

MADISON REGION

Economic Development

Perfect Spot

STRATEGIC LOCATION, SKILLED TALENT
PROPEL THE REGION'S ECONOMY

CODE WARRIORS

THE MADISON REGION IS FERTILE GROUND FOR VIDEO GAME SOFTWARE DEVELOPMENT

SPONSORED BY MADISON REGION ECONOMIC PARTNERSHIP



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



We are pioneers

Seeking a cure for cancer

We are 2,300 strong—united on the frontline of cancer research and treatment. We're exploring the biological frontier; seeking a cure for cancer; stepping into areas where few others have ventured.

We are inventing drugs, engineering novel technologies and creating new treatment protocols. We measure our success one day at a time, one patient at a time, and often, one cell at a time.

We are the world-class physicians, researchers and care providers at one of the National Cancer Institute's first comprehensive cancer centers.

We are where hope meets victory, where compassion meets science. We are the University of Wisconsin Carbone Cancer Center.

To learn more about our cancer research and care, visit uwhealth.org/cancer.

UW Health. Remarkable.

MADISON REGION: THRIVE HERE.

Constantly setting new standards for the global marketplace with changing technologies, skilled workers and first-class academics.

Agriculture, Food and Beverage Manufacturing

400 establishments, 14,000+ workers.

Featuring specialty cheese (Emmi Roth, Grande Cheese Co.), probiotics (Dupont-Danisco), food (Kerry Ingredients, Pan-O-Gold, Bimbo), feed (Vita Plus, Quality Liquid Feeds), genetics (ABS Global, Semex, CRV US) and beverages (New Glarus Brewery, Minhas Brewery)

#1
Top 100
Best Places to Live
Livability, 2015

Life Sciences and Medical Devices

7,000 life science jobs accounting for 1/3 of all such positions in the state.

Featuring \$1B+ annual federal research (UW-Madison, WID), biotech (Promega, Cellular Dynamics, Exact Sciences), pharma (Mallinckrodt Pharma, Covance), medical devices (GE Healthcare) and regional HQs (PPD, Accuray, Illumina, Thermo Fisher Scientific)

Top 5
Emerging
Entrepreneurial
Ecosystems *Global
Entrepreneurship
Conference, 2015*

Information Communications Technology (ICT)

400+ establishments, 18,000 workers

Featuring healthcare IT (Epic, Nordic), insurance (American Family, QBE, CUNA), computer system design (Google, Zendesk, Amazon, Bendyworks, Microsoft) and game development (Activision, PerBlue, Human Head Studios, Filament Games)

#1
Community
Progress Index
*Angelou
Economics, 2015*

Manufacturing, Equipment and Engineering

1,400 manufacturers, 68,000 workers.

Featuring bicycles (Trek, Saris, Pacific Cycle), equipment (John Deere, Kuhn NA, Madison-Kipp, Saint-Gobain, Generac), engineering (Isthmus Engineering, ACS) and appliances (Sub-Zero Wolf, Spectrum Industries)

#1
Top U.S. Metros for
STEM Graduates
*Brookings
Institution, 2015*

Healthcare

2,800+ establishments, 62,000 workers

Featuring University of Wisconsin Medical College and their research, nationally ranked hospitals and clinics (UW-Madison, SSM, UnityPoint, Middleton V.A. Hospital, UW Children's Hospital), HMOs (Unity, WPS, SSM-Dean, GHC, P-Plus) and a world-class workforce



MADISON REGION ECONOMIC PARTNERSHIP

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Madison, Wisconsin 53711

Call 608.571.0420 or visit madisonregion.org.



MIDDLETON



Green for Growth. Green for Fun.

**SUCCESSFUL
TID
TAX INCREMENTAL
FINANCING
DISTRICT**

With nearly 1,000 hotel rooms and 67 restaurants, Middleton comfortably accommodates visitors and meetings.

**\$2.5
MILLION
LOAN
FUND**

MIDDLETON, Wis. is a great place to build your business, live and play. Middleton is worldwide headquarters or major installation for American Girl, Capital Brewery, Electronic Theatre Controls (ETC), Fiskars, Gilson Medical Instruments, Lucigen, Mead & Hunt, Natus Neurology, PPD, Spectrum Brands, Springs Window Fashions, Standard Imaging, University of Wisconsin Medical Foundation, WTS Paradigm and more.

**HIKING
BIKING
CANOEING
GOLFING**

**PHEASANT
BRANCH
CONSER-
VANCY**

More than 25 percent of the city's land mass is "green space," including Pheasant Branch Conservancy and a 22-mile trail system.

www.madcowi.com
cityofmiddleton.us/economicdevelopment
www.visitmiddleton.com
www.middletonchamber.com



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Quite the Production

The numbers are impressive for advanced manufacturing in the Madison Region, where 1,400 manufacturing establishments employ more than 68,000 workers and the average annual wage is more than \$50,000.



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UW-MADISON

Launching Pad

Ranked sixth in the nation among universities for research and development budgets, the University of Wisconsin-Madison is a powerful economic engine in the region and across the state. The university's research programs are credited with fostering 362 startup companies that support nearly 25,000 jobs.



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GAMES DEVELOPMENT

Code Warriors

When Prune was named Apple Inc.'s 2015 Game of the Year for the iPad and Time magazine's best video game of 2015, it spotlighted the growth of the independent game development community in the Madison Region, which has grown up around anchor companies like Raven Software, Filament Games and Human Head Studios.



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LIVABILITY

Flawless Fusion

Variety is truly the spice of life in the Madison Region, where residents enjoy ready access to cosmopolitan areas bustling with activity as well as small communities that boast charming downtowns. The region is also packed with kid-friendly attractions, making it an ideal place for families to both vacation and put down roots.

ON THE COVER

Raven Software is a key player in the Madison Region's growing game software development industry. Photo by **Jeff Adkins**

Fitchburg

Find out why these global industries call Fitchburg, Wisconsin home

PLACON
WHEN PACKAGING MATTERS



Promega

ThermoFisher
SCIENTIFIC



GLOBAL TECHNOLOGY LEADERS



TALENTED ENTREPRENEURS

KNOWLEDGE BASED INNOVATION



AWARD-WINNING COMMUNITY



DEMOGRAPHIC BASE

- 27,635 residents
- Over 750 businesses
- Served by three of the State's top school districts
- Madison metropolitan statistical area (MSA) population: 641,385



IDEAL LOCATION

- Just minutes to:
 - University of Wisconsin-Madison
 - State Capitol
- Easy commute to Interstates 39/90/94
- Educated workforce
- Diverse population
- Quality housing
- Silver Award for Bike Friendly Community



TECHNOLOGY NEIGHBORHOOD

- Fitchburg Center
- Fitchburg Technology Campus
- Uptown Fitchburg
- Grow your Good Ideas in Fitchburg's Incubator and Accelerator space



FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU
your business community connection

Fitchburg
Good idea!

For more information on available sites or space, contact the City of Fitchburg Economic Development Office: (608) 270-4245 or econdev@Fitchburgwi.gov.

www.FitchburgTechnologyNeighborhood.com

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Career Builders

Business-education partnerships introduce students to in-demand occupations.

DISCOVER

ALL THERE IS ABOUT
MADISON REGION.



LIVABILITY

businessclimate.com/madison-region

Verona

HOMETOWN U.S.A.



Home of Epic Systems



Regional Recreational Facilities



Wisconsin Brewing Co.



SAFC and Other High-Tech Businesses

STRONG DEMOGRAPHICS

- 11,871 residents
- One of the fastest growing cities in Wisconsin
- 15-minute drive time population 140,123

EXCELLENT LOCATION

- STH 18/151 connects Verona to Madison and Dubuque, Iowa with access to interstates 39/90/94
- Minutes from downtown Madison, state capitol and the University of Wisconsin – Madison

AVAILABLE BUSINESS PARK SITES

- Verona Technology Park and Liberty Business Park
- Commercial and light industrial lots available
- Includes a Certified-In-Wisconsin site

www.VERONAWI.gov

For more information, please contact
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MADISON REGION

Economic Development

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ONLINE AT LIVABILITY.COM/MADISON-REGION

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VILLAGE OF COTTAGE GROVE WISCONSIN

NEW PROJECTS IN COTTAGE GROVE

Atlantis Valley Foods Headquarters – 18,000 sq. ft. (2016)

Rainbow Child Care – 11,000 sq. ft. (2016)

Culver's – 5,000 sq. ft. (2016)

Midwest Stihl – 65,000 sq. ft. (2015)



"As a whole, I experienced a very positive attitude toward the development on behalf of the Village, staff, and administration going a long way toward making our project easier."

– Mike Swanson, President of Atlantis Valley Foods

"We've been able to recruit employees from all over the world at Johnson Health Tech in Cottage Grove. Being located just outside Madison, right off the interstate and close to major cities like Milwaukee and Chicago, makes Cottage Grove an attractive location."

