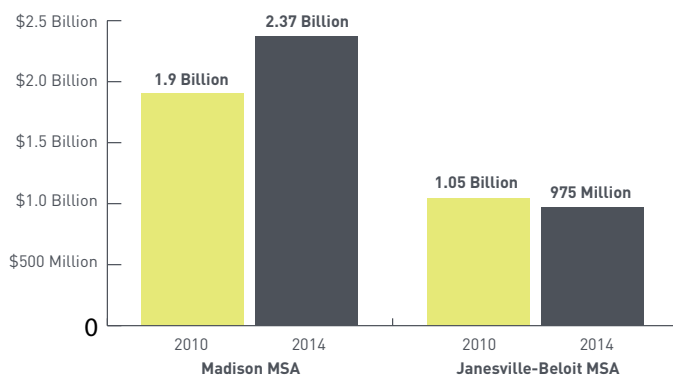


MadREP joins international delegates for the Americas Competitiveness Exchange in Córdoba, Argentina.

From Wisconsin to South America to Europe, MadREP's international efforts promote the region's assets globally and assist companies with accessing new markets around the world. In early 2015, the Madison Region was selected as a featured location for the Third Americas Competitiveness Exchange (ACE), enabling MadREP to showcase the region's innovation, research, agriculture, trade, and entrepreneurship assets during a two-day tour for 50 foreign delegates. Following this successful event, MadREP represented the Madison Region at the Fourth ACE tour in Córdoba, Argentina in early 2016. Among just five delegates from the United States selected for the tour, MadREP President Paul Jadin and Senior VP of Economic Development Michael Gay promoted international trade and established global partnerships between Argentina and the region, and also shared best practices of economic development initiatives that strengthen innovation and entrepreneurship ecosystems.

## Annual Trade Exports

Source: International Trade Administration, Metropolitan Export Series



MadREP increasingly leverages international trade ventures and trade shows as prime opportunities to promote the region globally. In February 2016, MadREP attended Wisconsin Economic Development Corporation's (WEDC) trade venture to Mexico, having recruited two regional companies to participate in the trip. Both Gaskets, Inc. from Rio and Mueller Sports Medicine from Prairie du Sac came away from the trade venture with new export opportunities and business relationships. In April 2016, MadREP participated in the Hannover Messe Trade Show in Germany—the world's leading trade show for industrial technology. In partnership with SelectUSA and WEDC, MadREP marketed the region's advanced manufacturing industry and related companies to foreign direct investment prospects.

In further commitment to growing global business opportunities, MadREP maintains strong partnerships with WEDC, Madison International Trade Association, Wisconsin Department of Agriculture, Trade and Consumer Protection, and Wisconsin Manufacturing Extension Partnership (WMEP). MadREP's collaboration with WMEP has yielded increased participation in the ExporTech™ program through our targeted recruitment of Madison Region businesses. The region's first ExporTech™ program kicked off in October 2015, graduating five businesses, and a second program is underway in Spring 2016. Graduating businesses report increases in international sales averaging \$600,000–\$900,000 within 12 months of completing the ExporTech™ program.

## Growing Our Own

Business Retention & Expansion (BRE) initiatives are foundational to MadREP's efforts to grow the region's economic competitiveness. Our BRE outreach goals include building relationships and fostering communication with key employers; identifying and addressing company needs; assisting with growth opportunities; and identifying potential businesses to recruit to the region that would support existing businesses.

In 2015, MadREP launched an online BRE survey designed to supplement the BRE initiatives of our many partners across the region. The survey yielded 250 responses that are being used to inform MadREP's activities. MadREP intends to launch a second survey in September 2016, with the goal of completing 600 BRE surveys by year's end through the work of both MadREP and our partners. Also in 2016, MadREP will support the implementation of two Community Blueprints—a coordinated 1-2 day outreach to a community's businesses by volunteers who ask and report on 3-4 key BRE questions.



