

MadREP 2015 IMCP Application: Letters of Support

Partner Organization	Signatory	Signatory Title
U.S. Senate, Senator Baldwin's Office	Tammy Baldwin	United States Senator
U.S. House of Representatives, Representative Pocan's Office	Mark Pocan	Member of Congress
100 State	Andrew Conley	Executive Director/Co-Founder
Badgerland Financial	Paul Dietman	Emerging Markets Specialist
Baum Development Corporation	David Baum	President and CEO
City of Madison	Paul Soglin	Mayor
Dane County	Joe Parisi	County Executive
DATCP	Ben Brancel	Secretary
Doyenne Group	Heather Wentler	Executive Director
FEED Kitchen	Adam J. Haen	Manager
Findorff & Son, Inc.	Jeff Tubbs	Vice President-Business Development
Forward Community Investments	Salli Matyniak	President
Greater Madison Chamber of Commerce	Zach Brandon	President
Greater Madison Convention & Visitors Bureau	Deb Archer	President & CEO
Ho-Chunk Nation	Jon Greendeer	President
Innovation Kitchens, LLC	Rick Terrien	Founder/CEO
Janesville Innovation Center	Mike Mathews	Operations Manager
LION / SLOW Money Wisconsin	Tera Johnson	President
Madison Area Technical College - Jefferson	Turina Bakken	Vice Provost
Madison Area Technical College - Reedsburg	John Alt	Academic Dean
Madison Culinary and Technology Center	Matthew J. Feifarek	Executive Director
MWFPA	Nick C. George, Jr.	President
Portage Enterprise Center	Steve Sobiek	Director, Business Development and Planning
Sector67	Chris Meyer	Director
Southwest Opportunities Center, Inc.	Audrey Gaio-Johnston	Executive Director
Southwest Technical College	Duane H. Ford, Ph.D.	President
StartingBlock Madison	Terry Sivesind	President
Supply Chain Visions, Inc.	Shawn Winn	Manager
Southwestern Wisconsin Regional Planning Commission	Larry T. Ward, Jr. AICP	Executive Director
United FCS	Todd Kearney, CPA	VP Community Access & Program Development
University of Wisconsin--Madison	Rebecca Blank	Chancellor
USDA, Forest Products Laboratory	John F. Hunt	Research Mechanical Engineer, PE
UW Center for Cooperatives	Anne Reynolds	Executive Director
UW Center for Dairy Research	Vic Grassman, CECd	Manager - Technology Commercialization
UW Center for Freight, Infrastructure, Rail and Education	Teresa Adams, Ph.D.	Executive Director
UW Extension--Ag and Natural Resource Extension	David B. Williams	Associate State Program Director
UW Extension--Business and Entrepreneurship	Mark Lange	Director
UW Food Science Department	Scott Rankin	Food Science Department Chair
UW Horticulture Department	Irwin Goldman	Prof and Chair, Department of Horticulture
UW-Madison Center for Integrated Agriculture Systems	Michael M. Bell	Director
Vernon Economic Development Association	Susan Noble	Executive Director
Water Resources Monitoring Group	Dennis L. Busch	CEO
Watertown Economic Development Organization	Kim John Erdmann	Executive Director
Wisconsin Housing and Economic Development Authority (WHEDA)	Wyman Winston	Executive Director
Whitewater Innovation Center	Ronald L. (Bud) Gayhart	Director
Willy Street Cooperative	Anya Friszt	General Manager
Wisconsin Business Development	Dan M. Schneider	President & CEO
Wisconsin Cheese Makers Association	John T. Umhoefer	Executive Director
Wisconsin Department of Transportation	Brad Basten	Economic Development Officer
Wisconsin Economic Development Corporation (WEDC)	Reed E. Hall	Secretary/CEO
Wisconsin Food Hub Cooperative	Sarah Lloyd	Secretary, Board of Directors
Wisconsin Grape Growers Association	Steve Johnson	Owner, Parallel 44 Winery
Wisconsin Manufacturing Extension Partnership	P. Buckley Brinkman	Executive Director/CEO
Wisconsin Vintners Association	George Scovronski	Immediate Past President
Wisconsin Winery Association	Joe Callow	President
Wisconsin Women's Business Innovation Corporation	Wendy Bauman	President/CVO

United States Senate

WASHINGTON, DC 20510

March 31, 2015

COMMITTEES:
HEALTH, EDUCATION,
LABOR, AND PENSIONS

BUDGET

SPECIAL COMMITTEE
ON AGING

COMMITTEE ON HOMELAND SECURITY
AND GOVERNMENTAL AFFAIRS

COMMITTEE ON ENERGY
AND NATURAL RESOURCES

The Honorable Penny Pritzker
Secretary
U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

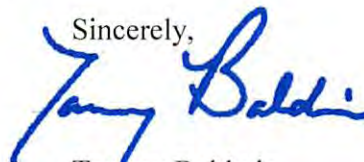
Wisconsin has an innovative and prosperous agricultural and manufacturing tradition which has made our State into a national leader and exporter of quality products. Without question, the agricultural sector is crucial to Wisconsin's economy, especially to the Southwestern and Southcentral regions of the State, contributing to an estimated \$88 billion economic impact in the State annually.

