

THRIVE HERE



MADISON REGION ECONOMIC PARTNERSHIP



MadREP is the economic development partnership for Wisconsin's eight-county Madison Region with a vision to create a dynamic environment where people and businesses thrive.

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Photo by Jeff Miller/UW-Madison

OPPORTUNITY DRIVEN BY PURPOSEFUL INNOVATION

WISCONSIN'S MADISON REGION

We are a region defined by innovation. A place where some of the most sophisticated technological advancements are being made every day for the purpose of transforming the world's products and processes. Where game-changing research and development leads to new discoveries. Where industries are setting new standards for the global marketplace. And where an adaptive education system cultivates a highly skilled and creative workforce. Our cooperative spirit and strong support network creates a culture built to sustain growth. We are the eight counties of the Madison Region—an area where ideas evolve, where possibilities are realized, and where people and businesses thrive.

INDUSTRIES POWERED BY TECHNOLOGY.

When people think of the Madison Region, they don't often think of it as a technology hub. But actually, the region boasts a high concentration of thought-leaders who are delivering purposeful innovation—developing new technologies designed specifically to advance industries and keep them competitive on a local and global scale.

ADVANCED MANUFACTURING

The Madison Region has a history of introducing advanced production practices to the world. We have a diverse manufacturing base and a competitive edge in high-end production, with leading national companies headquartered throughout the region. Thanks to the continual incorporation of new, forward-thinking technologies and applications that are acknowledged worldwide, manufacturing remains strong in the region despite a national industry decline.



AGRICULTURE

Wisconsin is more than just the nation's dairy epicenter. As the Madison Region demonstrates, our agricultural footprint—an area of leadership shared by the entire region—goes well beyond dairy to include food processing, packaging, distribution and agribusiness. Through our own advancements in bioscience, plant and animal genomics and agricultural sciences, the region is developing sustainable energy and creating an effective infrastructure for value-added products to be distributed globally.

HEALTHCARE

The Madison Region is nationally recognized for our healthcare system and operational support structure—but that's not all. With a high concentration of healthcare information technology firms located here—including Epic Systems, the area's largest private sector employer—the region is delivering progressive developments that help healthcare organizations improve communications and connectivity, resulting in better care.



In October 2013, UW-Madison scientists unveiled a pair of landmark studies constructing the first-ever model of the common cold virus, which may lay the groundwork for effective treatment of this ailment.

From 2000–2012, employment of software publishers in Dane County grew by over 485%, compared to 7% in the U.S.

Source: Quarterly Census of Employment and Wages





LIFE SCIENCES

With a long history of pioneering discoveries in biosciences and biotechnology, the Madison Region is a breeding ground for ingenuity that has transformed the life sciences industry. From the first vitamins in the early 1900s to the first human embryonic stem cells grown in a laboratory, the region is an established leader in outstanding biotech research and development, and is home to many major life science firms that have chosen to build their headquarters here.

INFORMATION TECHNOLOGY

The Madison Region employs a high volume of information technology professionals, making us a go-to region for technological advancements that revolutionize the way companies approach prototyping and research and how the world does business. Well-known, high-tech players such as Google and Zendesk are expanding their presence here to take advantage of the area's digital talent. The region is home to a wide range of recognized

firms that provide everything from hardware and software development to computer systems design to gaming and e-commerce. And, with a large presence of higher education institutions throughout the region that provide specialized IT programs and degrees, the area is well positioned for developing and commercializing technologies for both business and education applications.

INCREASING THE IMPACT OF EACH ADVANCEMENT

There is incredible synergy among the Madison Region's leading industries. Agriculture, life sciences, healthcare and advanced manufacturing are woven together by a culture of technological collaboration that is increasing the impact of the advancements being made here. Companies like ABS Global, Epic Systems, GE Healthcare and John Deere demonstrate continual, growing success and are a true testament to the value of shared information and application among our industries.



Many leading national brands call the Madison Region home, including: Trek, Lands' End, American Girl, American Family Insurance, Kraft/Oscar Mayer, ShopBop, Colony Brands and John Deere.

Proving that strength in the life sciences is not reserved for the coasts, the Madison Region's employment in scientific R&D services grew by nearly 150% between 2005 and 2010, far outpacing the national growth of 6%.

Source: Quarterly Census of Employment and Wages

150
PERCENT

SMART DISCOVERIES APPLIED BY SKILLED WORKERS.

Research and Development

Many of the industry advancements the Madison Region is making are due to our globally recognized research and development community. From the innovation spaces in our rural and urban communities to the groundbreaking research coming out of the University of Wisconsin, major discoveries are happening in all of our eight counties—discoveries that can be leveraged by our leading companies, growing businesses and vibrant entrepreneurs.



Photo by Bryce Richter

CREATING DEMAND FOR OUR DISCOVERIES

Trailblazing research and development in the Madison Region leads to important discoveries here and around the world. The University of Wisconsin–Madison, the flagship campus of Wisconsin’s state university system, leads the charge with more than \$1.1 billion per year in academic research and development, ranking fourth in the nation in both research expenditures and patent generation. Beyond the university, innovation is alive throughout the region, as demonstrated by an increasing number of incubators, accelerators and makerspaces, such as the Whitewater Innovation Center, Sector67 Makerspace, Portage Business Enterprise Center, gener8tor and the Janesville Innovation Center.