## // Economic Competitiveness and Innovation & Entrepreneurship

### Strengthening Target Sectors

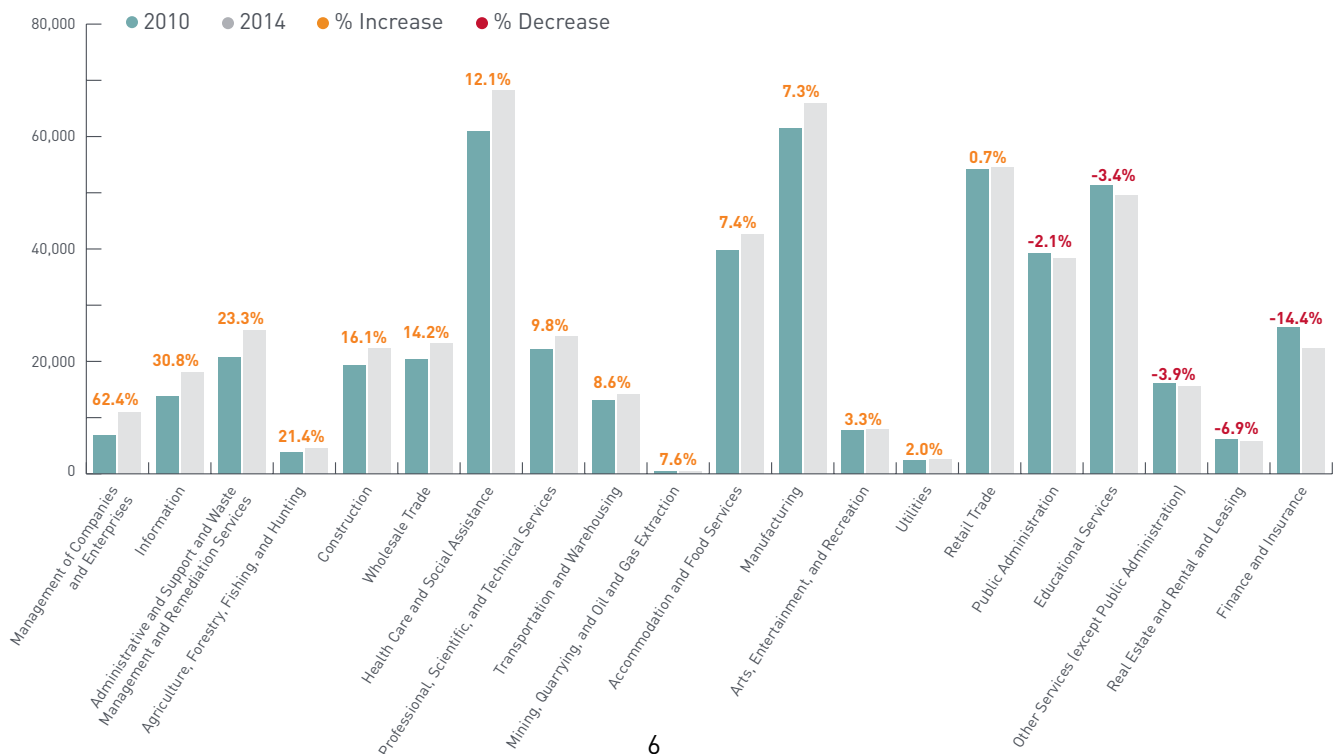
MadREP is committed to strengthening the region's target industries identified by the *Advance Now* Strategy. With a sophisticated vision for the development and implementation of future sector-related initiatives, MadREP has partnered with the University of Wisconsin-Extension's Center for Community and Economic Development on a joint research and educational partnership to create detailed analyses for the following five industry clusters: information technology, advanced/precision manufacturing, life sciences/medical devices, healthcare, and bicycling. (An analysis for the agriculture, food & beverage industry was completed in 2015.)

These cluster assessments intend to provide up-to-date and in-depth analyses that identify the unique strengths and weaknesses facing each cluster. Not intended to be merely descriptive in nature, these industry cluster analyses will also:

- Assist in the identification of actionable initiatives that support and grow each industry cluster;
- Support the development of MadREP's subsequent five-year strategic plan;
- Identify key performance indicators to measure cluster development efforts; and
- Support broader industry sector and cluster development efforts throughout the state.

### Madison Region Employment by Industry

Source: U.S. Census, Quarterly Workforce Indicators



### Establishing Centers of Excellence

MadREP is dedicated to establishing industry-focused Centers of Excellence (CoE) in the Madison Region. These CoEs will function as shared entities that provide leadership, best practices, and resources for a particular industry. With MadREP's facilitation, two Madison Region entities have pursued CoE status and financial assistance. StartingBlock Madison has secured just under \$800,000 in funding from WEDC for the creation of an information technology CoE. The Wisconsin Center for Dairy Research (CDR) has submitted a state funding request for CoE status and is leveraging the region's IMCP designation to connect the CDR with capital expenditures, programming, and R&D through federal resources. Finally, MadREP is working to employ the IMCP designation to obtain federal funding for the future Madison Public Market (MPM), coordinating relations with the City of Madison, the Economic Development Administration, and the U.S. Department of Agriculture.

### Attracting New Business

MadREP staff is a lead agent in attracting businesses to the region, providing professional, customized responses to Requests for Information from businesses considering (re)location in the Madison Region. In 2015, MadREP managed 32 site location requests plus another six as of May 2016, with three of them yielding new job creation in the region.



## // Economic Competitiveness and Innovation & Entrepreneurship

MadREP supports the region's Innovation & Entrepreneurship (I&E) ecosystem by focusing on four primary goals in alignment with the *Advance Now* Strategy: developing entrepreneurial spaces, connecting entrepreneurs with mentors, expanding access to capital, and building resources and networking opportunities.

