THE MADISON REGION:
AN ECONOMIC OVERVIEW

2012 MADISON REGION POPULATION BY RACE

- White Alone: 86.1%
- Black or African-American Alone: 3.4%
- Asian Alone: 2.7%
- Hispanic or Latino: 5.5%
- Other: 2.2%

2013 MADISON REGION POPULATION ESTIMATE

1,024,185

2012 EDUCATIONAL ATTAINMENT

(ADULTS AGE 25 AND OLDER)

- Madison Region
  - Non-High School Graduate: 12.3%
  - High School Graduate: 29.4%
  - Some College, No Degree: 20.7%
  - Associate’s Degree: 9.4%
  - Bachelor’s Degree: 17.5%
  - Graduate or Professional Degree: 10.6%
- United States
  - Non-High School Graduate: 14.3%
  - High School Graduate: 28.2%
  - Some College, No Degree: 21.3%
  - Associate’s Degree: 7.7%
  - Bachelor’s Degree: 17.9%
  - Graduate or Professional Degree: 10.6%

ANNUAL UNEMPLOYMENT RATE (NOT SEASONALLY ADJUSTED)

- United States: 7.4%
- Wisconsin: 6.7%
- Madison Region: 5.7%

1 Source: 2008–2012 American Community Survey, 5-Year Estimates
Our annual State of the Madison Region Report provides a snapshot of the economic performance of the eight-county Madison Region.

### 2011 BUSINESS ESTABLISHMENTS BY EMPLOYMENT SIZE

- 1-9 Employees: 70%
- 10-49 Employees: 23.8%
- 50+ Employees: 6.2%
- TOTAL ESTABLISHMENTS: 24,738

### 2009–2013 ANNUAL MEDIAN WAGE (ALL OCCUPATIONS)

- Janesville MSA: $29,590 (6.2%)
- Madison MSA: $33,100 (4.9%)
- Wisconsin: $34,000 (5.7%)
- United States: $35,000 (2.9%)

### 2008–2012 TOP 10 MADISON REGION INDUSTRIES BY CHANGE IN EMPLOYMENT

<table>
<thead>
<tr>
<th>Industry</th>
<th>2008</th>
<th>2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORMATION</td>
<td>13,863</td>
<td>15,823</td>
<td>14.2%</td>
</tr>
<tr>
<td>AGRICULTURE, FORESTRY, FISHING AND HUNTING</td>
<td>3,877</td>
<td>4,325</td>
<td>11.6%</td>
</tr>
<tr>
<td>UTILITIES</td>
<td>2,175</td>
<td>2,341</td>
<td>7.6%</td>
</tr>
<tr>
<td>WHOLESALE TRADE</td>
<td>22,474</td>
<td>24,090</td>
<td>7.2%</td>
</tr>
<tr>
<td>ADMINISTRATIVE AND SUPPORT/WASTE MANAGEMENT/REMEDiation SERVICES</td>
<td>22,743</td>
<td>24,213</td>
<td>6.5%</td>
</tr>
<tr>
<td>HEALTH CARE AND SOCIAL ASSISTANCE</td>
<td>63,701</td>
<td>67,078</td>
<td>5.7%</td>
</tr>
<tr>
<td>MANAGEMENT OF COMPANIES AND ENTERPRISES</td>
<td>7,053</td>
<td>7,341</td>
<td>4.1%</td>
</tr>
<tr>
<td>PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES</td>
<td>22,965</td>
<td>23,742</td>
<td>3.4%</td>
</tr>
<tr>
<td>EDUCATIONAL SERVICES</td>
<td>50,672</td>
<td>52,090</td>
<td>2.8%</td>
</tr>
<tr>
<td>ARTS, ENTERTAINMENT, AND RECREATION</td>
<td>8,862</td>
<td>9,256</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