MadREP, in partnership with the Wisconsin Economic Development Corporation (WEDC) and more than ninety economic development professionals within the Madison Region, facilitates and coordinates resources and support to help local businesses and organizations succeed. With an IMCP designation, MadREP will be empowered to assist a fourteen-county region consisting of both urban and rural areas that are front-runners in the state's Agriculture, Food, and Beverage (AFB) Manufacturing Sector. MadREP has identified thirty projects involving seventy-five partners within this AFB Sector that would benefit from greater access to federal funding as well as funding assistance from MadREP, allowing them to grow and enhance their businesses or organizations. MadREP believes an IMCP designation has the potential to assist in filling gaps in this region's supply chain, further enhancing Wisconsin's ability to provide our state, country, and world with outstanding products.

I support efforts that seek to strengthen our state's agricultural and manufacturing sectors and advance our "Made in Wisconsin" economy. Therefore, I strongly urge you to give full and fair consideration to the Madison Region Economic Partnership's application for an IMCP designation. Please keep Todd Crouch informed on the progress of this application, and contact him should you have any questions or concerns. He may be reached in my Madison office at 30 West Mifflin Street, Suite 700 in Madison Wisconsin, 53703, by phone at (608) 264-5338, or by email at projects_grants@baldwin.senate.gov.

Thank you for your kind consideration of this request.

Sincerely,



Tammy Baldwin
United States Senator



UNITED STATES
HOUSE OF REPRESENTATIVES

April 1, 2015

The Honorable Penny Pritzker, Secretary
United States Department of Commerce
1401 Constitution Avenue NW
Washington, DC 20230

Dear Secretary Pritzker,

I write to you today on behalf of the Madison Region Economic Partnership (MadREP) and its application to the Department of Commerce for the Investing in Manufacturing Communities Partnership (IMCP) designation. MadREP is seeking an IMCP designation surrounding the region's robust agriculture, food and beverage (AFB) industry cluster.

As the Representative for Wisconsin's Second Congressional District, which encompasses a significant portion of the 14 county service area, I support this initiative because of the positive impact the IMCP designation will have in creating jobs and driving our local economy. This region is home to 20.7 percent of the population of the State of Wisconsin, but it accounts for an estimated 31.6 percent of the state's total value added (GDP) in agricultural production and 24.2 percent in food and beverage manufacturing. As a result, the state's food production and processing economy is largely contingent upon the success of the industries housed here.

MadREP has already secured the support of 75 critical partners for this proposal, including: private sector business leaders, institutions of higher education, the state agencies of jurisdiction and local elected officials from across the region. An IMCP designation will allow us to grow our regional economy in an unprecedented way by infusing these sectors with new investment to fill gaps in the foundation of the existing supply chain and by leveraging the strength of existing infrastructure, agricultural producers, university resources and the established food and beverage manufacturing enterprises that thrive here.

For these many reasons, I ask that the application of the Madison Region Economic Partnership be given your full and fair consideration for funding. Please do not hesitate to contact me with any questions. Finally, I respectfully ask that Audra Cohen in my office be kept informed of the status of this application at (60) 258-9800 or Audra.Cohen@mail.house.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Pocan', with a stylized flourish at the end.

Mark Pocan
Member of Congress



100state
30 W Mifflin St, Suite 600
Madison, WI 53703

Monday March 23, 2015

The Honorable Penny Pritzker
Secretary of US Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker,

I am happy to endorse Madison Region Economic Partnership's (MadREP) application submitted for the Investing in Manufacturing Communities Partnership (IMCP) program. MadREP has the ability to organize all necessary parties for a strong and lasting partnership for agricultural manufacturing.

Wisconsin has a strong foundation in agricultural manufacturing, ranking in the top 10 producing states. Our region is supported by: the world-class University of Wisconsin with highly-ranked science and agricultural programs, a robust dairy processing workforce, a strong farm-to-table culture, an expansive local restaurant scene unparalleled in most US cities, large transportation and capital equipment companies, and a large commercial food processing industry.

In recent years, the region has organized growth in training and innovation with several new initiatives. We are home to a number of kitchen incubators, including FEED and WINK. We just approved renovations of the Garver Feed Mill to be a platform for established local food production companies. The StartingBlock Madison project will unite a makerspace, entrepreneurial environment, and food innovators. The city also approved plans for a Madison Public Market that will serve as a marketplace and platform for vendors, production, events, and education. All of this adds to the strength's of Wisconsin's industry and is being planned with all relevant stakeholders at the table.

I want to thank you for reading this and for your consideration of MadREP's application. Their team has the ability and community support to lead strong partnerships for our plan for economic development.

Warmest Regards,

A handwritten signature in black ink that reads 'Andrew Conley'.

Andrew Conley
Executive Director / Co-founder

[100state](http://100state.com)

March 27, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am writing to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

My company, Badgerland Financial, is a farmer-owned cooperative that provides loans, accounting, tax services and other assistance in 33 counties across Southern Wisconsin. We are the largest agricultural lender in the state. I lead the coop's beginning farmer program as well as our Emerging Markets loan program, which provides short and intermediate term loans to farmers who are taking ag products from farm to fork.