### Driving Start-Up Success through Direct Assistance

With the technical and financial expertise to help start-ups succeed, MadREP staff has provided direct business assistance to 33 start-up companies since the beginning of 2015. Our services include review of pitch decks, business plans, and financials to ensure investor-ready proposals; introductions to investors, mentors, and/or customers; assistance with debt or public financing; complete CFO service packages; and access to marketing opportunities.

#### Start-Up Spotlight

Co-founded by Kurt Wedig and Dan Parent in 2011, Mt. Horeb-based oneEvent Technologies (OET) uses cloud-based technology to enhance fire and safety protection systems. MadREP's Enterprise Development Director Craig Kettleson has made a direct impact on this start-up's success, having introduced its co-founders to investors and industry partners, reviewed company financials, and helped recruit a key senior staff member. OET closed on a \$1.5M Seed Series I equity round in 2014-15 and is working on closing a \$2.5M Seed Series II round by June 2016. This round will allow OET to complete beta testing of its product and officially enter the commercial marketplace.

### Leading the Way in Games Development



Recognizing the critical mass of games companies in the Madison Region, MadREP hosted the first meet-up of the games industry during Forward Fest in August 2015. Out of this meeting grew the Madison Games Alliance (MGA), a group consisting of small independent and large AAA studios that operate in the region. The MGA seeks

to address industry concerns regarding workforce and access to capital, and is also assessing the feasibility of developing a games Center of Excellence. In addition to helping form the MGA, MadREP has accelerated the region's game development industry by assisting with the first angel and venture capital event for gamers, connecting studios with international marketing and development opportunities, and providing business planning assistance to start-up studios.

### Supporting Places: Accelerators and Makerspaces

The Madison Region is home to many physical spaces and entities that support entrepreneurs including gener8tor, a business accelerator ranked among the nation's top 15 programs of its kind. MadREP is collaborating with gener8tor to develop new ag-tech and IT programming in the region and has also assisted gener8tor with the marketing of the gBETA program, a free business training program designed to nurture young companies with ties to Wisconsin universities. MadREP is also working with Sector67 to develop a strategy for funding new technology programming that the makerspace plans to offer once it relocates.

### Madison Region Patents

Source: U.S. Patent and Trademark Office, Patent Statistics Reports

Madison Region	Wisconsin
<b>2010: 494</b>	<b>2010: 1,815</b>
<b>2013: 550</b>	<b>2013: 2,025</b>