– Becky Quick, Sr. Director of Human Resources at Johnson Health Tech



Erin Ruth, Director of Planning & Development
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www.village.cottage-grove.wi.us

www.cottagegrovecommercepark.com



Top Rated Madison, Wisconsin

30 Most Fun Places to Live in the U.S. - *U.S. News & World Report*, July 2016

#3 in Top 100 Best Places to Live 2016 - *Livability.com*, September 2015

One of the 10 Happiest Cities in the World - *National Geographic*, January 2015

One of the 15 Hottest American Cities for 2015 - *MSN Money*, December 2014

#1 Greenest City in America - *Nerdwallet*, April 2014

#1 Most Compact Mid-Sized City in the US - *www.smartgrowthamerica.org*

#3 in 15 Best Cities for Young Adults - *Forbes*, January 2014



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www.cityofmadison.com



Develop With Us



Wisconsin BioAg Gateway
www.cityofmadison.com/bioag



Center for Industry and Commerce
www.cityofmadison.com/cic

A POWERFUL SET OF ASSETS

Innovation, infrastructure, talent and resources give the Madison Region a winning combination

You may know Madison as the seat of state government, home of the flagship campus of the University of Wisconsin, and a community on the shores of four beautiful lakes with an isthmus framing the heart of the city.

Did you also know the Madison Region had the fourth highest rate of job growth in the country last year, and the second fastest high-tech job growth behind only San Francisco between 2000 and 2015?

The region has world-class research facilities, exceptional technical colleges, an absurdly convenient airport, and offers easy access to major metro areas.

I believe there are many reasons that the Madison Region is the best place to live and work, and here are my top five reasons this is the best place to invest.

5. Infrastructure: As you will read in the article about transportation on page 30, the Madison Region is centrally located with easy access to major interstates, rail, air and ports.

4. Natural resources: Our ample access to open spaces and plentiful water makes the Madison Region the perfect place for successful agriculture, food and beverage operations. See the article on page 16 to learn more about some of the companies thriving in our region.

3. Human resources: It's widely known that Wisconsin's heritage includes a work ethic second to none. Thanks to our University and technical college systems, the Madison Region is home to educated and hardworking people in traditional and high-tech industries. Check out the article on the games development

industry on page 34 for people putting their education to use.

2. Entrepreneurial ecosystem:

The Madison Region is teeming with resources for entrepreneurs including accelerators, mentors, space, networks and capital. Page 24 highlights some of the region's success stories.

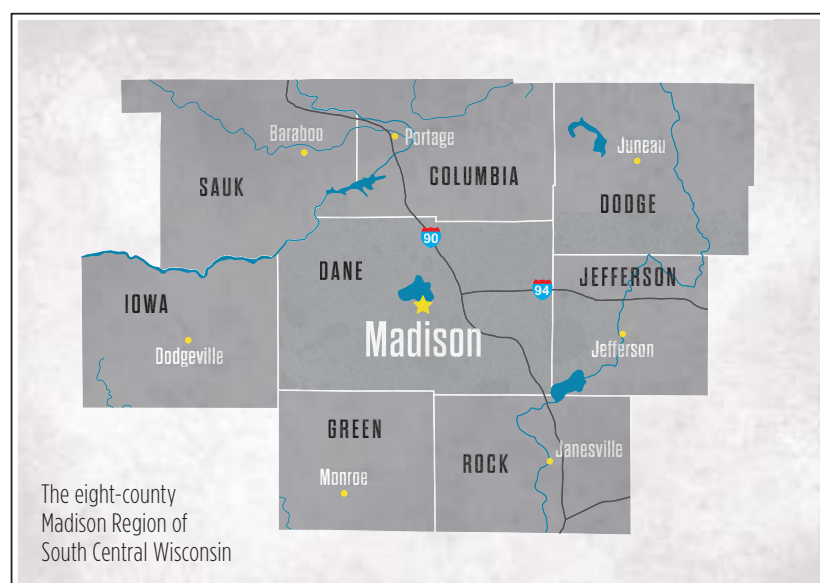
1. University of Wisconsin-Madison: The University remains a research powerhouse, ranking sixth in research activity with just under \$1.1 billion in annual expenditures for research across all fields. You'll find references to the University throughout this publication – it is an integral part of what helps make the region thrive.

Paul Jadin, CEcD

President

Madison Region

Economic Partnership



DISCOVER THE MADISON REGION

THE MADISON REGION'S DYNAMIC \$52.6 BILLION ECONOMY IS BUILT ON A CULTURE OF INNOVATION



COOL COMPANY

Turn Down the House Lights

This company doesn't make movies, but it makes watching them better.

Electronic Theatre Controls (ETC), founded in Madison as a college project in 1975, manufactures and services lighting control systems, dimming, luminaires and accessories for theaters, film and television studios, and architectural spaces.

Now based in Middleton, the company is a leader in designing and manufacturing entertainment technology and lighting. ETC has grown to employ a workforce of more than 1,000, with offices in New York, Hollywood, Orlando, Hong Kong, Singapore and several other spots around the world.

ETC's roots date back to 18-year-old University of Wisconsin-Madison student Fred Foster, who with his brother, Bill, and two friends developed the Mega Cue, a lighting console designed for theater use. Fred Foster is ETC's current CEO.

In 2015, ETC created an Employee Stock Ownership Plan (ESOP) that will give ownership of a third of the company to its employees.

WHO'S HERE

Demand for Supplies

When forestry professionals are out in the field doing their jobs, they are often using equipment and supplies distributed by an operation in Rock County.

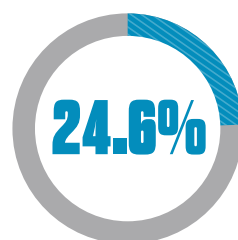
Since 1956, Janesville-based **Ben Meadows** has been distributing outdoor equipment for environmental and forestry management markets. Among the products it offers are forestry equipment and supplies, fire and rescue gear and wild land

firefighting clothes.

The company also distributes water quality management products, laboratory supplies, soil management equipment and weather instruments.

Ben Meadows is owned by Wisconsin-based Ariens Co., which acquired the business in 2014 along with direct marketing brands **Gempler's** and **AW Direct**.

All three companies distribute their products from Janesville.



Growth in the
Madison Region's
Gross Domestic
Product between
2010 and 2015



10

Rank in 2016 of the University of Wisconsin-Madison among all public universities in the U.S. by U.S. News & World Report



SIGNATURE INDUSTRY

E-Tail Capital

The Madison Region is home to several well-known retail companies that have significant online and catalog fulfillment operations.

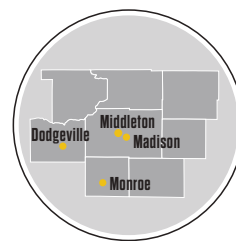
Colony Brands Inc. has for generations been known as one of the nation's premier distributors of specialty cheeses. The Monroe-based company, formerly known as Swiss Colony, has branched out with the addition of numerous catalog and

online subsidiaries that sell furniture and home decor, apparel, entertainment products, collectibles and gifts.

Middleton-based **American Girl's** products can be found in homes around the world. American Girl, a wholly owned subsidiary of Mattel Inc., is the creator of lifelike dolls, accessories and entertainment. The company operates a string of experiential retail stores, consumer catalogs and e-commerce operations.

In Dodgeville, the multi-channel retailer **Land's End** has been a fixture since 1978. The company sells high-quality clothing, accessories, footwear and home products through catalogs, online and branded retail locations. Land's End was spun out of Sears Holdings as a standalone publicly traded company in 2014.

Madison is the corporate headquarters and fulfillment operations for Amazon-owned **ShopBop**, an online specialty retailer that sells women's apparel, footwear, handbags and accessories.



From Middleton-based American Girl to Lands' End in Dodgeville, the Madison Region is a leader in e-commerce.

5,624

Mustards in the collection at the Great Mustard Museum in Middleton

SIGNATURE BUSINESS

Pour A Cold One

The Madison Region is fermenting growth in craft brewing. Established brewers like **New Glarus Brewing Co.** in Green County and **Capital Brewery** in Middleton are joined by brew pub attractions such as **Brewery Creek Inn, Cottages and Brewpub Restaurant** in Iowa County and the **Great Dane Pub & Brewing Company** in Madison.

Karben4 Brewing started with a modest 15-barrel operation on Madison's east side in 2012, where its beers were available only on draft in its tap room. The company began bottling its beer in late 2014 and distributing it beyond Madison to Milwaukee and most of southern Wisconsin. In 2016, Karben4 began distributing in the Fox Cities area of

Wisconsin, which includes Appleton. Its brewing operations have capacity to produce 15,000 barrels of beer on an annual basis.

In Mt. Horeb, the **Grumpy Troll Brewery, Restaurant and Pizzeria** offers a half-dozen handcrafted lagers and ales year-round and six or seven rotating seasonals. The **Port Huron Brewing Company** in Wisconsin Dells offers a tasting room that features a 24-foot, handmade bar top where its roster of beers including Port Huron Alt Bier, Port Huron Porter and Twelve Bottom IPA can be sampled.

In March, the annual **Madison on Tap** event is the region's largest craft beer festival, bringing together more than 90 breweries and 180 craft beer styles.

THINGS TO DO

Put Some Mustard On It

They relish the "king of condiments" at the **National Mustard Museum** in Middleton.

The museum boasts what it says is the world's largest collection of mustards, 5,624 in all, gathered from all 50 states and more than 70 countries – and displayed in what is known as the Great Wall of Mustard.

The museum, which charges no admission, also houses a tasting bar and a collection of mustard memorabilia, as well as attractions such as Mustardpiece Theatre, with viewings of works such as Mustard: The Spice of Nations, and Mrs. Mustard's Kitchen, where visitors learn how to add mustard to their everyday diets with cooking tips and recipes.