Key to the success of our region’s innovation is the collaborative community that exists between education and industry to help bring our discoveries to the global marketplace. The Wisconsin Alumni Research Fund (WARF) helps commercialize scientific research for the benefit of the university and the private sector, while the WiSys Technology Foundation connects UW System innovators with industry leaders and improves the transfer of



Photo by Jeff Miller/UW-Madison

technology through patent and licensing activities. Cooperation between entrepreneurs and firms is fostered through organizations like Wisconsin Institutes for Discovery, Wisconsin Innovation Network and Wisconsin Angel Network. These kinds of partnerships bring our region's pioneering spirit to life and help make worldwide distribution of our products a reality.

Workforce

Industries can only succeed if they are supported by a skilled workforce. Young professionals in the Madison Region are more educated than the general population, thanks in part to an educational system that features two campuses from the University of Wisconsin system, which consistently ranks in the nation's top 10 in size and quality. The University of Wisconsin-Madison educates 48,000 students from over 130 countries each year, and awards the second highest number of doctorate degrees in the nation. The University of Wisconsin-Whitewater has one of the largest business schools in the U.S. and the largest graduate business program in the state. The region is home to 6 four-year colleges, four technical college systems, a strong K-12 school system and reliable workforce development partners.

Our educational system prepares students for the changing technological landscape, while partnerships between organizations and trade groups at the local, state and national levels sculpt curricula to adapt and evolve to meet the needs of our advancing industries. The result is a smart, driven workforce that embodies a globally recognized, Midwestern work ethic.



More than 60% of adults in the region have an associate's degree or higher.

Source: 2007-2011 American Community Survey



UW-Madison has consistently ranked within the top five of all U.S. universities, public and private, for research volume for more than 20 years.

Source: National Science Foundation; UW-Madison



The discovery of Coumadin (or Warfarin) happened right here in the Madison Region in 1941. Because of the partnership between the Wisconsin Alumni Research Foundation and the University of Wisconsin, it became, and still is, the most widely used blood thinner for treating cardiovascular disease.

COMMERCE STRENGTHENED BY QUALITY OF LIFE.

Business Support

Built for success, the Madison Region offers a business support network that enables industries to flourish. As the region's lead economic development agency, MadREP has cultivated solid relationships across all eight counties—as well as the entire state—that include business and community leaders, elected officials, industry councils and economic development professionals. We've launched cooperative projects that position the region for ongoing opportunity and success, including the five-year *Advance Now Strategy for Economic Growth*. This comprehensive,



proactive economic development plan guides our priorities, ensuring that our focus remains on those initiatives that will increase the region's global competitiveness by addressing both current and future needs of our diverse businesses, entrepreneurs and workforce.

MadREP also works with the Wisconsin Economic Development Corporation (WEDC), the state's leading economic development agency, to provide programs, resources and support to new and growing businesses. And organizations such as the Madison International Trade Association provide export assistance to help the region's businesses look beyond domestic markets and take advantage of global growth opportunities.

Both the Madison Region and the State of Wisconsin continue to create a climate conducive to business success. From significant tax and regulatory reforms like the Manufacturing and Agriculture Tax Credit—which virtually eliminates tax on income



Obtaining financial capital is crucial to business development, which is why MadREP has created the Capital Connections Inventory, a comprehensive database of financial programs available to businesses in the region.

From research parks to major manufacturing facilities, MadREP and its partners maintain an active inventory of available sites and buildings throughout our eight counties. Explore online at madisonregion.org/sites.





Photo by Jeff Miller/UW-Madison

from manufacturing activity in the state—to programs like technology assistance grants and revolving loan funds, both the state and the region are committed to helping businesses startup, expand or relocate. The 4490 Venture Fund, for instance, is a \$30 million early-stage venture investment fund focused on information technology. Jointly capitalized by the Wisconsin Alumni Research Foundation and the State of Wisconsin Investment Board, the fund is designed to provide backing for Wisconsin-based startups.

Living in the Madison Region

A region's industries and businesses are only as strong as the people who live and work there. The Madison Region is a place where dynamic, talented, innovative and hardworking people want to be. We know this because the region is growing at a faster rate than the state and nation. Within our diverse population of more than 1 million people, nearly 65 percent fall within the average workforce age range of 18–64 years.

Talented people stay here thanks to a desirable quality of life. The Madison Region boasts competitive wages, a strong transportation infrastructure that includes alternative modes of transportation, high levels of health insurance coverage, a competitive education system, and lower overall crime rates than the national average.

There's plenty to do in the Madison Region—from arts and culture to sports and recreation, from family activities to nightlife. Among its many attractions, the region is home to the country's largest campus-based film festival, a nationally acclaimed fall art tour, over 200 miles of high-quality hiking and biking trails, and the largest producers-only farmer's market in the nation.