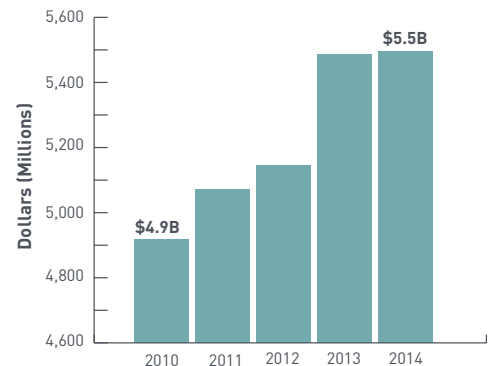
### Madison Region Total % of Wisconsin

**27.2%**

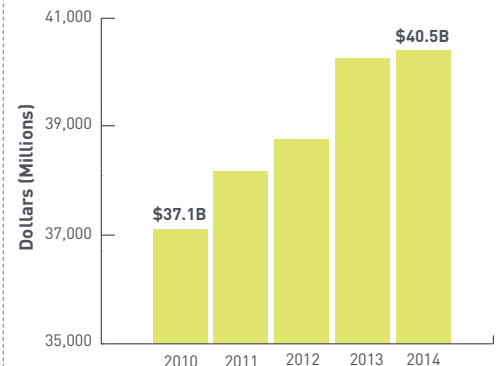
### Real Gross Domestic Product

Source: U.S. Department of Commerce, Bureau of Economic Analysis

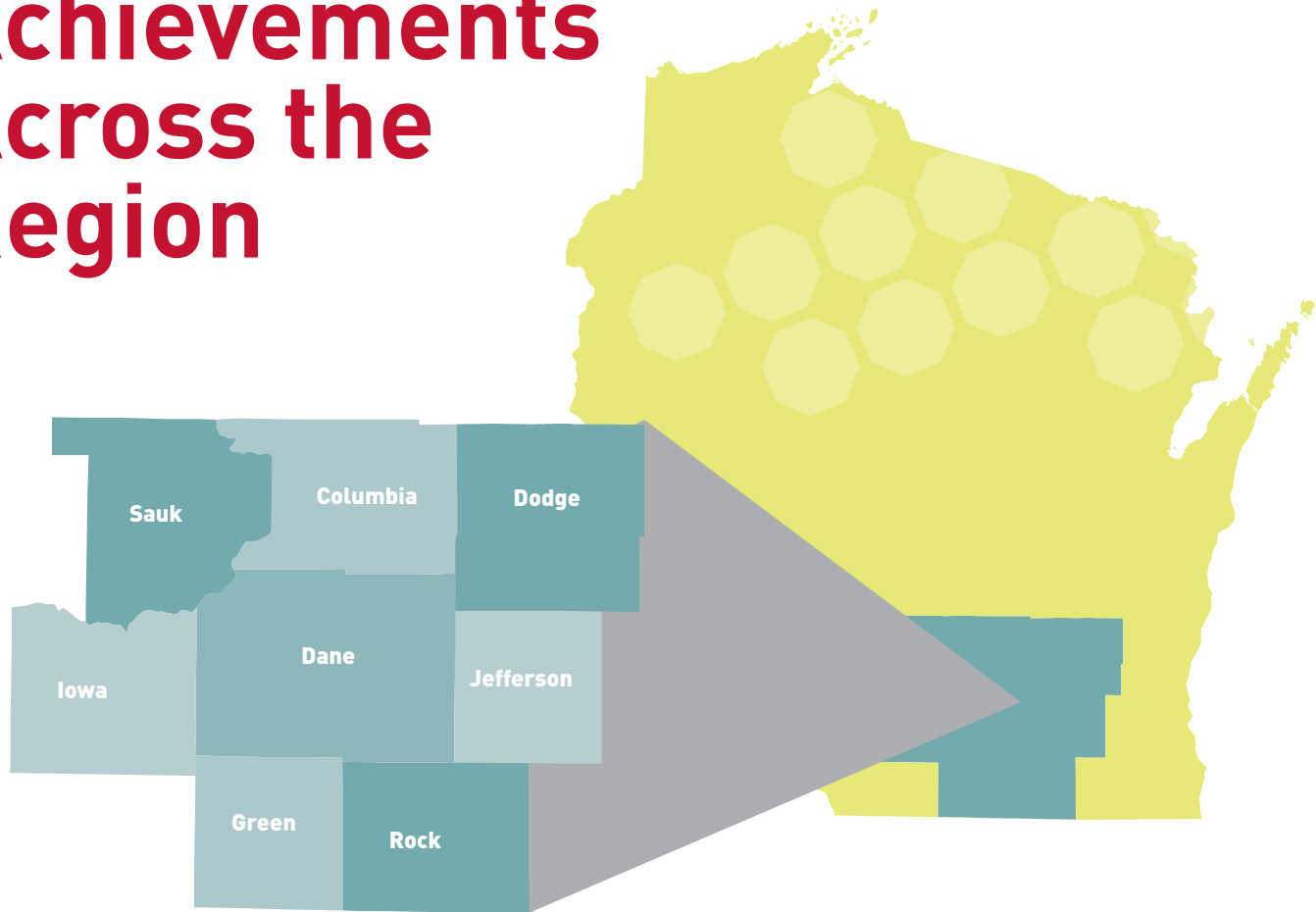
#### Janesville-Beloit MSA



#### Madison MSA



# // Achievements Across the Region

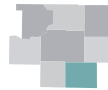


## Dane County



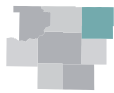
As the urban center of the Madison Region, Dane County is home to major cultural and economic assets that drive the region's economy. In the past year, expansions were reflective of the region's leading industries. Manufacturers expanded throughout the county, including Guardian Industries, Thermal Spray Technologies, and Madison Kipp-Corp in Sun Prairie, and Sub-Zero and Saris Cycling in Fitchburg. This sampling of projects add up to over 750,000-square-feet of new manufacturing space. Promega in Fitchburg and United Vaccines in Verona helped grow the life sciences industry with investments in R&D and biopharma facilities, as did Exact Sciences with a 50,000-square-foot laboratory expansion in Madison and the announcement of a headquarters expansion at University Research Park. Advancing the IT industry, Epic Systems Corporation maintains rapid growth, adding 1,500 new employees in 2015 at its ever-expanding campus of 950 acres in Verona. The region's agriculture industry welcomed Canada-based The Little Potato Company to DeForest for its first U.S. facility, which will employ nearly 130 when fully operational. Adding to the vitality of the region, Waunakee received the Arts in the Community award for its Creative Economy Initiative. Finally, the start-up scene continues to flourish with the development of Madison's Capital East District—which will soon house the entrepreneurial hub StartingBlock Madison—and the ongoing success of young companies focused especially in IT, healthcare IT, and games development.