#2

Madison's ranking on Livability.com's Five Best U.S. Cities for Parks

1,000+

Number of Electronic Theatre Controls employees worldwide



HANS CHRISTIAN HEG
COLONEL 15TH WIS. VOL.
BORN IN NORWAY
DEC. 21, 1829
FELL AT CHICKAMAUGA
SEPT. 19, 1863



It's the PERFECT SPOT

STRATEGIC LOCATION, SUPPLY OF SKILLED
TALENT PROPEL THE MADISON REGION'S
DYNAMIC ECONOMY

International outfits such as Canada's The Little Potato Company, famous brands like John Deere and locally founded businesses such as Mueller Sports

Medicine are making the Madison Region their address of choice for growing operations that are investing millions of dollars and creating thousands of jobs.

The region has leveraged its expertise in cornerstone industries, including advanced manufacturing, agriculture, food and beverage production, financial services and health care, all while fostering the growth of innovative industries in fields including games development software and health information technology.

The Madison Region is home base for Epic Systems Corp., the global leader in electronic medical records and health care information technology. Epic was founded in the region in 1979 and has grown to employ more than 9,000 people in the Madison area. Epic's growth has helped make the region an epicenter for health IT innovation. Hospitals that use Epic's software hold the medical records of more than half of all patients in the United States.

Exact Sciences Corp., the developer of an FDA approved



Research assets such as the Morgridge Institute help ignite innovation in the Madison Region.

non-invasive screening test for colorectal cancer, is based in Madison, as are video game developers like Raven Software, producer of the popular Call of Duty franchise.

Growing businesses are attracted by the eight-county region's powerful combination of strengths including more than \$1.1 billion in R&D expenditures every year by the University of Wisconsin-Madison, a high quality of life that makes it easy to recruit and keep talent, superior schools, low cost of doing business, available land and world-class infrastructure.

Together, traditional and cutting-edge industries added vitality to the region's \$52.6 billion economy.

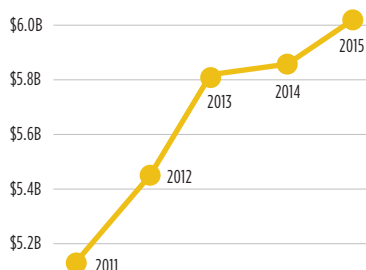
"Epic is growing by 1,000 jobs per year. Exact Sciences is developing a new building in 2017 and has been adding hundreds of jobs," says Paul Jadin, president of the Madison Region Economic Partnership (MadREP).

Other examples of growth include Dollar General's decision to create more than 500 jobs in Rock County's Janesville, where it invested in a 1 million-square-foot distribution center. John Deere Horicon Works' 388,000-square-foot expansion in Horicon in Dodge County represents an investment of almost \$43 million.

The Little Potato Company selected DeForest in Dane County for its new \$20 million U.S. head office and processing facility. It will feature state-of-the-art equipment and serve customers throughout the United States. The company was attracted by the site's proximity to an exceptional agricultural region, experienced growers, access to major transportation and logistics networks and the availability of skilled workers.

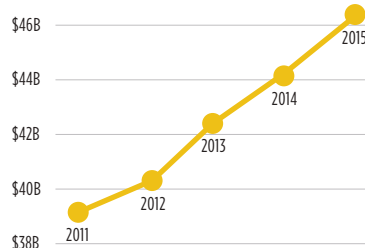
GDP Trends

Janesville MSA



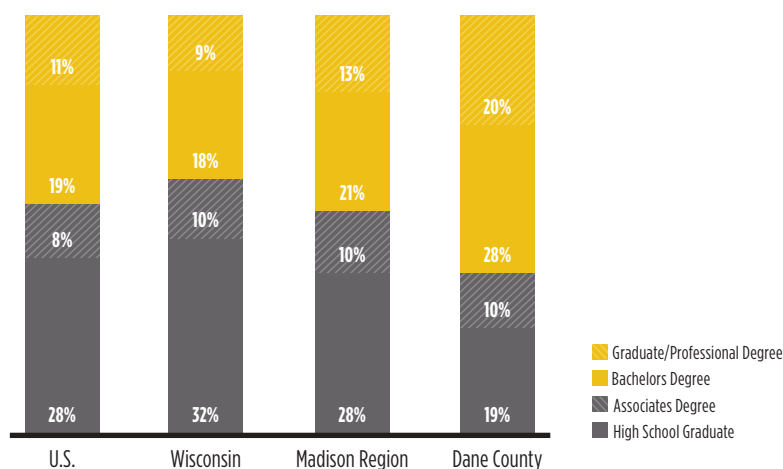
Source: U.S. Bureau of Economic Analysis

Madison MSA



Educational Attainment

(adults age 25 and older)



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

“The region’s quality of life, and a range of lifestyle choices from urban to rural and small town, is a major workforce attraction,” says Edward White, executive director of the Sauk County Economic Development Corp.

“Sauk County’s location near UW-Madison is also an advantage, but I believe just as important is the fact that people can see that ‘homegrown’ businesses like Mueller Sports Medicine, Culver Franchising System Inc., Flambeau and Teel Plastics can be successful multi-state or even international companies right here in Sauk County,” White says.

The region’s central location and well-developed logistics infrastructure make it an attractive business address.

Dodge County’s Waupun,

for example, is about an hour from Madison, Milwaukee and the Fox Cities. The U.S. 151 corridor runs along the east side of the city and the I-41 corridor is 15 minutes east. Rail service is provided by the Wisconsin and Southern Railroad. The community is a part of the Port of Milwaukee’s Foreign Trade Zone and offers easy access to major airports.

KEY LOCATION

“All of this makes Waupun an ideal location for business to grow, expand and serve customers across the Midwest and the globe,” says Kathy Schlieve, Waupun city administrator and economic development director.

Waupun is working to foster a culture of innovation and entrepreneurship by joining

the IGNITE! Business Success resource network which will give entrepreneurs access to resources that assist with successful business startup and expansion.

The region’s location makes it attractive to emerging and traditional businesses, says Vicki Pratt, executive director of the Jefferson County Economic Development Consortium.

“We’re mid-point on the Minneapolis to Chicago Tech Corridor. The mid-state interstate provides easy access to existing businesses that dominate certain regions of the state; e.g., the heavy industrial sector, the finance sector with a huge workforce in eastern Wisconsin, and the growing high-tech businesses in Dane County,” says Pratt.

– Bill Lewis



UW-MADISON: DELIVERING SOLUTIONS TO WISCONSIN BUSINESSES.

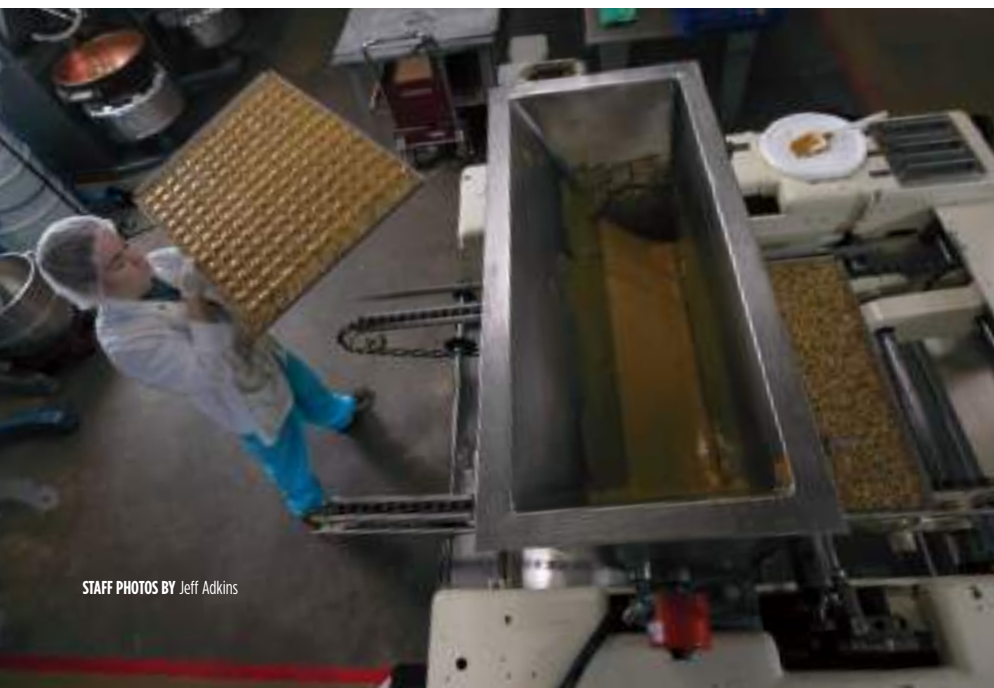
*Let us show you how university resources
can advance your corporate strategy.*

Explore the possibilities with the Office of Corporate Relations

<http://go.wisc.edu/ocr>



Big



STAFF PHOTOS BY Jeff Adkins



TOP PHOTO: STOCK.COM/SNEIUI

APPETITES

FOOD AND BEVERAGE PRODUCTION FEED THE MADISON REGION'S GROWTH

From family farms to major corporations like Colony Brands, Frito-Lay, Seneca Foods Corp., McCain Foods USA and Hormel Foods, agriculture, food and beverage is a key industry cluster in the Madison Region, directly supporting nearly 60,000 jobs and comprising 20 percent of Wisconsin's total employment in that sector.

