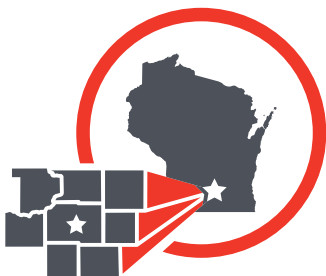


# 2014

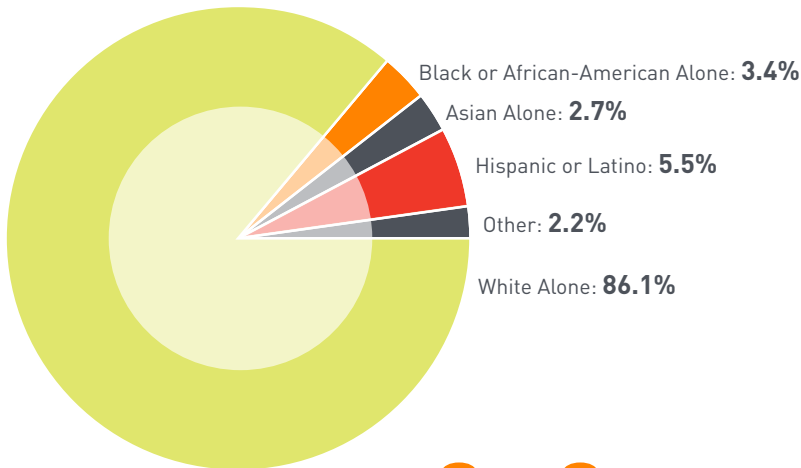
## STATE OF THE MADISON REGION REPORT & *ADVANCE NOW* STRATEGY UPDATE



MADISON REGION  
ECONOMIC PARTNERSHIP

# THE MADISON REGION: AN ECONOMIC OVERVIEW

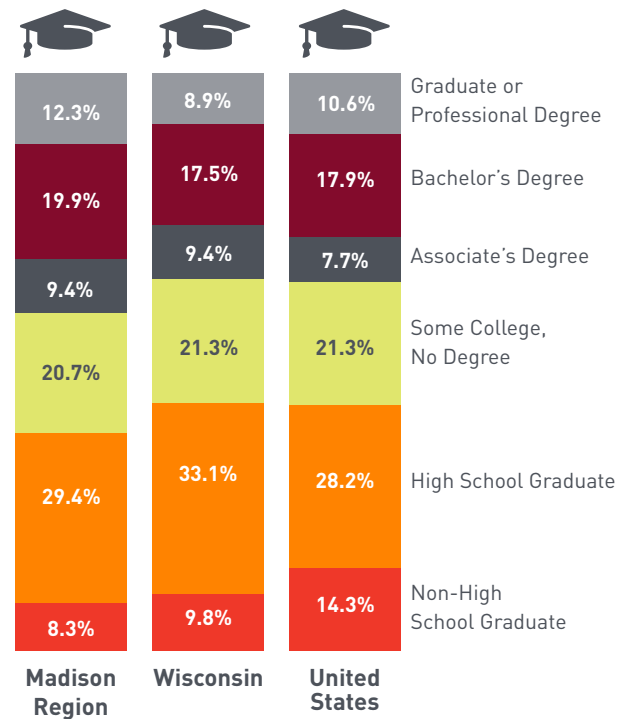
## 2012 MADISON REGION POPULATION BY RACE<sup>1</sup>



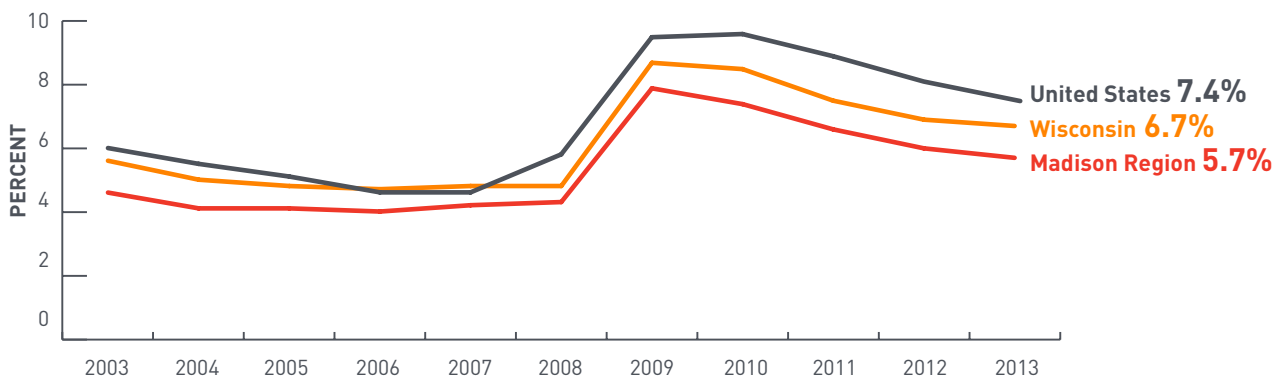
## 2013 MADISON REGION POPULATION ESTIMATE<sup>3</sup>