## Rock County



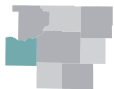
Rock County welcomed a steady stream of new and expanding businesses. In Janesville's East Side Business Park, A.M. Castle opened a 208,000-square-foot processing facility; IPM Foods inked a long-term lease for a 150,000-square-foot building; and Gallina USA added 40,000-square-feet to its footprint. Technology firms Foremost Media and SASid plan expansions in Janesville's Central Business District, and SC Aviation will expand its air charter operations at the Southern WI Regional Airport. Meanwhile, the Nuclear Regulatory Commission approved SHINE Medical Technology's plans for its isotope manufacturing facility near Dollar General's one-million-square-foot distribution center in Janesville's Certified in Wisconsin® business park. In Beloit's Gateway Business Park, Pratt Industries opened its 350,000-square-foot corrugated box manufacturing plant; Chicago Fittings relocated from Illinois to a 30,000-square-foot production facility; and NorthStar Medical Radioisotopes began operating at its 32-acre multi-phased development. A notable expansion by FatWallet and the launch of the Irontek incubator at the Ironworks Campus fueled downtown Beloit. Other firms relocating from Illinois, such as Comply365 and AccuLynx, are growing the technology and business services sector. In response to the county's strong market, three new Class A industrial/warehousing buildings were announced. These projects position Rock County to leverage its pacesetter logistical location along the I-39/90 corridor, which will become even stronger with the highway expansion project underway. The county's infrastructure will be further enhanced by Alliant Energy's Town of Beloit Riverside Energy Campus expansion.

## Dodge County



Dodge County celebrated a major expansion of John Deere Horicon Works, which broke ground in October 2015 on a 400,000-square-foot addition to its existing manufacturing facility in Horicon. The expansion is projected to create 80 new full-time jobs by early 2017, adding to the 1,100 people already employed at this location. An anchor company of the county, John Deere Horicon Works was also the location for an educational program on exporting for Dodge County bankers, attorneys, accountants, and executives. With speakers from Wisconsin Manufacturing Extension Partnership and MadREP, attendees walked away with increased knowledge about global economic and demographic trends and resources available for increasing export sales. Keeping a continued eye toward growth, Dodge County expanded its economic development capacity through the hiring of full-time economic development professionals for the City of Horicon and City of Waupun, which are planning the county's first economic summit in June 2016. The event will be followed by Economic Development 101 training from MadREP staff.

## Iowa County



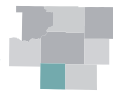
Vortex Optics is moving dirt in Barneveld's industrial park as it builds a new 206,000-square-foot headquarters that will be home to an estimated 150 employees. Plans for additional development on approximately 100 acres of land already purchased by Vortex are also under consideration. A local favorite—Bob's Bitchin' BBQ—contributed to the growth of Dodgeville, relocating to a renovated historic downtown building that provides nearly double the space, increases its retail presence, and allows for additions to staff. The cheesemaking industry garners big wins in Iowa County, with top honors going to Arena Cheese in the Colby category and a brick cheese from Mill Creek Cheese recognized as overall first runner up at the 2015 U.S. Championship Cheese Contest. With assistance from the Iowa County Revolving Loan Fund and the Southwest Wisconsin Regional Planning Commission Loan Fund, Highland welcomed Alphabet Academy, its first fully licensed group childcare center.

## Sauk County



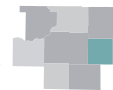
Sauk County Development Corporation's (SCDC) board of directors embarked on a strategic planning and visioning process that led to a decision in late 2015 to transform SCDC from a quasi-governmental entity into a private-public partnership, with the majority of its board members representing the private sector. A transition team is enacting these recommendations and intends to recruit board members, investors, and an executive director throughout 2016. Amidst these changes, SCDC held its annual Fall Leadership Forum focused on attracting and retaining young talent and celebrated its 40th anniversary in February 2016. Across Sauk County, many employers added staff in 2015. In Baraboo, the plastic fabrication company Flambeau grew its staff of 570 by 10 percent, while Teel Plastics added 40 jobs to increase its labor force to 258. As hiring continues to rise, UW-Baraboo/Sauk County is keeping pace with workforce demand with the completion of many new facility improvements and expansions, including a new \$5 million science building with renovated lab and classroom spaces.

## Green County



Major employer Colony Brands grew its footprint in Green County with the expansion of its Design Center facility on Monroe's west side, scheduled to be complete in spring 2016. With the addition of 65,000-square-feet, Colony Brands will be able to bring together over 225 of the company's merchandising, design, inventory, creative, and quality assurance staff under one roof. Klondike Cheese Company's award-winning feta cheese got a boost with a 22,000-square-foot expansion that allowed the company to add another brine tank to its feta plant. With the move of a few existing packaging lines into the new addition, efficiency and employee comfort on those lines have increased. Contributing to the county's growth, Precision, Drive & Control (PDC) completed construction on a new 13,000-square-foot building for its electrical construction and automation divisions alongside its business offices and sister company A-1 Electric.