I strongly believe the Badgerland Financial's goals to provide financing for farmers operating in local and regional food systems, and MadREP's broader regional vision for a more integrated and economically robust food manufacturing system, are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. Should the region receive IMCP designation, we are committed to working with MadREP to apply for federal assistance and to do whatever we can to ensure that projects in the region are successful.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,



Paul Dietmann, Emerging Markets Specialist
Badgerland Financial



March 30, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the Baum Development's goals for the Garver Feed Mill and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The restoration of this abandoned historic building into a shared food processing hub will facilitate new jobs in the region and support the continued expansion of tenant businesses by improving operational efficiencies and creating new retail, wholesale and export opportunities. The scope and operation of the project will also create an estimated \$3.5M in local tax revenue for the City over the first 10 years of operation. Because portions of the Garver Feed Mill will be open to the public, this creates a unique agri-tourism destination, generating significant tourism revenue for the region and compliments other culinary showpieces of the region such as the proposed Public Market and Madison's world-famous farmers market.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Garver Feed Mill and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring the \$12,974,789 matching funds through a combination of debt, equity, historic tax credits, new market tax credits and local grants available for the Garver Feed Mill restoration.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink that reads "DL Baum".

David L. Baum
Baum Development, LLC



Office of the Mayor

Paul R. Soglin, Mayor

City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
mayor@cityofmadison.com
www.cityofmadison.com

March 30, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the City of Madison's goals for the Madison Public Market District and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Madison Public Market District will grow our local food economy by providing a location for processing, packaging, and production of value added local food products. The Madison Public Market District will also provide an additional avenue for retail sales of local foods and food products.

The Madison Public Market District project will capitalize on other important food entrepreneurship initiatives in the area. These include the FEED Kitchen Incubator, which provides commercial grade kitchen equipment to assist food-based start-ups. It will complement a nearby proposed redevelopment of the Garver Feed Mill, which will feature space for second-stage food companies.

Finally, the inclusion of a Culinary and Technical Center within the proposed StartingBlock Madison project will provide important training opportunities for individuals employed in the food sector.

Directly through the Madison Public Market District, and indirectly through these complementary nearby initiatives, the IMCP designation will be a valuable tool to amplify these collective efforts and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Madison Public Market District and integrating it with the myriad other innovative food projects in southern Wisconsin.

Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as provide half of the funding, currently anticipated to be up to \$10 million, toward a \$20 million Madison Public Market District project.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul R. Soglin". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Paul R. Soglin
Mayor



DANE COUNTY

Joe Parisi
County Executive

March 30, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the Dane County's goals for Alliant Energy Center (AEC) and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The \$23.8 million construction project expanding the capacity of the AEC facilities and the \$300,000 for exterior LED lighting on the grounds will enhance the ability of the Center to meet the ever growing needs of the various agricultural expositions currently using the facilities (the World Dairy Expo as one major example). Additionally, these projects will enable the Center to attract new expositions. The presence of these important expositions not only confirms the region's role as a major presence in the agriculture but enhances that presence as well. That is the vision for AEC and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the expansion and technology improvements to the AEC facility and grounds and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring the \$24.1 million matching funds for the AEC.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

Joe Parisi
Dane County Executive



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker,

As Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), I am pleased to write this letter of support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

Wisconsin is a worldwide agricultural leader. Home to nearly 70,000 farms, Wisconsin ranks first in the nation in the production of cheese, whey, cranberries, snap beans for processing, ginseng, mink and more. Agriculture is a major contributor to the state's economy, generating \$88 billion of economic impact annually.

Wisconsin's robust food processing industry adds value to the state's agricultural products. Wisconsin sells our food and agricultural goods regionally; at farmers' markets, through community supported agriculture shares and in retail; as well as globally through our export sales. In 2014, Wisconsin exported more than \$3.6 billion worth of agricultural products to more than 145 countries, a record value for the state and an increase of 13.6% over the year before.

Our state ranks 13th nationally in agricultural export sales. While Wisconsin has a strong base in the agricultural food industries, there is still room to grow. An IMCP designation and funding granted to the Madison Region Economic Partnership will allow these projects to strengthen our existing food system to be viable long-term. One in ten Wisconsin citizens works in the state's agricultural industry. These IMCP projects will work to strengthen our workforce by offering additional training and employee development opportunities.

The projects will allow Wisconsin to grow our capacity to reinforce our ability to compete locally and globally. At DATCP, our staff work to grow Wisconsin's agricultural industry by ensuring healthy animals, safe food, fair business practices and efficient use of agricultural resources. Our agricultural development division partners with the state's agricultural industry to promote, develop and diversify Wisconsin agricultural commerce, food and related businesses and provide direct services to farmers.

I encourage you to consider the application of the Madison Region Economic Partnership. I believe the scopes of these projects align with the goals of the IMCP to strengthen manufacturing and create job opportunities in the food and agricultural fields.