**1,024,185**

## 2012 EDUCATIONAL ATTAINMENT<sup>2</sup> (ADULTS AGE 25 AND OLDER)



## ANNUAL UNEMPLOYMENT RATE (NOT SEASONALLY ADJUSTED)<sup>4</sup>



<sup>1</sup> Source: 2008–2012 American Community Survey, 5-Year Estimates

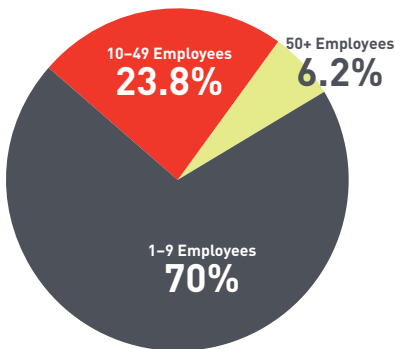
<sup>2</sup> Source: 2008–2012 American Community Survey, 5-Year Estimates

<sup>3</sup> Source: 2013 Population Estimates, Annual Estimates of the Resident Population

<sup>4</sup> Source: US Bureau of Labor Statistics, Current Population Survey, Local Area Unemployment Statistics

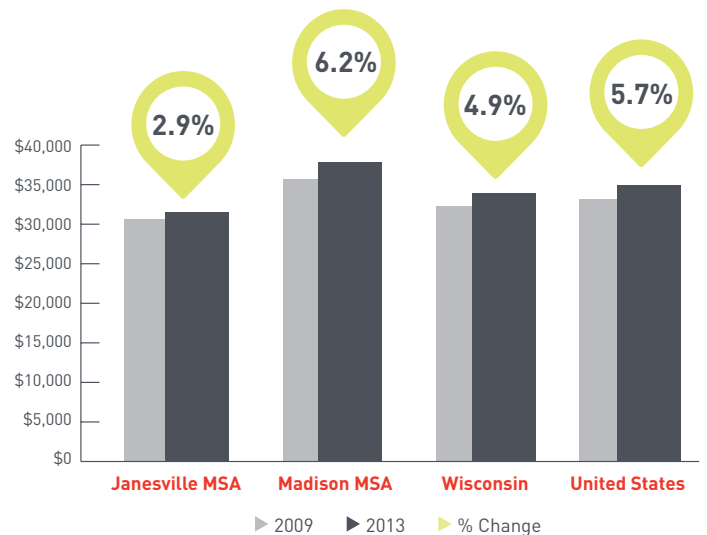
Our annual State of the Madison Region Report provides a snapshot of the economic performance of the eight-county Madison Region.

## 2011 BUSINESS ESTABLISHMENTS BY EMPLOYMENT SIZE<sup>1</sup>



**TOTAL ESTABLISHMENTS**  
**24,738**

## 2009-2013 ANNUAL MEDIAN WAGE (ALL OCCUPATIONS)<sup>2</sup>



## 2008-2012 TOP 10 MADISON REGION INDUSTRIES BY CHANGE IN EMPLOYMENT<sup>3</sup>

▶ 2008 ▶ 2012 ▶ % Change

### INFORMATION



### AGRICULTURE, FORESTRY, FISHING AND HUNTING



### UTILITIES



### WHOLESALE TRADE



### ADMINISTRATIVE AND SUPPORT/WASTE MANAGEMENT/REMEDATION SERVICES



### HEALTH CARE AND SOCIAL ASSISTANCE



### MANAGEMENT OF COMPANIES AND ENTERPRISES



### PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES



### EDUCATIONAL SERVICES



### ARTS, ENTERTAINMENT, AND RECREATION



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)

<sup>1</sup> Source: US Department of Commerce, County Business Patterns

<sup>2</sup> Source: US Bureau of Labor Statistics, Occupational Employment Statistics

<sup>3</sup> 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

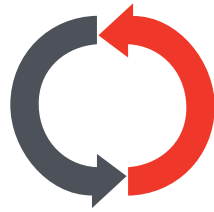
## YEAR ONE IMPLEMENTATION

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  
PLEGGED

**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

**60**

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**

The Advance Now Strategy is the Madison Region's comprehensive blueprint for economic development in the five-year period of 2013-2017.