The industry enjoys advantages including superior distribution networks, reliable and affordable energy, utilities and high-capacity water service and other infrastructure. In addition, the industry is the focus of pioneering research at the University of

Wisconsin's Center for Dairy Research (CDR) and by individual companies such as flavors innovator Kerry. more than 800 food and beverage professionals conducting research in support of customers and the company's 40 manufacturing sites in the U.S. and Canada.

The center houses Kerry's sensory and science teams, customer application suites, commercialization center and the new Taste and Nutrition Discovery Center, "all of which help Kerry and our customers produce great tasting and better-for-you foods and beverages," says Jim Vaughn, a senior manager for Kerry.

"Wisconsin's central location, robust infrastructure, talented workforce and quality

Wisconsin's Center for Dairy Research (CDR) and by individual companies such as flavors innovator Kerry.

More resources are available to the region's agriculture, food and beverage industry, which employs more than 13,000, thanks to a federal Investing in Manufacturing Communities

Partnership (IMCP) designation awarded in 2015 to the Madison Region Economic Partnership for the agriculture, food and beverage manufacturing sector. The award opens coordinated support from liaisons who can assist in accessing resources at 11 federal agencies, which, together can

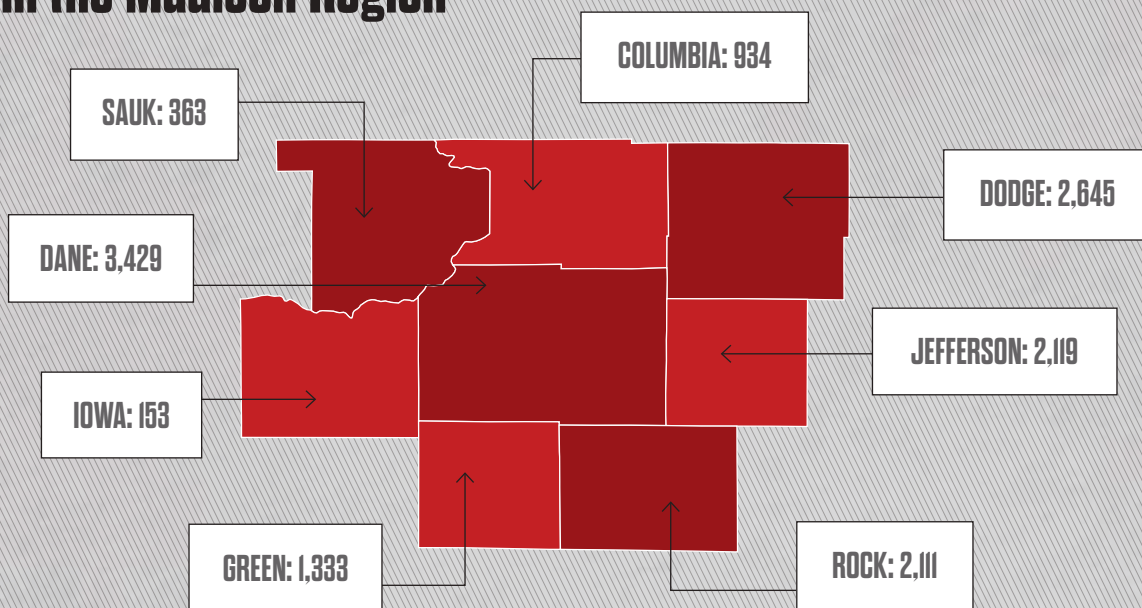
offer more than \$1 billion in available economic development assistance.

FLAVOR, QUALITY, NUTRITION

At its Global Technology and Innovation Center in Beloit in Rock County, Kerry has

Left: Firebrewed Copper Kettle Caramel is deposited onto a tray of pecans at Baraboo Candy Co., one of the region's numerous food manufacturers.

Food and Beverage Manufacturing Employment in the Madison Region



Total employment: 13,087

Source: U.S. Census Bureau, Quarterly Workforce Indicators

Colony Brands, based in Green County, is one of the world's leaders in catalog and electronic retailing of food and other products.



of life have enabled us to grow our business and better serve our customers over the past 30 years," says Vaughn.

Kerry is a global supplier to retail and food service customers, providing taste and nutrition solutions for their food, beverage and pharmaceutical products. The company also produces multiple branded products. These include well-known brands such as DaVinci, Island Oasis and Golden Ladle to name a few.

Small businesses and entrepreneurs are also finding success in the region.

Baraboo Candy Co. in Sauk County produces more than 100 varieties of milk chocolate candies, including MooChews and The Original CowPie! that are distributed across the Midwest.

The Wisconsin Innovation Kitchen in Mineral Point in Iowa County is owned by Hodan Community Services, a program supporting people with disabilities.

The Wisconsin Innovation Kitchen offers commercial food processing services on a contract basis. The

10,000-square-foot facility can prepare and package private label recipes in small, affordable batches. It also helps food entrepreneurs launch businesses and assists non-food enterprises in connecting to local food related opportunities.

MILKING RESEARCH ASSETS

At the University of Wisconsin-Madison, the Center for Dairy Research (CDR) partners with the U.S. dairy industry to bring innovative and profitable products to the global marketplace, says spokeswoman Bekah McBride.

The CDR offers technical, product development and scale-up support among its services.

The CDR also offers outreach and training help through its Technology, University, Research and Business Opportunity (TURBO) economic development program, and continuing education through a short-course program and the Wisconsin Master Cheesemaker Program.

The TURBO program offers comprehensive business accelerator services designed to increase the speed of commercialization for technology-focused products with a dairy ingredient.

The CDR also helps private-sector companies develop and troubleshoot products.

Staff members are available to assist with issues involving safety, quality, functionality and other questions, either at the company's facilities or in the CDR pilot plant, applications kitchen or sensory lab on University of Wisconsin campus.

For entrepreneurs or existing companies interested in technology transfer, the CDR provides the opportunity to license one of CDR's existing patents or other technologies.

Clients then work with the center's staff to perfect the product or technology. The program can also assist an entrepreneur or existing company that has its own dairy-related technology and would like the CDR's assistance for commercialization.

"All of these efforts support the private sector by helping companies to create safe, wholesome products that grow the dairy industry in Wisconsin and around the United States," says McBride. "It is truly the goal of the center to turn our knowledge and expertise into the dairy industry's success by bridging cutting-edge research with practical education and outreach."

— Bill Lewis



Flavor and ingredients leader Kerry operates an innovation center in the Madison Region.

The Center for Dairy Research at the University of Wisconsin - Madison





More than 1,400 manufacturing establishments operate in the region.

STAFF PHOTOS BY Jeff Adkins



QUITE THE PRODUCTION

ADVANCED MANUFACTURING FINDS SKILLS,
SUPPORT IN THE MADISON REGION

The numbers are impressive for advanced manufacturing in the Madison Region, where 1,400

manufacturing establishments employ more than 68,000 workers and the average annual wage is more than \$50,000.

“The Madison Region claims historic strength in manufacturing and production, paired with

high-tech processes pioneered by our higher education and research institutions,” says Paul Jadin, president of Madison Region Economic Partnership. “Companies looking to open or expand advanced manufacturing facilities in the Madison Region will benefit from a multitude of industrial parks, moderate utility prices and strong technical and four-year education institutions.”

The region includes Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk counties, which offer standout quality of life attributes, a lower cost of living and a range of lifestyle choices from urban to rural. The University of Wisconsin-Madison helps draw talented millennials, and area companies also have access to a skilled workforce with a long legacy of craftsmanship.



Those attributes have created an inviting environment for investment and expansion for manufacturers such as The Vollrath Co. LLC, which makes food service industrial washing systems and plastic kitchen products like lid dispensers, bakery cases and condiment holders for restaurants, hotels, stadiums and convenience stores. The company employs 120 workers in Dane County.

“Many of the reasons people are drawn to the region are the same reasons it is a good place to do business, including being within hours of Chicago, Milwaukee and Minneapolis which provides quick access to customers, suppliers

and distribution opportunities,” says Mike Kolinski, Vollrath director of operations, Dane County. “Plus, the University of Wisconsin-Madison is an available partner for educational opportunities and resources.”

Vollrath’s corporate portfolio includes recent acquisitions of food service manufacturing companies Acry Fab and Traex, and both of those operations have now been combined into one facility in Dane County.

PRO BUSINESS

Jadin notes the region’s pro-business environment. “Manufacturers locating or expanding in the region may be eligible for

Wisconsin Economic Development Tax Credits, for example,” he says.

Resources such as Blackhawk Technical College, Madison College, Moraine Park Technical College and Southwest Wisconsin Technical College offer degree programs and training that support advanced manufacturing.

Manufacturing success in the Madison Region is easy to find. In Green County, Kuhn North America Inc. makes plows, balers, spreaders, planting equipment and other agricultural machinery sold around the world.

In 2016, Saint-Gobain, the French industrial conglomerate, completed an \$11.5 million

expansion of its innovative materials plant that manufactures components for medical devices in Portage in Columbia County. Also in 2016, Oklahoma-based HSI Sensing opened a development lab in Madison to focus on manufacturing technology and efficient processes to produce electronic switches and sensors for various industries.