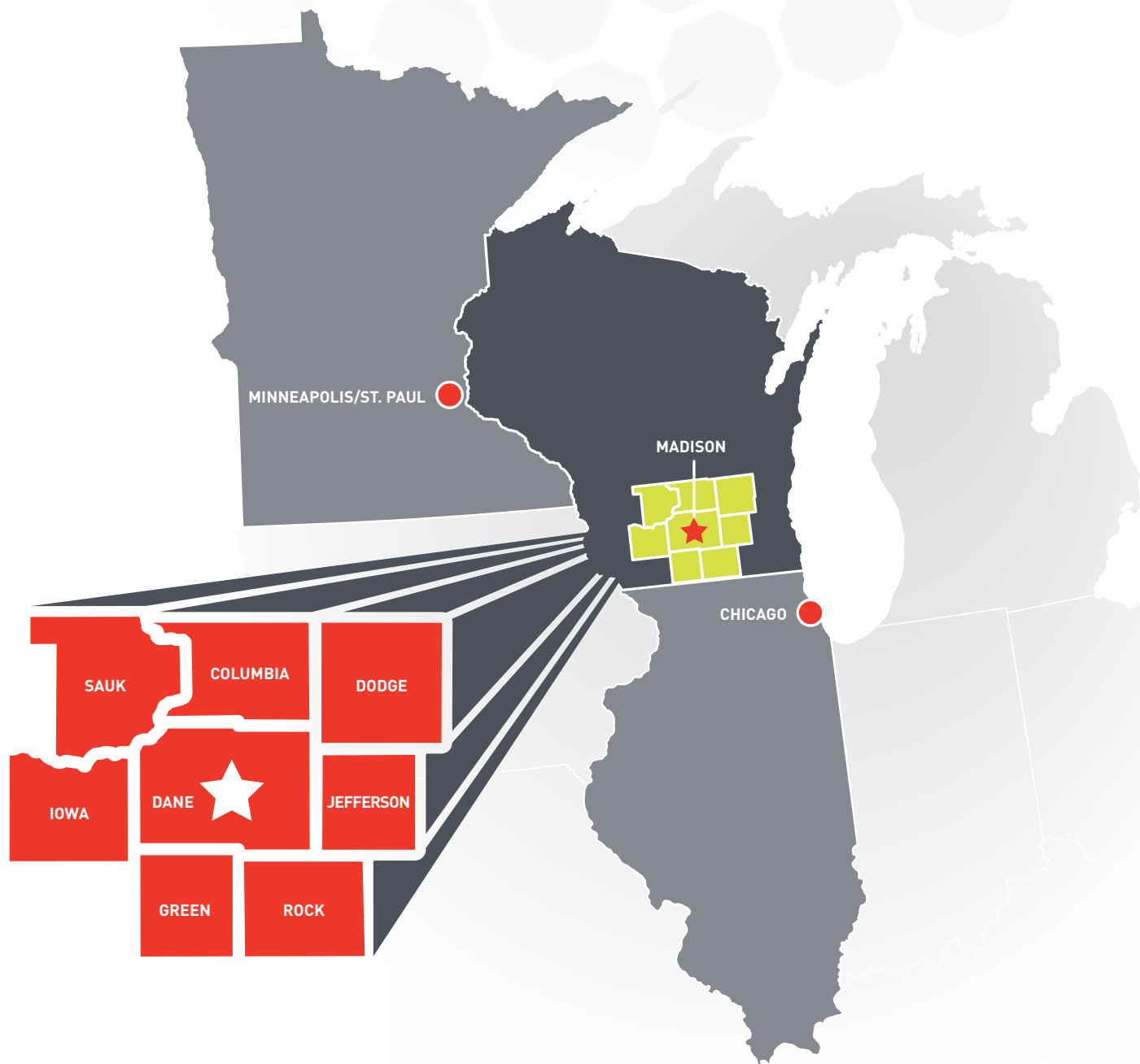
With a sense of balance between stylish city life and charming small communities, our region is one of the more affordable major markets in the Midwest.

Residents within the Madison Region have access to a healthcare system that is consistently ranked among the top in the U.S., and boasts a higher ratio of physicians to citizens than the United States.

Source: Wisconsin Hospital Association



THRIVE HERE.



A DIVERSE REGION POSITIONED NEAR MAJOR MIDWEST MARKETS

Comprised of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk counties, the Madison Region includes 81 villages, 167 towns and 40 cities, including diverse cities like Madison, Janesville, Beloit and Watertown as well as dynamic rural communities like Dodgeville, Monroe and Baraboo. The region is located near other thriving urban areas as well—the southernmost border of Rock County is located less than an hour away from Chicago, and our region's northern border is less than four hours from Minneapolis/St. Paul.



Be in the company of innovation leaders as you expand or relocate your business.
For more information, contact the economic development team
at the Madison Region Economic Partnership. Call **608.443.1960**,
email **info@madisonregion.org** or visit **madisonregion.org**.

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