Sincerely,

Ben Brancel
Secretary

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer



2100 Winnebago St. Suite 102 Madison, WI 53704 www.thedoyennegroup.com

3/26/2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the Doyenne Group's goals for Doyenne Seed Fund and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Doyenne Seed Fund is a granting and initial equity investment Evergreen Fund for women-led ventures based in Wisconsin. Through the Doyenne Seed Fund we will be able to fund up to 40 businesses with \$5,000 seed grants and be able to invest \$20,000-\$50,000 equity investments to help ventures launch, expand or put themselves in a better situation for additional investments opportunities via banks, other funding programs, accelerators, as well as angel and venture capital investors. The businesses that we will grant funds to will mostly be located within the MapREP area and all ventures will submit a proposal showing how they will grow from a local, regional, to national level. That is the vision for Doyenne Seed Fund and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Doyenne Seed Fund and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the Doyenne Seed Fund.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

Heather Wentler
Executive Director-Doyenne Group, Inc.



www.NorthsideMadison.org / www.feedkitchens.org

Adam J. Haen
Manager,
FEED Kitchens
1219 N. Sherman Ave
Madison, WI 53704
March 5, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the FEED Kitchen's goals for Farmer and Producer Outreach and Expansion Program and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Farmer and Producer Outreach and Expansion Project will existing and emerging growers, manufacturers and producers in the region by educating them to the existence and use of the FEED Kitchens, as well as ensuring that there is proper equipment and staff available to assist them in creating value-added products to expand the knowledge and recognition of the area to the residents living there-in and those in the surrounding areas and beyond. That is the vision for FEED Kitchens and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the FEED Kitchens and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring up to twenty-thousand dollars in matching funds for the FEED Kitchens.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

Adam J. Haen
Manager, FEED Kitchens

2014 NPC Board of Directors

Sue Gleason, *Chair* Nikki Sanders, *Vice Chair* John Boles, *Treasurer*
Felicia Butler Travis Currier Jim Krueger Steve Reese Marti Ryan Nancy Stillwell Tiffany Werner



J.H. FINDORFF & SON INC.

CHARACTER COMMUNITY CRAFTSMANSHIP

March 30, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

We are pleased to lend our strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

We strongly believe that J.H. Findorff & Son Inc.'s goals for Innovation Kitchen Expansion (IQF), Madison Public Market, MATC and Babcock Dairy Plant Expansion Projects and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Innovation Kitchen Expansion (IQF), Madison Public Market, Madison College and Babcock Dairy Plant Expansion Projects will provide the facilities infrastructure and programming to develop the regional workforce and innovations to create a regional model for the locally/regionally grown field to market supply chain, with the outcome of delivering fresh high quality produce at a reason cost in a sustainable way. The benefits and the successes of these efforts will be a model to share with other regions throughout the U.S. That is the vision for the Innovation Kitchen Expansion (IQF), Madison Public Market, Madison College and Babcock Dairy Plant Expansion Projects and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Innovation Kitchen Expansion (IQF), Madison Public Market, Madison College and Babcock Dairy Plant Expansion Projects and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the Innovation Kitchen Expansion (IQF), Madison Public Market, Madison College and Babcock Dairy Plant Expansion Projects.

Working together, we can make our region a national model for leveraging food systems as an economic driver. We strongly hope you will support this application.

Sincerely,

Jeff Tubbs
Vice President - Business Development

www.findorff.com

300 S. Bedford Street, Madison, WI 53703 Phone 608/257-5321 Fax 608/257-5306 1600 N. 6th Street, Milwaukee, WI 53212 Phone 414/272-8788 Fax 414/272-0443

BUILDERS SINCE 1890

March 12, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

As president of Forward Community Investments (FCI) – a community development financial institution (CDFI) providing lending and advising to mission-based organizations across Wisconsin – I am pleased to commit our time and resources to MadREP's broader regional vision for a more integrated and economically robust food manufacturing system that is well-aligned with the IMCP program. In so doing, FCI's Sustainable Agriculture and Food Justice Revolving Loan Fund (RLF) complements MadREP's IMCP. Through FCI's RLF, mission-based food-related organizations, farms and farmers and cooperative enterprises participating in sustainable agriculture value chains and delivering environmental and social benefit to low-to-moderate income communities in Wisconsin are provided with low-cost financing and technical assistance.

South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

RLF's financing not only offers a benefit of creating direct employment but its indirect employment outcomes are equally impressive. For example, we recently financed the Food Enterprise & Economic Development (FEED) Kitchen (Madison, WI), a food incubator that includes five commercial kitchens, with specialized equipment for baking, produce preparation and processing, deli prep and meat processing. The facility is available for rent by the hour so that food businesses and individuals seeking to sell food to the public can have a legal place to prepare their food. Also available is a training kitchen available for nonprofit groups and cooking teachers to use to teach food service and preparation skills so that people can get work in the food service industry, and can learn how to cook and process food for their own consumption. This project not only provided jobs to employees of FEED but the new businesses it is supporting in the next five years is where the real employment impact will be felt.



This is just one example why a collaboration between FCI's RLF and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting FCI's RLF and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for FCI's Sustainable Agriculture and Food Justice Revolving Loan Fund.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink that reads "Salli Martyniak".