“With HSI Sensing’s focus on innovation, R&D and precision manufacturing, they are a perfect fit for this region,” Jadin says.

The region’s diverse manufacturing sector includes small appliances, food products machinery,



Precision machine components manufacturer Madison-Kipp recently completed a \$3.5 million expansion.

household refrigerators and freezers, metal manufacturing, plastics, tractors and trailers. Among the major manufacturing employers are ABB, Cardinal Glass Industries, Cummins Emission Solutions, Electronic Theatre Controls, GE Healthcare, John Deere Horicon Works, Spacesaver Corp., Spectrum Brands Inc., Sub-Zero and Wolf, Teel Plastics Inc. and Trek Bicycle Corp.

Madison-Kipp Corp. (MKC) manufactures precision-machined components for the transportation, industrial and lawn-and-garden industries. In 2016, the

company completed a \$3.5 million expansion at its Sun Prairie Business Park site in Dane County. The expansion allows MKC to house warehousing and manufacturing operations at one location and positions the company to innovate additional products for both domestic and foreign customers.

“We enjoy our relationship with the City of Sun Prairie and are pleased to grow our footprint here with 90,000 square feet of beautiful new manufacturing space,” says Tony Koblinski, MKC president.

– Kevin Litwin

Top Manufacturing Sectors in the Region (% of total manufacturing jobs)

Food Manufacturing

17.3%

Machinery

13.9%

Fabricated Metal Products

12.6%

Plastics and Rubber Products

8.9%

Printing and Related Support

7.4%

Chemicals

6.7%

Transportation Equipment

6.2%

Electrical Equipment, Appliances and Components

5.4%

Computers and Electronics

4.7%

Furniture and Related Products

4.0%

Primary Metals

3.0%

Miscellaneous Manufacturing

2.9%

Nonmetallic Mineral Products

2.1%

Wood Products

1.9%

Paper

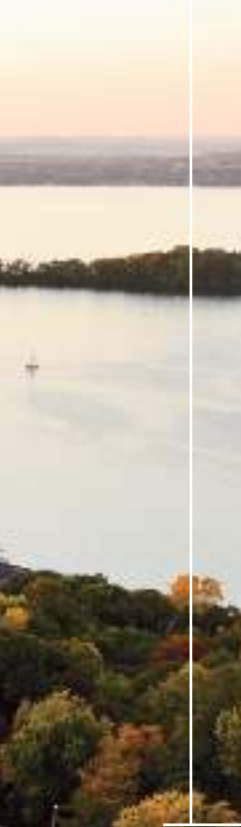
1.3%

Source: Emsi, 2017.1



LAUNCHING PAD

UNIVERSITY OF WISCONSIN-MADISON IS A CATALYST FOR NEW VENTURES



CLASSROOM: UNIVERSITY OF WISCONSIN-MADISON/BRYCE RICHTER; CAMPUS: CREWLOW-M/JEFF MILLER



Ranked sixth in the nation among universities for research and development budgets, the University of Wisconsin-Madison is a powerful economic engine in the region and across the state. The university's research programs are credited with fostering 362 startup companies, which support nearly 25,000 jobs and contribute more than \$2.3 billion to the state economy each year.

"The research dollars that our faculty bring home to Wisconsin

have a significant regional economic impact," says Marsha Mailick, University of Wisconsin-Madison vice chancellor for research and graduate education. "These dollars pay for salaries, which are reinvested in the local economy, as well as services and supplies provided by Wisconsin companies, creating even more jobs and revenue."

Mailick says investments in faculty and staff have been vital to the university's successful research and development efforts.

"Nineteen Nobel Prizes have been awarded to UW faculty and

alumni. That's why we continue to invest in our faculty, staff and students. It's our people that are our most critical resource for maintaining our position as a top research university," she says.

The value of the research is also reflected in innovative startup companies and new technologies. The Discovery to Product's Igniter Fund program is designed to bring technologies developed at the University of Wisconsin-Madison to market. University Research Park offers state-of-the-art facilities where researchers can turn ideas into viable businesses.



University of Wisconsin-Madison

Total Enrollment:

43,338

Academic schools and colleges:

13

Graduate Enrollment:

8,904

Awarded bachelor's degrees (2014-15)

6,902

Budget:

\$2.9B

Awarded master's degrees (2014-15)

2,134

Faculty and staff:

21,608

Awarded doctoral degrees (2014-15)

1,506

Source: University of Wisconsin-Madison

University of Wisconsin-Madison research has led to creation of more than 360 startups.

R&D Expenditures by Universities (FY2015)

Johns Hopkins

\$2.31B

University of Michigan

\$1.37B

University of Washington

\$1.18B

University of California-San Francisco

\$1.13B

University of California-San Diego

\$1.10B

University of Wisconsin-Madison

\$1.07B

Duke University

\$1.04B

Stanford University

\$1.022B

UCLA

\$1.021B

Harvard University

\$1.01B

Source: National Science Foundation

The Wisconsin Alumni Research Foundation (WARF) – ranked seventh worldwide in 2015 for the number of new patents – covers the costs of patenting and licensing that enable university researchers to commercialize their discoveries.

Since its founding in 1925, WARF has provided more than \$2.3 billion to the University of Wisconsin-Madison in the form of direct grants and more than \$300 million to faculty inventors.

“WARF is among the oldest and most nimble technology transfer offices in the nation,” says Jeanan Yasiri Moe, director of strategic communications for WARF.

“Today, WARF manages a substantial investment portfolio built from decades of licensing and investment revenues. Through prudent stewardship, WARF is able to provide an annual grant of tens of millions of dollars to the university to fuel an evergreen cycle of innovation.”

Those gifts, Moe says, are used to recruit and retain faculty, support student fellowships, build new facilities and advance the “Wisconsin Idea” – the university’s guiding principle that education should influence people’s lives beyond classroom boundaries.

A GREAT PLACE TO LAUNCH A STARTUP

A beneficiary of WARF funding is Echometrix, an ultrasound technology company born out of research conducted by Ray Vanderby, a University of Wisconsin-Madison professor, and his biomedical engineering colleagues.

“They developed a software technology to assist them in doing their research and they quickly realized it had commercial potential,” says Echometrix CEO Jeffrey Dalsin. “WARF has been very supportive throughout the lifespan of the company in terms

of providing financial assistance and the patent work they did in exchange for equity in the company.”

“Madison has a great startup ecosystem,” Dalsin says. “There’s [University of Wisconsin-Madison] and all the tremendous resources that a top-notch, Big 10 research institution has to offer – facilities, talent and collaborative potential with faculty and students. Having a lot of really smart people in the same area creates a lot of positive, entrepreneurial energy, and that’s really evident in this region.”

In addition to WARF, the university has launched new research and development funding initiatives, such as UW2020, which will open new avenues for innovation and help university researchers be more competitive when applying for federal funding.

“The value of our research program lies not only in the new knowledge, but also in its contribution to our educational mission and our state’s quality of life,” Mailick says. “Research at the university helps solve big problems that make people’s lives better. It means making a difference. It means finding cures for diseases and vaccines to prevent illness in the first place. It means expanding the frontiers of knowledge and growing the economy. It’s about healthier food and lifestyles. It’s about research that will transform the world in the future.” – Teree Caruthers



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- 10 minutes to Dane County Regional Airport
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Contact: Todd Schmidt
Village Administrator/
Economic Development Director

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The University of Wisconsin-Madison boasts one of the nation's best undergraduate business schools.

The Madison Region has become a center of financial services activity, headquarters and major operating base for a diverse group of firms that includes insurers, third party administrators and student loan processors.

American Family Insurance, WPS Health Solutions, Total Administrative Services Corp., Great Lakes Higher Education Corp. & Affiliates, CUNA Mutual Group, QBE Insurance Group and National Mutual Benefit are among the companies with headquarters or substantial operations in the region.

These and many other companies are attracted to the Madison Region's exceptional quality of life, outstanding public and private institutions, and a pool of skilled talent stocked in

part by the University of Wisconsin-Madison.

U.S. News & World Report has named the university's undergraduate business school one of the 15 best in the nation, and its Risk Management and Insurance program placed fourth in the nation in *U.S. News'* latest rankings.

FULLY INSURED

Founded in 1946, Monona-based Wisconsin Physicians Service Insurance Corp., doing business as WPS Health Solutions, is the state's leading not-for-profit health insurer. WPS offers individual health insurance, family health insurance, and high-deductible health plans, as well as group health plans and benefit plan administration for businesses.

Madison-based American Family Insurance is the nation's 13th-largest property/casualty insurance group and ranks 332nd on the Fortune 500 list. The company sells American Family-brand products, including auto, homeowners, life, business and farm/ranch insurance, through its exclusive agents in 19 states.

The region also benefits from a number of organizations that support entrepreneurial growth in financial services and other industries in the region and beyond. One of those is AmFam Ventures, a subsidiary of American Family Insurance, that invests in early stage companies.

AmFam Ventures makes investments, typically from \$500,000 to \$2 million, in companies primarily focused on insurance innovation, data and analytical solutions and digital connectivity.

"We are supporting companies

that are impacting our business and policyholders as well as the insurance industry as a whole," says Dan Reed, managing partner of AmFam Ventures.

Reed said the Madison Region is ideal because of its high concentration of intellectual and business talent. "There is also a great spirit of collaboration in the community that helps our companies in their development," he says.