More data is available on our new interactive data dashboard, featuring 20+ economic indicators for the Madison region and each of its eight counties, as well as three peer regions, Wisconsin, and the United States. [MADISONREGION.ORG/DATA](http://MADISONREGION.ORG/DATA)

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1. Source: US Department of Commerce, County Business Patterns
3. Source: US Department of Commerce, Quarterly Workforce Indicators; Note: Mining, Quarrying, and Oil & Gas Extraction is excluded, as employment is less than 500.
ADVANCE NOW STRATEGY
YEAR ONE IMPLEMENTATION

At the 2013 State of the Madison Region Summit, MadREP shared the recommendations of the five workgroups who set initial priorities for year one implementation of the Advance Now Strategy. These 13 recommendations—as well as additional staff recommendations within Business Retention & Expansion and International Development—defined the scope of MadREP’s work over the last 12 months. We are proud of the progress and outcomes we have accomplished within each of the five Advance Now planks. The graphics below capture snapshots of our success, with additional details provided on the following pages.

- Regional partners pledged 500 business retention & expansion visits in 2014
- Spearheaded innovative supply chain mapping tool for life science industry
- Responded to 26 location prospect inquiries
- Created international steering committee of regional experts
- Delivered economic development training to 60 Madison region elected officials
- Launched interactive data dashboard on website
- Engaged 30 business and workforce professionals in information technology industry roundtable to identify and address regional human capital needs
- Completed agriculture, food & beverage industry sector analysis

- Supported the region’s Makerspaces through technical assistance, feasibility planning, and marketing
- Partnered with Janesville Innovation Center to expand access to mentoring resources
- Ignited national public relations efforts, including launch of Xconomy Wisconsin
- Published inaugural issue of Madison Region Economic Development Guide
- Launched outreach to 150 site selectors nationwide
- Launched Madrep connect, an online portal for entrepreneurs
- Attracted 68% increase in website traffic and improved website design and content
- Developed protocol for increasing minority and young professional participation on boards, committees, and commissions
- Introduced diversity & inclusion self-assessment tool for regional businesses
- Gained 10% increase in social media followers
- Leveraged partnership with Urban League of Greater Madison to host joint summit
- Achieved 1,117,024 advertising impressions in print and digital publications
ADVANCE NOW STRATEGY
YEARE ONE IMPLEMENTATION

SEIZING GLOBAL OPPORTUNITY

MadREP’s international development efforts leverage the Madison Region’s assets around the world. At the invitation of the Monroe Chamber of Commerce, MadREP president Paul Jadin participated in investor meetings in China to help a Chinese businesswoman who looks to construct a 30,000+ square foot infant formula facility in Green County to take advantage of Wisconsin’s dairy industry. This trip followed a year of MadREP assistance to the company, provided in partnership with the Monroe Chamber of Commerce as the lead agency in this effort. Should the international company take root in the region, it will add an estimated 200 jobs and manufacture an export product with sales to China projected in the millions.

“Due to the global importance and large investment and job creation that this project will mean to the State of Wisconsin, I felt that this prospect in particular would be so significant for Monroe, Green County, the region and the state, that it needed to have a focus from our regional economic development partner, MadREP. Teamwork really is the answer; working together we can accomplish much more.”

– Pamela Christopher, Executive Director, Monroe Chamber of Commerce

ECONOMIC COMPETITIVENESS

Business Retention & Expansion (BRE) is a foundational element of economic development, as it enables us to identify and address opportunities and challenges facing our employers. Under MadREP’s coordination, economic development partners from across the region have pledged an additional 500 BRE interviews in 2014. Interview data will be input into a common software platform, enabling MadREP to aggregate, analyze, and proactively act upon it at the regional level. As we approach our goal of 1,000 annual surveys, the data will enable us to better address threats and opportunities facing regional businesses.

MadREP’s heightened capacity and profile resulted in a sharp increase in the number and frequency of incoming prospect inquiries from businesses considering relocation in the Madison Region. Our staff responded to 26 prospect inquiries since May 2013, with our professional, customized proposals securing a Top 5 spot for the Madison Region on at least three of these yet outstanding inquiries.