Salli Martyniak

President, Forward Community Investments



March 30, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP). The opportunities presented by this important partnership will enable our region to capitalize on a unified regional vision that aligns an economically robust agriculture sector with growing food and beverage manufacturing clusters.

Representing more than 1,300 member businesses throughout Greater Madison, the Greater Madison Chamber of Commerce (Chamber) partners with MadREP, the eight-country regional economic development entity that includes Dane County, to coordinate resources and strategy implementation to grow Greater Madison's economy. We are fortunate in this region to have a collaborative spirit with talented public and private sector economic development professionals aligned in focus. Earning the IMCP designation will help our region even better integrate, coordinate and build on our existing and planned assets.

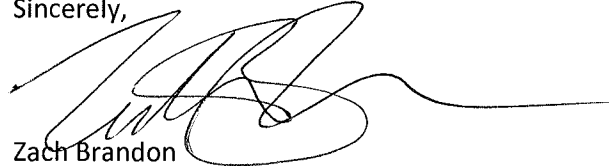
As an agricultural leader, this region is already well-positioned to succeed on this comprehensive strategy. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, celebrated farmers markets and growing food-oriented retail and restaurant businesses. Having the EDA as a partner in our work will strengthen our competitive advantage in these areas.

Projects included in this application cover all areas necessary to support the growth of existing and new companies in our food ecosystem. From key higher education institutions to an innovative hackerspace/makerspace, there will be multiple avenues to support workforce training. Funds will also support the expansion of successful entrepreneurial spaces, including the FEED Kitchen and Innovation Kitchen, as well as support the continued development of the Madison Public Market and an exciting new Madison Culinary and Technical Center that is being championed by award-winning local chefs. Again, the spirit of collaboration in our region is a key strength and predictor of our future growth.

When augmented with investment in research and development, supply chain logistical support and platforms to enhance trade opportunities and global brand recognition, it is clear that the economic and social impact of IMCP designation will be substantial to our region.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I hope you will join us in support of this application.

Sincerely,

A handwritten signature in black ink, appearing to read 'ZB', with a long horizontal flourish extending to the right.

Zach Brandon
President

MADISON

GOING > BEYOND > VISIT™

GREATER MADISON CONVENTION & VISITORS BUREAU

WWW.VISITMADISON.COM

615 E. WASHINGTON AVENUE
MADISON, WI 53703

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the Greater Madison Convention and Visitor's Bureau's goals for supporting and enhancing our destination's reputation as a food hub and culinary center and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

With support from the federal government, the four projects listed above will help start and grow companies that create and retain jobs, grow our local food ecosystem, increase agri-tourism in Madison and throughout the region, and continue to position this great region as the epicenter of local foods that helps feed the world's growing population with healthy, sustainable and safe food. It will also augment great nationally renowned assets that exist such as our world famous, locally produced Dane County Farmer's Market and opportunities such as the future Madison Public Market, Garver Feed Project and MCTC. And, the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Dane County's Farmers Market and the City of Madison's Food Cart Program and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,



Deb Archer, CDME
President & CEO



HO-CHUNK NATION

OFFICE OF THE PRESIDENT

March 31, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

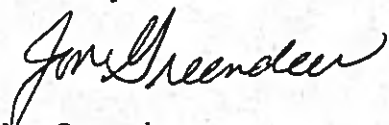
I strongly believe the Ho-Chunk Nation's goals and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The potential for partnership opportunities will certainly be an asset to the Ho-Chunk Nation and has potential implications for broader concept agricultural manufacturing in Native American communities around the United States. That is the vision for the support from the Ho-Chunk Nation and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the initiatives and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will continue to work with MadREP to develop models for economic and nutritional self-sufficiency.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in cursive script that reads "Jon Greendeer".

Jon Greendeer
President,
Ho-Chunk nation



3/27/2105



The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the Wisconsin Innovation Kitchen's goals for their WINK expansion and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The (WINK expansion project will (generate \$244 million in new gross revenues over the next 5 years, generating over 40 full time jobs and 30-50 part time jobs, both on local farms and for persons with disabilities at WINK. That is the vision for the WINK Expansion and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the WINK expansion project and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure \$4.125 million matching funds for the WINK expansion project.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

Rick Terrien

Rick Terrien
Founder/CEO
Innovation Kitchens



March 27, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

We are writing in support of the Madison Region Economic Partnership's (MadREP) application for the Investing in Manufacturing Communities Partnership (IMCP) program.

We firmly believe the Janesville Innovation Center's goals, programs and investment of public and private resources are consistent with and supported by MadREP's regional focus, vision and efforts.

The Janesville Innovation Center is focused on supporting the creation and growth of manufacturing, information technology and professional, scientific and technical firms in South Central Wisconsin. We know from our experience with our program applicants and Innovation Center tenant companies, that there is interest in a more integrated and growth focused agriculture, food and beverage manufacturing system in South Central Wisconsin.

Our regional market dynamics and opportunities are well-aligned with the IMCP program. There is a unique blend of food economy assets including a diverse and productive agricultural sector, many food and beverage manufacturing businesses, local farmers markets, and a regional supply chain that feeds into growing specialty retailers and restaurants.