One of the Madison firms that AmFam Ventures has supported is ABODO, which has developed a platform that makes it easier for apartment renters and owners to

investors and the community support. It's extremely motivating to know that so many great people support us," says Slocum.

SERVING STUDENTS

Great Lakes Higher Education Corporation & Affiliates, based in Madison, is one of the country's biggest student loan servicers. The organization has been in business since 1967 and services federal loans for millions of students, working with 6,000 schools and 1,100 lenders.

Total Administrative Services Corporation (TASC), a third

"It's extremely motivating to know that so many great people support us."

— Alec Slocum, CEO, ABODO

connect. The company is now expanding across the country.

Alec Slocum, ABODO co-founder and CEO, says establishing the business in Madison was more capital efficient and offers a number of competitive advantages for startups.

"The Midwest is much cheaper than Silicon Valley. If we were based in San Jose, there's no way we could have afforded our old offices as a young startup," says Slocum.

The company, he says, received tremendous support from groups based in the region like 4490 Ventures, AmFam Ventures and a large number of successful entrepreneurs.

"We truly value the relationships with all of our

party administrator of employee benefit accounts, opted in the 1980s to relocate to Madison, from elsewhere in the state, to be closer to the intellectual resources offered by the University of Wisconsin-Madison, other higher education institutions and the regional transportation hub.

"With UW and strong technical colleges in the area, this greatly enhances the labor pool of skilled workers," says Cliff Mason, president of TASC, who moved to Madison from out of state two years ago.

"The quality of life in Madison is second to none," he says. "Madison is also a very philanthropic community and the spirit of cooperation among public and private institutions is excellent."

— John Fuller



AIR TO THERE

DANE COUNTY REGIONAL AIRPORT KEEPS MADISON REGION FLYING HIGH



Getting to and from the Madison Region is easy, and Dane County Regional Airport is a big reason why.

The airport, where more than 4,000 people work every day, is just northeast of downtown Madison and provides a \$600 million annual economic impact.

Travel at the airport is on the upswing – more than 1.8 million fliers used the airport in 2016. The airport offers direct flights to and from Atlanta, Charlotte, Chicago, Dallas, Denver, Detroit, Minneapolis-St. Paul, Newark, New York, Orlando, Washington, D.C. and Salt Lake City.

“Not only do we draw passengers from Madison but also from Beloit, La Crosse, Mosinee, Stevens Point, Wausau and even Dubuque, Iowa,” says airport director Bradley Livingston. “The airport is fortunate to be situated less than two miles from major interstates I-39/90 and I-94.”

Dane County Regional Airport has more than 90 flights daily, with service from four commercial carriers – American, Delta, Frontier and United. In addition, the airport’s prime geographic location makes it an ideal cargo

distribution center for FedEx.

The airport also operates Foreign Trade Zone (FTZ) 266, which allows companies to move goods without going through formal customs entry procedures or paying import duties. FTZ 266 includes a 123-acre site near the airport and several subzones throughout the region.

The airport is a key contributor to the region’s strong transportation network. Interstates I-39, I-90 and I-94 run through the region, while five other major U.S. highways provide high-speed corridors for distribution companies that haul goods to close-by large markets including Milwaukee, Minneapolis-St. Paul, Wausau and Chicago.

In addition, the Madison Region has freight rail service and access to water-based shipping through ports such as the Port of Chicago, which is 85 miles away and offers cargo hauling by barge to both the Great Lakes and Gulf of Mexico via the Mississippi River system.

THE MILITARY, COFFEE & TEA

Dane County Regional Airport has undergone several recent upgrades such as a parking



garage expansion and a \$5 million taxiway reconstruction to handle larger aircraft like 737s and 757s.

The 3,000-acre airport property includes a successful business park, and all remaining available parcels have access to FTZ 266.

The airport is also home to the 1st Battalion 147th Aviation Regiment of the Wisconsin Army National Guard, and the 115th Fighter Wing of the Wisconsin Air National Guard. A total of 15 helicopters and 40 other military aircraft are based on the grounds, and also on site are about

80 single-engine private planes, 15 multi-engine aircraft and 18 corporate jets.

For passenger comfort, the airport offers five restaurants within its Frank Lloyd Wright-influenced prairie-style terminal building, including the new MadTown Gastropub and Vinotera Wine and Tapas Bar.

TO D.C. AND BACK

The University of Wisconsin-Madison generates significant passenger traffic for the airport,

including professors who often travel to the Washington, D.C. area.

"Companies from across the region use our airport for their important business travel, including health care technology, biotech, computer tech and insurance personnel," Livingston says. "Many passengers are affiliated with the University of Wisconsin-Madison because the institution is so involved in research efforts and many federal government projects."

— Kevin Litwin

4

Commercial carriers serving Dane County Regional Airport

1.8M

Passengers using the airport in 2016

90+

Daily flights at the airport

12

Nonstop destinations served by the airport

Experience the Difference of a Rock County Location

Since today's decisions impact tomorrow's returns, preparation and positioning make all the difference. That's why Rock County's fiscal health and related management systems consistently receive solid credit ratings from Moody's and Standard & Poor's, respectively. Consequently, numerous privately held and publicly traded nameplates with large production and/or warehousing footprints call Rock County home.



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For additional information:

Rock County Development Alliance

51 South Main St. | Janesville, WI 53545 | 608.757.5598

www.RockCountyReady.com

ECONOMIC PROFILE OF

POPULATION

Madison Region:

1,039,536

Source: U.S. Census Bureau

POPULATION BY RACE

Hispanic or Latino:

2000: 27,726

2015: 60,218



Asian Alone:

2000: 16,938

2015: 31,417



Black or African American
Alone:

2000: 26,740

2015: 34,908



White Alone:

2000: 817,812

2015: 872,300



Other:

2000: 13,655

2015: 25,386



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

TOTAL BUSINESS ESTABLISHMENTS

24,911 **25,127**

2010

2014

Source: U.S. Census Bureau

TOTAL EMPLOYMENT (2015)

541,713

All Industries

Source: U.S. Bureau of Labor Statistics

ANNUAL EXPORTS (2015)

Madison MSA:

\$2.28B

Janesville-Beloit MSA:

\$966M

Combined MSAs:

\$3.25B

9.9% Growth (2010-2015)

Source: International Trade Administration

MEDIAN HOUSEHOLD INCOME

2015 2010

U.S.

\$53,889

\$51,914

3.8%
change

Wisconsin

\$53,357

\$51,598

3.4%
change

Madison Region

\$58,896

\$56,352

4.5%
change

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

MEAN TRAVEL TIME TO WORK (2015)

22.1 minutes

25.9 minutes

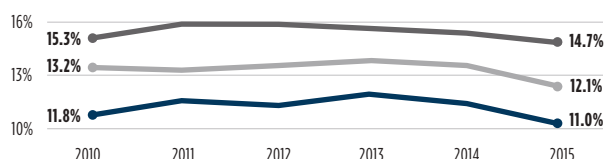
Madison Region

United States

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

POVERTY RATE

U.S. Wisconsin Madison Region



Source: U.S. Census Bureau, Small Area Income and Poverty Estimates

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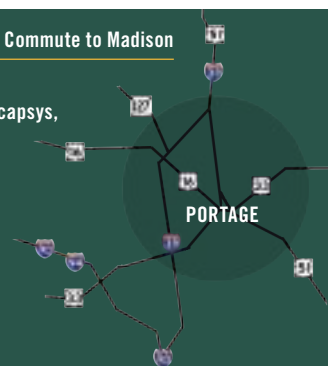
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Innovative Workforce Development and Training Programs

Advanced Manufacturing Training Center-Portage Enterprise Center



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steven.sobiek@portagewi.gov
(608) 617-7121 • www.portagewi.gov



THE MADISON REGION

UNEMPLOYMENT RATE (2016)

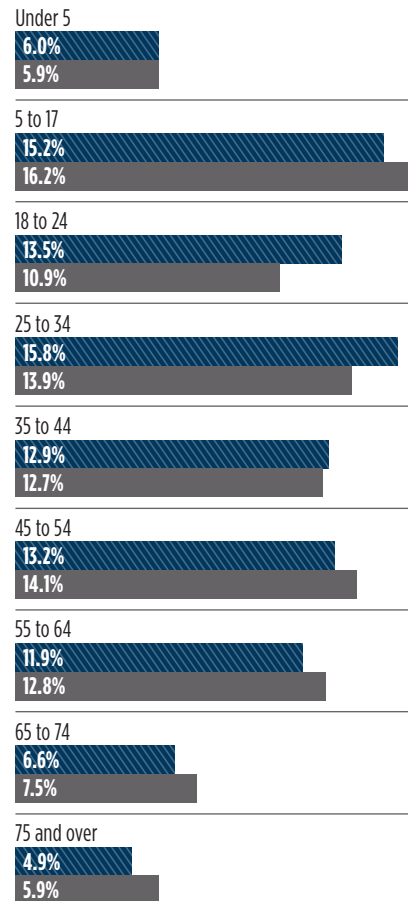
4.9% U.S. **4.2%** Wisconsin **3.5%** Madison Region