MadREP completed a comprehensive industry analysis for the region’s Agriculture, Food & Beverage (AFB) sector, a robust document that includes $200 million worth of active and potential projects, industry and workforce data, supply chain, infrastructure, R&D, and capital assessments. MadREP included the AFB Analysis in a proposal submitted for the federal government’s Investing in Manufacturing Communities Partnership designation that would attract significant economic development funds to the region.

MadREP will convene its newly formed International Steering Committee, comprised of a dozen experts from state agencies, legal and financial institutions, and private industries, for its first planning session in June 2014 to develop and implement a plan for increasing the region’s exports and foreign direct investment.

The Economic Competitiveness Workgroup emphasized the need to educate local elected officials on economic development. Over the past six months, Michael Gay, MadREP Senior Vice President of Economic Development and a Certified Economic Development Professional (CEcD), has delivered training to 60 Madison Region elected officials through the Wisconsin Economic Development Association’s ED101 program, earning top ratings after each session. An additional 35 elected officials have contracted the ED101 program for May and June 2014.

Recognizing that economic development decisions are driven by data, MadREP launched an interactive data dashboard on its website per the recommendation of the workgroup. This tool captures 20+ economic indicators and allows users to compare the Madison Region to peer communities, the state, and the nation, as well as view data at a county-specific level. View the dashboard at madisonregion.org/data.
The Advance Now Strategy consists of five planks that guide our work as described below:

Economic Competitiveness, Innovation & Entrepreneurship, Human Capital, Marketing, and Leadership & Diversity

### INNOVATION & ENTREPRENEURSHIP

The Innovation & Entrepreneurship Workgroup identified the growth of mentorship and innovative spaces as priorities. MadREP hired a permanent Enterprise Development Director in January 2014 to implement these and other I&E initiatives. This expanded staff capacity equips MadREP to provide technical assistance to entrepreneurs, including help with market valuation, market position, and value proposition.

With a growing number of makerspaces taking root in the Madison Region, MadREP assists with financial and operational expertise to ensure the sustainability of these innovative spaces. MadREP provided the new Whitewater Makerspace, which opened in October 2013, with visioning, technical specifications, and marketing guidance. Discussions are now underway for opening a makerspace in Jefferson County.

To further strengthen the region’s entrepreneurial ecosystem, MadREP launched MadREP Connect, an online portal connecting entrepreneurs to resources, information, activities, experts, and each other. The site features an interactive Q&A portal for entrepreneurs to post questions and receive answers from mentors and experts. Experience the site at madrepconnect.org.

### CONNECTING REGIONAL RESOURCES THAT FOSTER INNOVATION

As a regional organization, MadREP works to connect resources and establish working relationships across county lines. Our region has all the elements of an ecosystem that can support innovation in every community. Over the last six months, MadREP has partnered with the Janesville Innovation Center (JIC), a business incubator that opened in April 2013, and the UW-based MERLIN Mentors program. The goal is to explore options that expand access for Rock County entrepreneurs to local and regional mentoring resources. At a kick-off event held in March 2014, two JIC tenants spoke of the rewards they had already seen from their participation in MERLIN Mentors. Two additional JIC tenants have begun working with MERLIN Mentors since the March meeting. MadREP is now working with the JIC and Rock County economic development partners to establish new connections to the UW Law & Entrepreneurship Clinic and Wisconsin Investment Partners resources.

“There are so many valuable resources available to start-up and early stage growth companies within Rock County and throughout the Madison Region. Understanding the needs of these entrepreneurs, connecting them with the most effective resources, and providing ongoing coaching and mentoring is critically important. MadREP’s focus on facilitating connections between local and regional talent and resources will further leverage the opportunities we have in the region.”