The proposed Regional Video Conferencing will provide a valuable resource to Innovation Center tenants and other regional start-up and early stage companies throughout Rock County. The Innovation Center continues to develop additional programs and assets that can benefit tenants, and the IMCP designation would be a valuable tool to support the region's efforts and accelerate success.

We value and support the IMCP designation. We believe it will provide recognition, additional focus and financial resources that will allow the region to better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Janesville Innovation Center and our programs and assets with other innovative regional food projects across southern Wisconsin.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Mathews".

Mike Mathews
Operations Manager

3/13/15

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the UW Extension Food Finance Institute and the Slow Money Wisconsin's goals for the UWEX Accelerator Program and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Accelerator program, along with the Slow Money Investor Showcases, will provide rigorous financially oriented technical assistance that prepares companies to connect successfully raise money from traditional and non-traditional capital sources. That is the vision for the UWEX Accelerator and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Accelerator and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring the \$195,000 over three years in matching funds for the Accelerator.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,


Vera Johnson

President, Slow Money Wisconsin



March 4, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

We are pleased to lend Madison College's strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

We strongly believe Madison College's goals for Jefferson Food Production Training program and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. This program is housed at our robust regional campuses in Fort Atkinson and Watertown, Wisconsin which are uniquely positioned to serve the market needs in the area. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Jefferson Food Production Training program was developed to offer accelerated training to entry and mid-level workers who are employed within the food processing manufacturing environment. It is critical for the food processing segment of the manufacturing industry to establish training solutions that can be effective in the shortest time period while ensuring deep and lasting skill building and competency development. Since 47% of the industry's workforce is 47-64 years of age, accelerating time to work is a main outcome of the program to benefit the economy. That is the vision for Jefferson Food Production Training program and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Jefferson Food Production Training

program and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the Jefferson Food Production Training program. Madison College commits to identify key resources-including administrative leadership, faculty experts, curriculum and facilities-to ensure this partnership is robust as possible in service to the local market needs.

Working together, we can make our region a national model for leveraging food systems as an economic driver. On behalf of Madison College, we strongly hope you will support this application.

Sincerely,



Turina R. Bakken, Ph.D., Vice Provost, Madison College

Jennifer Bakke, Dean, Eastern Region



March 4, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

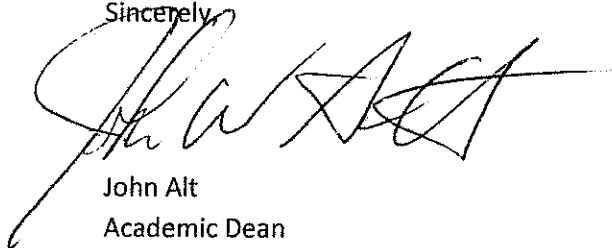
I strongly believe the Madison Area Technical College's goals for the Farm Business Management Program (FBMP) and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The FBMP set of courses will lead students down the path of developing a plan for their farm business and will teach them methods for using the plan to evaluate their farms financial viability. That is the vision for FBMP and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the FBMP and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as continuing to fund the FBMP.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "John Alt". The signature is fluid and cursive, with a large initial "J" and a stylized "A".

John Alt
Academic Dean

March 24th, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

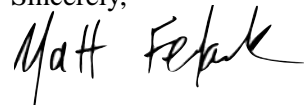
I strongly believe the our goals at the Madison Culinary Center and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Madison Culinary Center will create jobs, address economic disparity, foster a more robust, inter-connected and mutually-supporting community, and operate as a food-entrepreneur hub/incubator and resource in and around Madison. To be a part of the IMCP designation will be a valuable tool to allow us to contribute to and amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Madison Culinary Center and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring the \$1.7M matching funds for the construction and equipping of the Madison Culinary Center.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Feifarek". The signature is fluid and cursive, with the first name "Matt" and last name "Feifarek" clearly distinguishable.

Matthew J. Feifarek
Executive Director,
Madison Culinary Center



Nick George
Midwest Food Processors Association
4600 American Parkway, #210
Madison, WI 53718
608-255-9946
608-219-0790 cell
nick.george@mwfpa.org

March 16, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Re: "Geographic mapping of the AFB supply chain using SourceMap"

Dear Secretary Pritzker:

With this letter the Midwest Food Processors Association (MWFPFA) strongly supports the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP) on "Geographic Mapping of the AFB Supply Chain Using SourceMap".

The Midwest Food processors Association (MWFPFA) represents the vast majority of the fruit and vegetable processing industry in Illinois, Minnesota and Wisconsin as well as a significant portion of general food processors. Food processors produce and process over \$30 billion worth of product in the three-state region.

We believe the MadRep's goals for this project and MadREP's broader regional vision for a more integrated and economically robust food manufacturing system, are well-aligned with the IMCP program. In particular the focus on Ag related workforce and training programs and supply chain and transportation logistics are of importance to all food processors.

South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food manufacturing businesses, farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

Earning the IMCP designation will help our region better integrate, coordinate, and build on the existing food economy assets. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the project.

We urge you to support this project and are available to assist at any time.