## Jefferson County



Global manufacturer TREK Bicycle Corporation opened the doors to a new Wisconsin distribution center in Johnson Creek in late 2015. The 300,000-square-foot building with convenient access to I-94 and State Highway 26 serves as a distribution hub for bicycles and parts for TREK dealers throughout the world. In Watertown, Fisher Barton opened its state-of-the-art Technology Center, continuing the company's legacy of innovation and cutting-edge technology. With three locations, Fisher Barton has been a fixture in Watertown since the early 1970s. Jones Dairy Farm, another company deeply rooted in Jefferson County, will increase production capabilities through expansion and renovation of the former McCain Foods plant. When completed, the new space will provide over 155,000-square-feet of floor area for production. In early 2016, Jefferson County Economic Development Consortium (JCEDC) and Watertown Economic Development Organization announced their intention to pursue a merger under the auspices of the JCEDC, which aims to increase economic development capacity while eliminating duplication of efforts.

## Columbia County



The City of Portage welcomed manufacturer Loggerhead Deco, relocating from Illinois after researching many communities along the interstate corridor. The Columbia County Economic Development Corporation (CCEDC), the City of Portage, and WEDC connected Loggerhead Deco with state and county funding that helped bring the expanding company to Portage. The maker of frosted and decorative containers for beer, wine, and liquor already boasts many local wineries as clients, and will soon have 30 employees—a number that is expected to grow. Fall River Foundry will add 60,000-square-feet and 50 new jobs as it consolidates its machining operations in Milwaukee with its manufacturing operations in Fall River. Also expanding is St. Gobain, a French high-performance materials company making mostly medical devices at its Portage plant that will grow its facility by nearly 50,000-square-feet, creating as many as 120 new jobs. The CCEDC's Columbia County Silent Sports Trails Committee developed bike loops that connect the county's communities, with signage for all routes and printed bike loop maps. With funding from the Workforce Development Board, CCEDC continues its human capital efforts through career fairs and company tours that allow students to learn about regional businesses and career opportunities.

# // Human Capital

## Building our Region's Workforce Pipeline: Connecting Students with Opportunity



Heeding the call from business partners and educators across the region to help build bridges from school to career, MadREP and its workforce development partners launched the Inspire Madison Region initiative in 2015. Built as an add-on to Career Cruising (the software program selected by the Wisconsin Department of Public Instruction for career exploration by school districts across the state),

Inspire takes the additional step of connecting local students with experiential learning opportunities and career coaches at local businesses. Inspire Madison Region features career development tools and workforce data synchronized in a seamless system where educators, students, and parents can connect efficiently and effectively, helping to match students with growing career opportunities in our region.

The 2015-2016 academic year was the pilot year for this initiative, and the response has been very positive and encouraging. Over the next two years, the Inspire Madison Region initiative will be made available to all school districts in the region. Companies interested in connecting with their future workforce in schools across the region are encouraged to register at [www.inspiremadisonregion.org](http://www.inspiremadisonregion.org).

### Inspire Madison Region: By the Numbers



**14** active school districts (with access in an additional 20)

**100** career coaches

**100** participating employers

**370** experiential learning activity opportunities

**23,000** active student portfolios

Nearly **1,000** educators with active accounts

### Bringing Together Business and Education Leaders

MadREP's Business and Education Collaborative (BEC) brings together senior level leaders from the business community, K-12 school districts, post-secondary institutions, and workforce development partners in the Madison Region in a joint effort to help grow the top talent our region now requires, and will require, through a coordinated pipeline.

Representatives of the BEC meet every other month to address issues of common opportunity and/or concern and to share information among partners, including best practices. Intended outputs include the generation of actionable efforts by BEC partners.

#### Areas of focus identified for BEC action:

1. Foster understanding of businesses' workforce needs and education's ability to respond
2. Articulate to legislators the value of education to the workforce pipeline
3. Build bridges between business and education

#### MadREP BEC Members include representatives from:

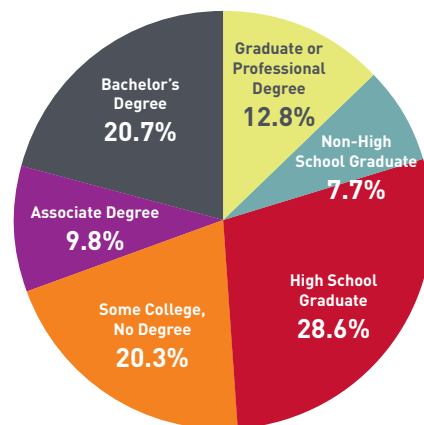
- 14 Private Industries
- 10 K-12 School Systems
- 4 Technical Colleges
- 1 Private College
- 2 Workforce Development Boards
- Wisconsin Department of Workforce Development
- UW-Madison & UW System
- Wisconsin Manufacturing Extension Partnership
- Wisconsin Manufacturers & Commerce
- Wisconsin Association of Independent Colleges & Universities

"At Colony Brands, we are very interested in programs such as Inspire. We look for opportunities to strengthen the relationships between business and education. We see Inspire as a great program to help us facilitate these discussions with educators and students. Our goal is to expose students to a variety of careers through programs like Inspire. We also believe we have talented individuals within the company who can help students with career coaching and achieving their goals. We see programs like Inspire as a win-win for all parties involved."