EMPLOYMENT BY INDUSTRY

Industry Description	Change 2010-2015	% of all Industry
Management of Companies and Enterprises	86.6%	2.3%
Information	42.0%	3.6%
Administrative/Support/Waste Management/Remediation Services	29.5%	5.1%
Mining, Quarrying, and Oil and Gas Extraction	29.0%	0.1%
Agriculture, Forestry, Fishing and Hunting	25.9%	0.9%
Construction	24.6%	4.5%
Professional, Scientific, and Technical Services	15.8%	4.7%
Wholesale Trade	13.3%	4.4%
Health Care and Social Assistance	12.9%	12.9%
Accommodation and Food Services	11.2%	8.2%
Manufacturing	9.6%	12.6%
All NAICS Sectors	9.2%	-
Transportation and Warehousing	8.3%	2.6%
Arts, Entertainment, and Recreation	5.7%	1.6%
Utilities	4.5%	0.4%
Retail Trade	0.9%	11.0%
Public Administration	-0.6%	7.3%
Educational Services	-0.7%	9.5%
Other Services (except Public Administration)	-4.0%	2.9%
Real Estate and Rental and Leasing	-5.3%	1.1%
Finance and Insurance	-13.4%	4.2%

Source: U.S. Census Bureau

AGE DISTRIBUTION (2015)



■ Dane County ■ Madison Region Source: U.S. Census Bureau

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American Family Insurance
amfam.com

City of Fitchburg
fitchburgwi.gov

City of Madison
cityofmadison.com

City of Portage
portagewi.gov

City of Verona
veronawi.gov

Madison Area Technical College
madisoncollege.edu

Madison Region Economic Partnership
madisonregion.org

Middleton Area Development Corporation
cityofmiddleton.us

Rock County Development Alliance
rockcountyalliance.com

SSMHealth
ssmhc.com

UnityPoint Health – Meriter
unitypoint.org

University of Wisconsin – Madison
wisc.edu

UW Health
uwhealth.org

Village of Cottage Grove
village.cottage-grove.wi.us

Village of Waunakee
waunakee.com

Wisconsin Economic Development Corporation
inwisconsin.com



CODE WARRIORS

THE MADISON REGION
IS FERTILE GROUND
FOR VIDEO GAME
SOFTWARE
DEVELOPMENT

When Joel McDonald's *Prune* was named Apple Inc.'s 2015 Game of the Year for the iPad and *Time* magazine's Best Video Game

of 2015, it spotlighted the growth of the independent game development community in Madison, which has emerged around anchor companies like Raven Software, Filament Games and Human Head Studios.

It should be no surprise that independent studios—like Flippfly, co-founded by Aaron and Forest San Filippo and best-known for a flying game called *Race the Sun*—have emerged in Madison.

The region has long been known for its tech- and innovation-oriented businesses (nearly one in four jobs in the region is STEM-related), as well as the cutting-edge programs offered by the University of Wisconsin-Madison and other local higher

education institutions.

Building on those strengths, the Madison Region Economic Partnership (MadREP) brought together stakeholders in the local game development community two years ago to launch the Madison Games Alliance (MGA), which aims to further grow the industry and elevate its profile, both nationally and internationally.

"Games development is a substantial part of the Information Communication Technology industry in the Madison Region," said Paul Jadin, president of MadREP. "We developed the MGA because we feel it is important for the industry leaders to collaborate to continue thriving in our region."

For Jennifer Javornik, vice president of sales for Filament Games, a design and development shop that focuses exclusively on learning games, an "immediate win" for the MGA was the studios getting to know each other.

One of the main goals of the

MGA initiative is to "put ourselves on the map as a premier hub for game development," Javornik says, and attract investment and talent for game development.

"To create and grow a game development industry, an area needs the right blend of technical and creative talents and access to capital. Not a lot of places have that specific mix," says Tim Gerritsen, business development director at Human Head Studios, noting that Madison has an abundance of both technical and creative talent.

MGA plans to launch a Madison game developer conference in 2017, bringing in best-in-class speakers and session leaders "so they can be exposed to some of the best talent in the world here in Madison," Javornik says.

MGA also wants to help attract and build the talent base so local companies will have the pipeline of talent they need to continue to grow. As part of that, MGA has

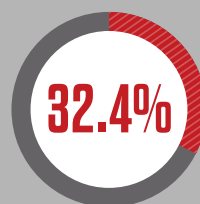


With anchor companies like Human Head Studios, this page and previous page, the Madison Region has emerged as a hub for video game software development.

ROOTED IN STEM

3rd

Rank of Madison MSA in STEM job growth from 2001-2014



Madison MSA STEM job growth from 2001-2014

44,143

Advanced industries jobs in 2015

begun working closely with both K-12 schools and institutions of higher learning.

“The goal is to make sure that those organizations are training their students appropriately for the games industry,” says Dan Norton, Filament’s chief creative officer. “Obviously the schools are very interested in making sure that their students are finding placement in game industry jobs.”

Aaron San Filippo of Flippfly notes the region has quite a bit of development talent, but he sees in the coming years more artists and designers coming out of the local schools.

“Midwestern values play very nicely in the local game industry,” he says. “It’s not just that Madison is a cool place. Our opinions about making Filament a sustainable place to work probably hold true at the other Madison companies. We are part of a thread of making work a part of your life, not your entire life.” – *Jason Zasky*

HEALTH IT

An Epic Leader

THE MADISON REGION DRIVES INNOVATION IN HEALTH CARE IT

Since Epic Systems Corp. was founded in a basement in 1979 with 1.5 employees, the company has grown into the recognized industry leader in electronic medical records and health care information technology. Based in Dane County’s Verona, Epic employs more than 9,000 people in the region.

Epic’s growth has helped make the region a hub for health care innovation and a home to dozens of health-focused IT companies — including Wellbe Inc., Nordic and RevolutionEHR, each on the Inc. 5000 list of the fastest-growing U.S. private companies.

“Because of Epic there are more people here per capita that understand health care,” says Mark Bakken, a co-founder of Epic consulting firm Nordic and now managing partner of HealthX Ventures, a Madison-based digital health care seed fund that invests in companies aiming to help health care systems achieve better outcomes.

Among the companies in its portfolio: Redox, which develops software that makes it easy for hospitals to talk to the outside world using technology; Ensodata, which automates the sleep scoring of patients with sleeping-related issues; Epharmix, which simplifies remote patient monitoring with automated text messages and phone calls; and Pacifica, a consumer app that teaches people techniques to help deal with stress, anxiety and depression.

“Madison is a great place to live,” Bakken says. “It offers a lot of ‘big city things’ without the expense of a big city.” – *Jason Zasky*

Leading Information Communication Technology Assets

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4490 Ventures

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EatStreet

Epic Systems Corp.

Fetch Rewards

Filament Games

Forward Health Group

gener8tor accelerator

Google Regional R&D Center

Great Lakes Higher Education Corp.

Hardin Design & Development

HealthMyne

HealthX Ventures

Human Head Studios

Ionic

Madison College

Microsoft Regional R&D Center

MIQsoft Corp.

Madworks Coworking

Nordic

PerBlue

Propeller Health

Raven Software

Redox

RevolutionEHR

Sector67

Smart Solutions Inc.

SOLOMO Technology

Sony

StartingBlock Madison

University of Wisconsin-Madison

Wellbe Inc.

Wisconsin Human-Computer Interaction laboratory

Wisconsin Information Security Center (WISC)

Zendesk

DISCOVERY



Zone

MADISON REGION
HEALTH SYSTEMS DELIVER
CUTTING-EDGE CARE



The Madison Region is at the crossroads

of health care and life sciences discovery. A deep bench of health systems anchor an industry that provides top-notch care and delivers a major economic impact, supporting more than 70,000 jobs in the region.

Madison's health care and life sciences community, which includes the University of Wisconsin School of Medicine and Public Health, spends more than \$500 million per year on life sciences related research, turning research

into bedside applications. The University of Wisconsin Hospital, part of the University of Wisconsin Health system is ranked the top hospital in the state and among the top 50 hospitals nationwide by *U.S. News & World*

Report. The publication ranked UW Health's American Family Children's Hospital among the top U.S. pediatric facilities.

"There is a continuous drive to learn more and develop more so that we are delivering care with the highest level of evidence we possibly can," says Betsy Clough, UW Health vice president for performance excellence. "Wisconsin is also an extremely collaborative state for health care, and we have partnered with other innovative and successful organizations across the state and nation to continue to refine our definition of success and strive for those goals."

Clough says the university offers significant opportunities for UW Health to collaborate with engineering, pharmacy, nursing and medical students on research projects, a collaborative and evidence-based approach to care that has led to numerous breakthroughs.

One example is the Precision Medicine Molecular Tumor Board, a resource for any patient in Wisconsin. The Board is a collaboration between the UW

Carbone Cancer Center and other state oncology centers, including Green Bay Oncology and Aurora Health Care. Patients' tumors are sequenced to identify DNA mutations and UW Carbone Cancer Center experts review the case and make recommendations for personalized treatment tailored to that patient's cancer profile.

BOOSTER SHOT

In addition to UW Health, the region also includes a number of other nationally ranked hospitals such as Mercy Hospital and Trauma Center in Janesville and St. Mary's Hospital in Madison.

Care is augmented by a network of clinics and specialty providers. UnityPoint Health - Meriter operates a hospital in Madison and several primary care and specialty clinics throughout the region.