Sincerely,

Nickolas C. George Jr.
President

CITY OF PORTAGE

115 West Pleasant Street
Portage, Wisconsin 53901
Telephone: (608) 742-2176 • Fax: (608) 742-8623



"Where the North Begins"

March 18, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe the City of Portage's goals for the communication network and MadREP's broader regional vision for a more integrated and economically robust food manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The communication network will clearly be an important economic development tool and catalyst to assist, grow and attract agriculture, food and beverage (AFB) businesses in and to the city of Portage. A video conferencing center, a key component of such a communication network, could be located in the Portage Enterprise Center to assist in this effort. The Center could connect AFB businesses with resources, other related businesses, as well as supply chain and other assistance, in an important networking support system.

That is the vision I see for the City of Portage's participation in the region's IMCP designation. I have no doubt that it will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the communication network, including

Page 2

The Honorable Penny Pritzker

March 18, 2015

enhanced video conferencing technology at the Portage Enterprise Center, and integrating it with the myriad other innovative food projects and entrepreneurial efforts going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the Portage Enterprise Center's participation in the region's AFB cluster designation, including the communication network.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Sobiek". The signature is fluid and cursive, with the first name "Steven" and last name "Sobiek" clearly distinguishable.

Steven Sobiek

Director, Business Development and Planning

SECTOR67 INC

2100 Winnebago St

Madison, WI 53704

Phone: (608) 241-4605 | team@sector67.org



March 26, 2015

The Honorable Penny Pritzker

Secretary of U.S. Department of Commerce

1401 Constitution Avenue, NW

Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe Sector67's goals for a mobile Fab Lab and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Mobile Fab Lab Project outline in the IMCP proposal is designed to educate and bring tools to all students and residents throughout the region that have farm implement, dairy equipment, farm implement and related technology innovation needs. The fab lab will bring state of the art technology to the entire region and lead to new technologies, new start-ups, and new jobs. That is the vision for a mobile Fab Lab and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the mobile Fab Lab and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring \$40,000 in local matching funds and in kind efforts for a mobile Fab Lab.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Meyer".

Chris Meyer

Director

Sector67



Southwest Opportunities Center, Inc.

March 2, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).


I strongly believe the Southwest Opportunities Center, Inc.'s goals for SunGarden Greenhouse and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The year round hydroponic greenhouses will provide fresh, flavorful produce to southwest Wisconsin. SunGarden will serve as an asset to the community, selling produce directly to the public, being a model for future urban agriculture development and increasing the food stability of our community. The employment and training opportunities created will support the mission of our organization – providing community based employment to adults with disabilities. That is the vision for SunGarden and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting local urban agriculture and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as bring the \$911,200 matching funds for the SunGarden.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in black ink, reading "Audrey Gaio-Johnston". The signature is fluid and cursive, with the first name "Audrey" and last name "Johnston" being more prominent than the middle name "Gaio".

Audrey Gaio-Johnston
Executive Director



March 3, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support to the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe Southwest Wisconsin Technical College's goals for Agriculture Career Pathway Development, which will include the creation and delivery of an Instrumentation Associate Degree Program, as well as MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program.

South Central and Southwest Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The Agriculture Career Pathway proposed by Southwest Wisconsin Technical College will include:

- Development and delivery of an Instrumentation and Controls Technology Associate Degree which will provide industrial maintenance technicians, particularly in dairy and food industries, with the skills needed to monitor and repair sensory equipment to control pH as well as the percentage and concentration of bacteria and other microbes within the food production process.
- Redesign of curriculum and course offerings to offer greater student choice in completing specialty trainings which coincide with skill sets essential to successfully running a family farm or entering the diverse agriculture workforce. Emphasis areas within associate degrees will be developed in Agribusiness, Animal Science, and Business Management.

The Honorable Penny Pritzker
Page Two
March 3, 2015

- Creation of a Farm Operations and Management Associate Degree with four emphasis areas in Dairy, Livestock, Crop, and Ag Mechanics.
- Expansion of articulation agreements with the University of Wisconsin-Platteville and area high schools.

This flexible training will meet the current and future needs of the region's diverse agriculture industry to ensure that the Southwest/South Central Wisconsin region remains a leader in agriculture production. The IMCP designation will be a valuable tool to amplify the collective efforts of the region and assist this region achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the Agriculture Career Pathway project and integrating it with the myriad other innovative food projects going on around southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP to apply for federal assistance and seek to supplement that support from other sources.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

A handwritten signature in cursive script that reads "Duane M. Ford".

Duane M. Ford, Ph.D.
President



StartingBlock Madison

March 20, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

I am pleased to lend my strong support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

I strongly believe StartingBlock Madison, Inc.'s goals for its 50,000 square foot entrepreneurial hub, and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are well-aligned with the IMCP program. South central and south west Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food and beverage manufacturing businesses, beloved farmers markets, and regional food-oriented retail and restaurant businesses. We are a community that values and takes pride in the connection between the food on our plates, the strength of our food manufacturing economy, and the health of our community.

The entrepreneurial hub being developed by StartingBlock Madison will produce more startups, more successful companies, better products and a stronger community. That is the vision for StartingBlock Madison and the IMCP designation will be a valuable tool to amplify the collective efforts of the region and achieve success.