- Mike Mathews, President of Economic Growth Advisors & JIC’s Operations Manager

### HELPING FOOD ENTREPRENEURS TRANSFORM IDEAS INTO BUSINESS REALITIES

New ideas are popping up from entrepreneurs all across the region, and MadREP is equipped to help get those ideas off the ground. Such is the case with Rick Terrien, co-founder of Innovation Kitchens, LLC (INK) – a vertically integrated processing agent that moves product through direct and wholesale distribution networks, filling a critical intermediary hole in the region’s food supply chain. MadREP staff helped Rick’s business plan become investor-ready in less than six weeks, assisting with market valuation, market position, and value proposition for his investor pitch. With this support, INK’s proposal was oversubscribed and they closed on their initial outside investment in February 2014.

“MadREP staff helped our business develop our financial portfolio in ways that let us reach out to investors quickly and professionally. MadREP took the time to understand where our business is going and how we might benefit the region, providing outstanding guidance and support at a critical time in the development of our new enterprise.”

- Rick Terrien, Co-founder, Innovation Kitchens, LLC
MARKETING

Following the introduction of a new name and brand at last year’s State of the Madison Region Summit, MadREP’s marketing efforts reached new heights over the last 12 months. With new promotional materials, expanded public relations efforts, and increased advertising presence, our story is reaching a larger and more relevant audience than ever before.

The MadREP website was reskinned in 2013, and a new design and structure will launch in June 2014 to better share relevant information and generate leads. The website has seen a 68% increase in traffic over the last 12 months. MadREP’s social media presence has also climbed, with a 10% increase in followers across Twitter, Facebook, Pinterest, and LinkedIn.

In May 2014, MadREP published the inaugural issue of the Madison Region Economic Development Guide, a print and digital publication that will be distributed to thousands of business decision makers across the country. It also lives online at businessclimate.com, a leading economic development website reaching visitors from more than 9,300 cities around the globe.

MadREP has ignited its national public relations efforts by supporting the launch of Xconomy Wisconsin—a leading online publication covering nine of the country’s most innovative regions—and securing earned media in such trade publications as Business Xpansion Journal and Global Trade Magazine. Our advertising placements in similar publications have achieved more than one million impressions.

Knowing that site selection professionals drive business location decisions, MadREP launched targeted outreach to those individuals serving the region’s leading industries. In December 2013, MadREP coordinated the first-time presence of 19 partners at the Mid-America Economic Development Council’s Competitiveness Conference to promote the Madison Region to site selectors. Through 1:1 meetings, email campaigns, and invitations to upcoming familiarization tours, these site selectors are now more familiar with the Madison Region and regularly approach MadREP with leads and information requests.

HUMAN CAPITAL

The Human Capital Workgroup recommendations focused on aligning education and workforce development efforts with target sector initiatives. MadREP launched a series of industry roundtables in October 2013 that connect workforce development professionals with business representatives to identify actionable human capital needs.

The inaugural roundtable series focused on the Information Technology (IT) sector, with major discussion themes centered on connecting existing IT students and graduates with opportunities at companies in the region, generating more awareness of IT career opportunities for high school students, and fostering interest in IT-related studies in younger students, particularly among girls and minorities.

One of the immediate outcomes of this effort is Moraine Park Technical College’s decision to move its IT - Applications Developer Program to the College’s Beaver Dam Campus to be closer to region’s high-tech activity.

"We are grateful for MadREP’s help in securing two grants from the Department of Workforce Development. MadREP was instrumental in helping us to receive them and they are vital to our efforts to train our employees."

– Kevin Conroy, CEO, Exact Sciences
LEADERSHIP & DIVERSITY

The Leadership & Diversity Workgroup, which continues to meet regularly, urged MadREP to deepen its partnership with the Urban League of Greater Madison and other community-based organizations. The joint Economic Development, Diversity and Leadership Summit is an obvious demonstration of this partnership, though it represents just one milestone in the ongoing commitment to engaging diverse communities and emerging leaders.