*Tim Wolff, Executive Director of Human Resources, Colony Brands, Inc.*

### Madison Region 2014 Educational Attainment (Population Age 25 and Over)

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates



# //Marketing

## Telling the Madison Region's Story

In keeping with the *Advance Now* Strategy's directive to tell the Madison Region's story, MadREP continues implementation of a multi-channel marketing campaign targeted at site selectors, corporate executives, and other key business decision makers.

In June 2015, MadREP hosted the region's first-ever familiarization tour for site selection professionals from the Omaha, Richmond, and Chicago markets. Visiting the region for a two-day tour of our business and economic development assets, the site selectors commented frequently on the region's remarkable knowledge economy, noting that our high-tech industries are more advanced than our peer regions. This familiarization tour changed their impressions of the Madison Region and paved the way for a second familiarization tour in Summer 2016 with a new cadre of site selectors.

MadREP's website continues to attract an increasing stream of visitors from across the country and world. Our interactive data dashboard with 25+ economic metrics is a top destination for website visitors and underwent an overhaul in early 2016 to become more user friendly and to include new peer regions that more accurately mirror the Madison Region's status as a leading hub for innovation and industry development. MadREP also adapted the website to be responsive to mobile devices.

Now in its third year of production, the *Madison Region Economic Development Guide* continues to serve as a catalyst for creating new leads and prospect inquiries. This multi-media marketing program is delivered through a print publication, as well as in digital form at the leading economic development website [businessclimate.com](http://businessclimate.com). The first two issues have been distributed to thousands of individuals and businesses, with a third issue released in May 2016 to further increase distribution and exposure.

MadREP's outreach to national media outlets is responsible for numerous headlines in such publications as *Forbes*, *Site Selection*, United Airlines' *Hemispheres Magazine*, and *Global Trade*. MadREP continues to partner with the online publication *Xconomy Wisconsin* to raise the profile of the Madison Region as a global player within innovation. Our advertising placements in targeted trade publications achieved 1.4 million impressions in 2015. Both our earned and purchased media pave the way for our targeted business attraction efforts within the region's leading industries.

## Region Gets Rave Reviews

**Madison: America's 20 Best Cities for Young Professionals, *Forbes*, 2016**

**Janesville-Beloit MSA: #3 Top Metro by Number of Projects, *Site Selection*, 2016**

**Waunakee: Top 10 Best Towns for Families, *Family Circle Magazine*, 2015**

**Sun Prairie: Top 10 Economic Cities, *Livability*, 2015**

**Monona: #2 Places to Start a Business in Wisconsin, *NerdWallet*, 2015**



**MadREP's marketing efforts have earned recognition two years in a row through the MidAmerica Economic Development Council's "Best in the Midwest" Marketing Awards. With both our annual report and electronic newsletters achieving this first place title, it is clear that our efforts to tell the Madison Region's story are effective and well-positioned.**



"Wow! What a great job the MadREP team did on the site selectors' tour. I was thoroughly impressed. The region has so many great assets, and I do hope we have the chance to work together soon."

- Chris Lloyd, Senior VP at McGuire Woods in Richmond, VA; Member of the Site Selectors Guild



# //Leadership & Diversity

## Creating Opportunity for Everyone

MadREP is committed to molding the Madison Region into a model for economic inclusion, recognizing the integral role that diversity plays within business and economic growth. Our continued partnership with the Urban League of Greater Madison (ULGM) and other community-based organizations is in direct response to the *Advance Now* Strategy's call to enhance regional collaboration in ways that improve opportunities for the region's diverse constituencies.

MadREP and ULGM's third annual Economic Development & Diversity Summit in 2016 built upon the previous two joint events in a collective commitment to advancing talent, opportunity, and growth for all the region's citizens. In weaving together the important conversations of diversity and economic development, the Summit has seen a steady increase in year-over-year attendance and has grown to nearly 500 participants from all eight counties.

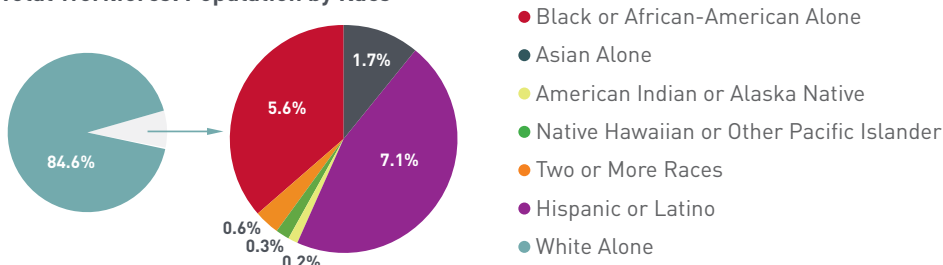
## Measuring Diversity to Help Build Success

Building on the success of its groundbreaking Workplace Diversity & Inclusion (D&I) Survey in 2015, MadREP launched its second D&I Survey in early 2016. As with the first edition, this year's survey was used to capture quantitative and qualitative data about workforce demographics, supplier diversity programs, and community engagement while providing companies with a vehicle to self-assess strengths and opportunities relative to diversity in their workforce. The inclusion of a diverse workforce is vital to the sustained economic growth of the region, and assessing the progress of diversity and inclusion efforts by Madison Region employers is a critical step in improving our practices.