In Green County, Monroe Clinic operates a 58-bed hospital and 11 clinics serving southwest Wisconsin and northwestern Illinois. The hospital was named one of the 100 Great Community Hospitals by Becker's Hospital Review and



Monroe Clinic Hospital

Wisconsin Life Sciences

1,600

Life science and biotechnology establishments in the state

\$27B

Economic output of Wisconsin life science and biotech firms

36,000

Employment in the state's life science and biotech industry

\$716M

Taxes generated by Wisconsin life science and biotech firms

Source: BioForward Wisconsin, 2015

70,000

Additional jobs supported by the life science and biotech industry in the state

was awarded the Press Ganey Guardian of Excellence Award for hospitals in the 95th percentile for patient experience, engagement or clinical quality performance.

Dr. Mark Thompson, chief medical officer for Monroe Clinic, says workforce development is a priority for the system.

"The fact that we have a very efficient and consumer-friendly campus is an asset that attracts top talent," he says. "We have a highly engaged, employee-driven organization. We're in the 88th percentile for overall clinician satisfaction.

Our employee satisfaction is in the 83rd percentile. We're very dedicated to education and training. This really creates an environment of innovation."

The clinic invites local employers into its strategic planning process, Thompson says, so they can help drive the agenda of health care that is delivered in the community. "We've formed some unique partnerships with companies to improve quality in their workforce as well as decreasing costs of health care for their workforce," he says.

— Teree Caruthers

BIO POWER

The life sciences industry in Wisconsin contributes some \$27 billion to the state's economy each year - and the Madison Region accounts for a majority of that activity. The life sciences sector in the region touches a full spectrum of industries, from medical equipment manufacturing (GE Healthcare) to laboratory and research products (Promega Corp.) to research (Covance). "As more health solutions oriented companies start in the region, it attracts others due to business development opportunities, abundance of talent, quality of life and an environment that supports those companies," says Lisa Johnson, CEO of Wisconsin BioForward, an advocacy organization for the state's bioscience industry. "Innovation happens in an environment that promotes creative thought, collaboration and risk taking," she says. "Madison has those elements embedded into its culture."



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Career BUILDERS

BUSINESS-EDUCATION PARTNERSHIPS INTRODUCE STUDENTS TO IN-DEMAND OCCUPATIONS

Unemployment in the Madison Region ended 2016 at 3.5 percent, below both the state and U.S. averages. As the job market heats up and older workers near retirement, the region's business community is increasingly looking to local education providers to partner with to cultivate and retain the workforce growing up in their backyards. To help make these school-to-career connections possible, the Madison Region Economic Partnership (MadREP) has taken the lead role in promoting and administering a program called *Inspire Madison Region*.

Inspire Madison Region is a software supplement to the web-based program Career Cruising, which the Wisconsin Department of Public Instruction has made available to all public school districts in Wisconsin. The statewide distribution of Career Cruising is a response to a statute

passed by the Wisconsin state legislature mandating school districts provide academic and career planning services to students in grades 6-12, beginning with the 2017-18 school year.

"Career Cruising is an excellent program which allows students to learn valuable information about specific occupations and how they may or may not be a good fit based on a student's interests and abilities," said Gene Dalhoff, MadREP vice president of talent and education, and manager of *Inspire Madison Region*. "The *Inspire Madison Region* add-on takes the program one step further. It makes it possible for students to connect via the interactive platform to local employers, career coaches and experiential learning activities such as job shadowing, internships, and youth apprenticeships."

A number of partners are helping MadREP promote and expand *Inspire Madison Region*



including the Workforce Development Board of South Central Wisconsin (WDBSCW).

"One of the most critical things we need to do in our region is build the talent pipeline. We have a people shortage – primarily because of the demographic shift in the region – so we really need every young person to have an idea of what they want to do in the future," says Pat Schramm, WDBSCW executive director. "*Inspire Madison Region* provides students with a lot of opportunities to connect with companies in our region so they have a clear picture of what those companies do. Then they can understand what role they can play and what kind of skills they need to develop."

In the classroom, area educators are beginning to see how *Inspire Madison Region* is enhancing the learning

experience of students.

"*Inspire Madison Region* is a unique resource that allows Madison Metropolitan School District to bring real world experiences into the classroom by connecting teachers and students with local business, community and post-secondary partners," said Kristin Long, the district's career education coordinator.

GET CONNECTED

Bridgett Willey, director of allied health education and career pathways at UW Health, says the program provides an excellent platform for businesses to connect with educators and students.

Willey's organization has been able to fulfill requests for speakers, student interviews and other career events in the schools through the platform.

Participation in *Inspire Madison*

Region continues to grow.

Students in nearly 50 school districts now have the opportunity to connect to over 360 career coaches and more than 320 companies which, combined,

320

Companies participating
in *Inspire Madison*

are offering approximately 1,850 experiential learning activities for students and educators.

"Through the connections *Inspire* provides, we are working to show students what opportunities are available locally," Dalhoff says. "In doing so, we are growing the region's future workforce." – Teree Caruthers

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— Cindy, Medical Administrative Specialist Instructor

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FLAWLESS FUSION

MADISON REGION'S UNIQUE MIX OF AMENITIES,
COMMUNITIES OFFER MAJOR DRAW FOR TALENT

Variety is truly the spice of life in the Madison Region, where residents enjoy ready access to cosmopolitan areas bustling with activity as well as small communities that boast charming downtowns. The region is also packed with kid-friendly attractions, making it an ideal place for families to both vacation and put

down roots, and its 12 state parks and dozens of hiking and biking opportunities draw outdoor adventurers.

Home to the University of Wisconsin-Madison, the city lays claim to a thriving cultural arts district anchored by the Overture Center for the Arts, which comprises 10 resident arts organizations – including the Children's

Theater of Madison and Kanopy Dance Co. – as well as seven performance spaces and four art galleries.

In addition, the cultural arts district is part of Madison's "museum mile" that stretches from the Wisconsin State Capitol to the University of Wisconsin-Madison campus and features can't-miss destinations like the Chazen



Clockwise from top: Devil's Lake State Park near Baraboo; Downtown Janesville; The Bodacious Olive, part of Janesville's Block 42 redevelopment.





Madison Region residents enjoy small communities that boast charming downtowns.



Museum of Art, Madison Science Museum and Wisconsin Historical Museum.

Madison also strikes a chord with music lovers, drawing world-class entertainers to venues like the Majestic Theatre, the oldest theater in the city. Other popular entertainment venues include the Orpheum Theatre, High Noon Saloon, Barrymore Theatre, Alliant Energy Center, The Annex @ The Red Zone, and Wisconsin Union Theater.

The Madison Opera and Madison Symphony Orchestra perform regularly, and the community plays host to a variety of music-focused annual events like the Sugar Maple Traditional Music Festival and the

Madison World Music Festival.

Additionally, Madison’s cuisine scene plays a significant role in its diverse cultural climate. *Taste & Travel Magazine* has recognized the city for its exceptional selection of farm-to-table restaurants, such as Roast Public House and Marigold Kitchen, while *Condé Nast Traveler* included A Pig in a Fur Coat on its 15 Best New Restaurants in the Midwest in 2014. Madison also has a long history with the James Beard awards, one of the most prestigious awards in food. Of the 27 years the awards have been given, Madison restaurants and chefs have earned 19 different nominations.



CURB APPEAL

Located about 50 miles north of Madison, Wisconsin Dells is nicknamed “The Waterpark Capital of the World,” and for good reason. Not only was the community home to the first indoor water park in the U.S., but it now comprises more water parks per capita than any other city in the world – including the 70-acre Noah’s Ark Waterpark, the country’s largest outdoor water park.

Wisconsin Dells’ downtown district is also a must-visit destination that features one-of-a-kind shops, restaurants, galleries and other attractions.

“There’s never a dull moment in Wisconsin Dells,” says Sarah

Hudzinski, director of marketing and communications for the Wisconsin Dells Visitor & Convention Bureau. “With live entertainment, thrilling attractions, luxurious to cozy accommodations and dining options, you’ll have plenty to do when you visit.”

Janesville, a community of about 64,000 residents south of Madison, has a thriving downtown area where a significant revitalization effort is under way. In addition to unique eateries and retailers, downtown Janesville includes attractions like the Janesville Performing Arts Center.

Founded in 1845 by immigrants from the canton of Glarus in

eastern Switzerland, New Glarus – located just over 25 miles south of Madison in Green County – is known as America’s Little Switzerland. The community draws approximately 200,000 visitors each year with its many Swiss-themed attractions, like the Swiss Historical Village & Museum and Chalet Landhaus Inn & Restaurant. The famed New Glarus Brewing Co. also lures newcomers with its variety of handcrafted beers.

“The restored downtown features charming Swiss architecture that is home to interesting and unique locally owned businesses offering a variety of merchandise, ranging from Swiss cow bells, Alpine clothing

and polka music,” says Susie Weiss, director of the New Glarus Chamber of Commerce.

Also in Green County, Monroe has a revitalized downtown with a historic Courthouse Square filled with arts and entertainment destinations. Plus, downtown Monroe hosts special events throughout the year, such as Concerts on the Square in the summertime and the First Thursday Wine Walk each November.

“Right now is a great time to be in downtown Monroe,” says Jordan Nordby, executive director of Main Street Monroe. “We have a nice variety of restaurants and local shops, and downtown really is the heart of our community.”

– Jessica Walker Boehm



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