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting the StartingBlock Madison project and integrating it with the myriad other innovative projects, including food projects going on around southern Wisconsin.

Working together, we can make our region a national model for leveraging food systems as an economic driver. I strongly hope you will support this application.

Sincerely,

Terry Sivesind, President
StartingBlock Madison, Inc. Board of Directors



12 March 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

We are proud to give our support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

We have participated in developing and fully believe if **MadREP's broader regional vision for a** more integrated and economically robust agro industrial system are well-aligned with the IMCP program. South central and south west Wisconsin serve as one of the top producers of agro industrial inputs and are home to a thriving ecosystem of manufacturing partners within and supporting the agro industrial supply chain. We are proud to stand with a community that values and takes pride in world-class food product manufacturing.

Our organization supports regions around the world in their efforts to strengthen their regional value systems and produce manufacturing jobs. This expertise led us to the MadREP team and has helped to document the strength and future potential of the South central and west Wisconsin. The IMCP designation will be a valuable tool to amplify our collective efforts of the region and achieve success.

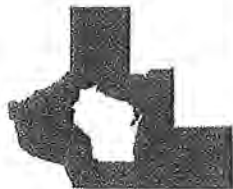
Earning the IMCP designation will help our region better integrate and advertise our region in attracting additional manufacturers and promote on-shoring. Using our supply chain mapping methodology and the collective expertise and resources of the region, we will serve as a flagship example of IMCP's success for years to come.

Working together, we are making our region a national model for advancing agro industry as an economic driver. We strongly hope you too will support this application. If you have any questions regarding the information presented here, please contact me at (781) 254-5351, or by email at steve@scvisions.com.

Thank you,

A handwritten signature in black ink, appearing to be "Steve", written over a light blue circular stamp.

Supply Chain Visions, Inc.
steve@supplychainvisions.com



Southwestern Wisconsin Regional Planning Commission

Serving the Counties of Grant, Green, Iowa, Lafayette and Richland
Helping Communities Reach Their Goals

March 30, 2015

Ryan Hedgepeth

U.S. Department of Commerce, Economic Development Administration
1401 Constitution Avenue NW, Suite 78006
Washington, DC 20230

Re: Supporting the Madison Region Economic Partnership Investing in Manufacturing Community Partnership Application ("MadREP ICMP Consortium" or "Consortium")

Dear Mr. Hedgepeth,

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) strongly supports the MadREP Consortium application. This application will implement a sector strategy and plan that effectively addresses key areas of the region's ecosystem, including: workforce; R&D; International trade and marketing; key sites, facilities and infrastructure; sector supply chain gaps, and capital and operational needs.

The partnerships in this region are in place and we are ready to move ahead with the effort discussed in the application. The support for this work is strong among the participants. Southern Wisconsin has deep manufacturing roots and there is a real desire to upgrade and renew our manufacturing sector, especially in the areas of agriculture, food and beverage production. With this designation we will do just that.

Projects specific to the five-county region of Southwestern Wisconsin Regional Planning Commission include the "Innovation Kitchen" (located in Mineral Point, Iowa County), Southwest Opportunity Center's "Sun Garden Greenhouses" (Lancaster, Grant County), and Southwest Wisconsin Technical College's degree program and career pathways for agriculture. The outcome of all of the projects in the MadREP ICMP Consortium ICMP application will make a significant impact on innovation and business creation leading to more opportunity for local, regional, national and international trade

SWWRPC supports MadREP ICMP Consortium application and we thank you for the opportunity to tell you about our region and what the ICMP designation will enable us to do for our regional economy, for the residents of our region, and for our Nation as a whole. We appreciate your support.

Very Truly Yours,

Lawrence T Ward, Jr AICP
Executive Director



Community Access Program

March 20, 2015

The Honorable Penny Pritzker
Secretary of U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, D.C. 20230

Dear Secretary Pritzker:

United FCS is pleased to provide this letter of support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

MadREP's goal of creating a collaborative framework designed to support the development of a regional food manufacturing system appears to be both targeted and timely. From a regional perspective, south central and south west Wisconsin possess the right mix of vibrant urban economies and diverse agriculture assets necessary to position the pilot for success. United's interest is to ultimately promote the implementation of similar strategies, modeling "Best Practices" developed under the pilot, throughout its local service area which encompasses portions of Wisconsin and Minnesota.

Relative to mission, IMCP's goal of building upon regional clusters, identifying barriers to growth and then supporting innovative proposals designed to overcome these barriers is tightly aligned with MadREP's proposal. However, while the idea of bringing together agriculture producers, large and small food manufacturing businesses, regional food-oriented retail and restaurant businesses, farmers markets and local citizens is laudable, the business model is relatively new and the risk characteristics can be problematic for traditional lenders such as United.

MadREP's proposal recognizes the importance of "access to capital" and is proposing an Accelerator Program for sustainable food production/processing businesses. This program, which is specifically designed to enhance local entrepreneurs' ability to attract equity and/or debt financing will help bridge the funding gap referred to above. Accordingly, United FCS strongly supports MadREP's proposal.

Sincerely,

A handwritten signature in blue ink that reads "Todd Kearney".

Todd Kearney, CPA
VP Community Access
& Program Development