SUPPORTED THE REGION'S **MAKERSPACES** THROUGH TECHNICAL ASSISTANCE, FEASIBILITY PLANNING, AND MARKETING



LAUNCHED **MADREP CONNECT**, AN ONLINE PORTAL FOR ENTREPRENEURS



LEVERAGED **PARTNERSHIP WITH URBAN LEAGUE OF GREATER MADISON** TO HOST JOINT SUMMIT



PARTNERED WITH JANESVILLE INNOVATION CENTER TO **EXPAND ACCESS TO MENTORING RESOURCES**



INTRODUCED **DIVERSITY & INCLUSION SELF-ASSESSMENT TOOL** FOR REGIONAL BUSINESSES



IGNITED **NATIONAL PUBLIC RELATIONS EFFORTS**, INCLUDING LAUNCH OF XCONOMY WISCONSIN

**68%**

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



PUBLISHED INAUGURAL ISSUE OF **MADISON REGION ECONOMIC DEVELOPMENT GUIDE**



**GAINED 10% INCREASE** IN SOCIAL MEDIA FOLLOWERS



LAUNCHED **OUTREACH TO 150 SITE SELECTORS** NATIONWIDE

**ACHIEVED 1,117,024**

ADVERTISING IMPRESSIONS IN PRINT AND DIGITAL PUBLICATIONS

# ADVANCE NOW STRATEGY

## YEAR 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 (re)location 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](http://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**



### **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*

## **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 [madreconnect.org](http://madreconnect.org).



### **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*

# ADVANCE NOW STRATEGY

## YEAR ONE IMPLEMENTATION

### SHAPING SOLUTIONS FOR WORKFORCE SUCCESS

MadREP is connecting businesses with workforce resources to help shape the region's human capital to meet industry needs. When the Madison-based company Exact Sciences was looking to apply for Wisconsin Fast Forward funding for workforce training, CEO Kevin Conroy turned to MadREP for assistance in shaping the grants. These efforts resulted in Exact Sciences receiving \$325,000 in Fast Forward grant money – the largest award in this funding cycle – that will go directly toward training new employees.

***“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

### 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.**

### 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](http://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 Competiveness 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.



# ADVANCE NOW STRATEGY

## YEAR ONE IMPLEMENTATION



### 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.



### 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

### 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 foot 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.**

# 2013-2017 INVESTORS

## **PLEGGED 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

# 2014 BOARD OF DIRECTORS & STAFF

## MadREP BOARD OF DIRECTORS

Gary Wolter - Board Chair, President & CEO,  
Madison Gas & Electric

Rebecca Blank, Chancellor,  
University of Wisconsin-Madison

Mark Cullen, Chairman, J. P. Cullen & Sons

Tom Eckert, President, Blackhawk Technical College

Tim Gaillard, Vice President, Professional Services,  
UW Hospital & Clinics

Carl Gulbrandsen, Managing Director, Wisconsin Alumni  
Research Foundation

Kevin Heppner, Wisconsin Managing Partner,  
Baker Tilly Virchow Krause, LLP

Steve Johnson, Factory Manager,  
John Deere Horicon Works

John Larsen, President, Wisconsin Power & Light

Doug Nelson - Board Treasurer, Regional President,  
BMO Harris Bank

Joe Parisi, County Executive, County of Dane

Mary L. Schmoeger, Executive Vice President,  
Administration, American Family

Jay Smith, CEO, Teel Plastics, Inc.

Paul Soglin, Mayor, City of Madison

David Walsh, Partner, Foley & Lardner

Bill White – Board Secretary/Incoming Chair, Partner,  
Michael Best & Friedrich

Mary Willmer-Sheedy, Advisory Council Co-Chair,  
Rock County 5.0

## MadREP STAFF

Paul Jadin, President

Michael Gay, Senior Vice President of  
Economic Development

Gene Dalhoff, Vice President of Talent & Education

Betsy Lundgren, Vice President of Marketing

Craig Kettleson, Enterprise Development Director

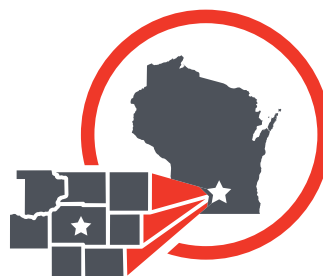
Jin Park-Higbee, Project Specialist

Anne Wilder, Executive Assistant

Mark Richardson, Leadership & Diversity Consultant

Tim Cooley, Strategic Consultant

Carl Howard, Accountant



**MADISON REGION  
ECONOMIC PARTNERSHIP**

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