MadREP collaborated with Leadership Greater Madison to develop the Board Diversity Initiative for increasing minority and young professional participation on boards, committees, and commissions, securing more than 15 first-round commitments from entities looking to diversify their governing bodies.

With guidance from the workgroup, MadREP also introduced a Diversity & Inclusion Self-Assessment Tool which allows regional businesses to evaluate and improve equality in access to professional opportunities for individuals within those organizations.

COMMUNITY DEVELOPMENT

In addition to MadREP’s work directly tied to the Advance Now goals, we frequently play a lead role in community development efforts. We continue to provide assistance to the Southern Wisconsin Agriculture Group on its proposed Evansville campus, including convening a fundraising committee and providing technical support on engineering and business planning. Our staff sits on the planning committee for StartingBlock – a proposed 40,000 square feet innovation and entrepreneurship facility with hackerspace – to review project sites and help with strategy and finance plans. And we provide significant input and support on career and college readiness through the MMSD High School Reform Collaborative, efforts to expand Inspire Wisconsin, and activities to equip more teachers with certification on STEM curriculum courses through Project Lead the Way, Inc.

BUILDING A BUSINESS-READY REGION

MadREP aids the efforts of Madison Region municipalities to become more business-ready, as illustrated by our role in helping the Village of Brooklyn develop its new business park. The Village wanted to build a business park after seeing multiple businesses start in Brooklyn but move elsewhere due to a lack of appropriate space for expansion, taking their jobs and contributions to the economy with them. MadREP president Paul Jadin provided recommendations to the Brooklyn Village Board that had significant influence in encouraging the Village toward a positive decision. The business park broke ground in September 2013, and Phase I is now ready for occupation.

“MadREP’s leadership and depth of experience in economic development clearly played a role in the decisions reached by the Board. MadREP’s advocacy, guidance and support gave our group the confidence it needed to move forward with our plan.”

– Nadine Walsten, Village of Brooklyn President
2013–2017 INVESTORS

PLEDGED AS OF MAY 1, 2014

CORNERSTONE PARTNERS
$50,000 and over annually
- Alliant Energy Corporation
- American Family Insurance
- Madison Gas & Electric
- UW Hospitals & Clinics

ANCHOR PARTNERS
$25,000-$49,999 annually
- American Transmission Company
- BMO Harris Bank
- Capital Newspapers
- Meriter Health Services/Physicians Plus Insurance Corp
- SSM Health Care of Wisconsin [St. Mary’s – Madison/
  St. Clare – Baraboo/St. Mary’s Janesville Hospital] and
  Dean Clinic and Dean Health Plan
- UW-Madison, WARF & University Research Park

SUSTAINING PARTNERS
$10,000-$24,999 annually
- Associated Bank
- AT&T
- Baker Tilly Virchow Krause, LLP
- Johnson Bank
- J. P. Cullen & Sons
- M3 Insurance Solutions
- Michael Best & Friedrich
- National Guardian Life Insurance Co.

SUPPORTING PARTNERS
$5,000-$9,999 annually
- Cambridge State Bank/Bank of Poynette
- CUNA Mutual Group
- Exact Sciences
- First Weber Group
- GE Healthcare
- The Gialamas Company
- J.H. Findorff & Son
- Kraemer Brothers, LLC
- Madison College
- North Central Group
- RDC National, Inc.
- Stark Company Realtors
- Teel Plastics, Inc.
- United Way of Dane County
- UW Credit Union
- Webcrafters, Inc.

OTHER PARTNERS
- Agrace HospiceCare, Inc
- BioForward
- Edgewood College
- 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
- Smith & Gesteland, LLP
- Stafford Rosenbaum, LLP
- Strang, Inc.
- The QTI Group
- Whyte Hirschboeck Dudek
- Workforce Development Board of South Central Wisconsin

FEDERAL GOVERNMENT
- U.S. Department of Commerce Economic Development Administration

STATE OF WISCONSIN
- Wisconsin Economic Development Corporation

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
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