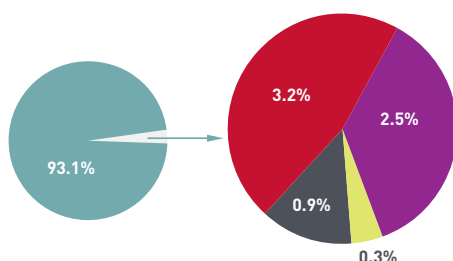
The survey was sent to a random sample drawn from 7,520 businesses with 10 or more employees between February – April 2016 and received 349 responses, for a confidence interval of plus/minus 5.12%. More than 90% of respondents based their answers on locations within the Madison Region, with representation from businesses in all eight of the region's counties. While companies of all sizes responded, 79% have fewer than 50 employees. Eighty percent of responding entities are for-profit and 10% are non-profit, with the remaining respondents from government or academia.

## Select Survey Findings

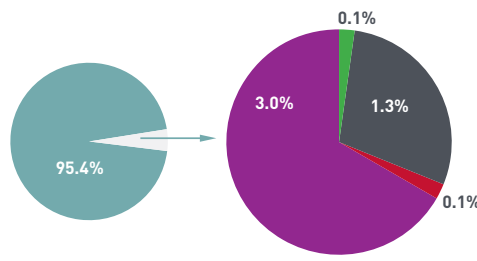
Total Workforce: Population by Race



Board of Directors: Population by Race



Top Level Leadership: Population by Race



# 86%

of respondents do not have a written diversity statement  
(separate and distinct from an EEO statement used for hiring purposes)

# 90%

of respondents do not have dedicated staff for diversity & inclusion efforts

# 81%

of respondents do not have workforce demographic goals

# 98%

of respondents do not have a supplier diversity program

# 67%

of respondents do not offer employees the option to formally self-identify their sexual orientation

*Note: These survey results are not intended as a complete representation of all Madison Region employers, nor do they capture results of all the questions presented in the survey. All responses are reported in the aggregate and are anonymous.*

The 2016 Madison Region Workplace Diversity & Inclusion Survey is sponsored by:



# // 2013–2017 Investors

Pledged as of May 1, 2016

## CORNERSTONE PARTNERS | \$50,000 AND OVER ANNUALLY



## ANCHOR PARTNERS | \$25,000–\$49,999 ANNUALLY



## SUSTAINING PARTNERS | \$10,000–\$24,999 ANNUALLY



### SUPPORTING PARTNERS

#### \$5,000–\$9,999 annually

Cambridge State Bank/Bank of Poynette  
CUNA Mutual Group  
First Weber Group  
GE Healthcare  
The Gialamas Company  
J.H. Findorff & Son  
Johnson Bank  
Kraemer Brothers, LLC  
Madison College  
Miron Construction  
North Central Group  
RDC National, Inc.  
Stafford Rosenbaum LLP  
Stark Company Realtors  
Teel Plastics, Inc.  
UW Credit Union  
United Way of Dane County  
Webcrafters, Inc.

### OTHER PARTNERS

Agrace HospiceCare, Inc  
BioForward  
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EZ Office Products  
Flad Development & Investment Corp  
Great Dane Pub & Brewing Co.  
Great Lakes Higher Education Corporation & Affiliates  
Home Savings Bank  
Hooper Foundation  
Lerdahl Business Interiors, Inc.  
Magna/In Business Magazine  
Monroe Clinic  
Sara Investment Real Estate LLC  
Sergenian's Floor Coverings  
Smith & Gesteland, LLP  
Strang, Inc.  
The QTI Group  
Whyte Hirshboeck Dudek  
Workforce Development Board of South Central Wisconsin

### FEDERAL GOVERNMENT

U.S. Department of Commerce Economic Development Administration

### LOCAL GOVERNMENT

Dane County  
City of Evansville  
City of Fitchburg  
City of Madison  
City of Middleton  
City of Stoughton  
Town of Bristol  
Town of Primrose  
Town of Westport  
Town of Windsor  
Village of Brooklyn  
Village of DeForest  
Village of Marshall  
Village of McFarland  
Village of Oregon  
Village of Waunakee



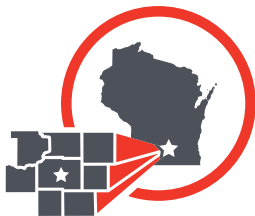
# //Board of Directors & Staff

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ECONOMIC PARTNERSHIP**

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