

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

March 16, 2015

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

Re: Investing in Manufacturing Communities Partnership Program

Honorable Penny Pritzker:

On behalf of the Wisconsin Economic Development Corporation, I am pleased to express strong support for the Madison Region Economic Partnership (MadREP) application for the Investing in Manufacturing Communities Partnership (IMCP) program.

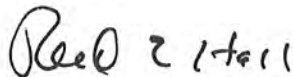
The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin's business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners, and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation, and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network.

WEDC's support for the proposed IMCP designation in southcentral and southwest Wisconsin continues a tradition of investing in regional capacity building. Over \$800,000 has been deployed since 2010. This includes support for development of a Comprehensive Economic Development Strategy (CEDS) which led to recognition as an EDA District for the Madison Regional Economic Partnership in 2011. WEDC intends to continue such involvement and, should the IMCP Designation now be awarded, we pledge to be an active participant in the proposed Consortium and continue providing additional assistance where appropriate.

Strong alignment exists between MadREP's vision of a more integrated and economically robust food manufacturing ecosystem and state priorities in the food and beverage sector. Proposed IMCP projects address both specifically identified needs in this region and provide for a replicable model to be used in other parts of the state and country.

The IMCP program perfectly aligns with the mission of the Madison Region Economic Partnership to make the region a globally competitive Agriculture Food & Beverage Manufacturing Center. The Wisconsin Economic Development Corporation will continue our strong partnership to make this effort a success.

Sincerely,



Reed E. Hall
Secretary/CEO

RH:cr

cc: Cate Rahmlow, WEDC Business & Industry Sector Manager



201 W. Washington Avenue
Madison, WI 53703

P.O. Box 1687
Madison, WI 53701

608.210.6700
855-INWIBIZ
inwisconsin.com



March 13, 2015

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

Dear Secretary Pritzker:

I writing to express our support for the Investing in Manufacturing Communities Partnership (IMCP) application submitted by the Madison Region Economic Partnership (MadREP).

The Wisconsin Food Hub Cooperative was incorporated in 2012 by a small group of founding farmers and the Wisconsin Farmers Union. We have been in conversation with the City of Madison regarding possibilities for collaboration and synergy the Public Market project. The Madison Public Market and MadREP's broader regional vision for a more integrated and economically robust agriculture, food and beverage manufacturing system are a direct match with the IMCP program. Efforts to encourage and support a diverse and robust food manufacturing economy in south central and south west Wisconsin are of great interest to the farmers of the region and will benefit individual farm businesses and certainly the Wisconsin Food Hub Cooperative and other groups of farmers. Strong markets for raw materials support farmers and also rural communities. A diverse and distributed manufacturing and processing also supports urban communities, by providing jobs and products for the market. The south central and south west region of Wisconsin is known for its density of food and beverage manufacturing and will only benefit from more resources and attention. Further development will be an economic benefit but also will strengthen the social and cultural weave of the place.

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 and the many other innovative food projects going on in our region. The Wisconsin Food Hub Cooperative is in its third year of operations and has grown from 11 to 37 farmer members. We are looking to further develop our activities specific to the south central region of the state and should the region receive IMCP designation, we will work with MadREP to apply for federal assistance as well as secure matching funds for the Madison Public Market.

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 "Sarah Lloyd", is written over the word "Sincerely,".

Sarah Lloyd
Secretary – Board of Directors

WISCONSIN GRAPE GROWERS ASSOCIATION



211 Canal Road,
Waterloo, WI 53594
www.wigrapes.org

March 23, 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 Wisconsin Fermented Beverage Coalition's goals for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 engagement of a University of Madison led outreach specialist will assist in the further development of a quality, regionally produced and value-added agriculturally based product. That is the vision for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages".

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 'S. Johnson', with a long horizontal flourish extending to the right.

Steve Johnson

Owner, Parallel 44 Winery

President, Wisconsin Grape Growers Association



March 16, 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 Wisconsin Manufacturing Extension Partnership's (WMEP) goals for the Profitable Sustainability Initiative (PSI) 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 Profitable Sustainability Initiative will help food and beverage manufacturers implement or advance sustainable practices and technology adoption. Participation in PSI has had significant positive economic impact throughout Wisconsin, and similar results are expected to be realized through this proposal. Since 2010, the WMEP has assisted more than 200 Wisconsin Manufacturers through the Profitable Sustainability Initiative implement sustainable practices. The cumulative economic impact from the initiative includes more than:

- \$16 million invested in plant and equipment
- \$80 million in reduced cost
- \$140 million in new or retained sales

Earning the IMCP designation will help our region better integrate, coordinate, and build on our existing and planned food economy assets. This includes supporting PSI 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 at least \$500,000 matching funds for PSI.

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 "P. Buckley Brinkman".

P. Buckley Brinkman
Executive Director/CEO

March 25, 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 Wisconsin Fermented Beverage Coalition's goals for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 engagement of a University of Madison led outreach specialist will assist in the further development of a quality, regionally produced and value-added agriculturally based product. That is the vision for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages".

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,

George Scovronski
George Scovronski
Immediate Past President
Wisconsin Vintner's Association

3/23/2015

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).

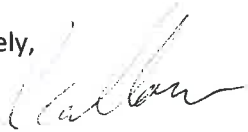
I strongly believe the Wisconsin Fermented Beverage Coalition's goals for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" and MadREP's broader regional vision for a more integrated and economically robust food manufacturing system are well-aligned with 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 engagement of a University of Madison led outreach specialist will assist in the further development of a quality, regionally produced and value-added agriculturally based product. That is the vision for "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages" 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 "From Farm to Glass: University Outreach to Improve the Quality of Wisconsin's Fermented Beverages".

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 Callow Owner, Forgotten Fire Winery
President, Wisconsin Winery Association



Education • Lending • Coaching
Entrepreneurship
Financial Impact

Greater Milwaukee
1533 N. RiverCenter Drive
Milwaukee, WI 53212
Phone: 414.263.5450

South Central
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Southeast
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Kenosha, WI 53140
Phone: 262.925.2850

245 Main Street, Suite 102
Racine, WI 53403
Phone 262.898.5000

info@wwbic.com
wwbic.com

March 10, 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 Wisconsin Women's Business Initiative Corporation (WWBIC), in partnership with Forward Community Investments (FCI), supports this application with our proposed \$5 million **Growing Food-Related Business Revolving Loan Fund (RLF) program**.

I strongly believe WWBIC's and MadREP's broad regional vision for a more integrated and economically robust food manufacturing system is well-aligned with the IMCP program. WWBIC is a leading innovative statewide economic development corporation "Putting Dreams to Work" for more 28 years. WWBIC specializes in services to support small and micro businesses, with a mission focus on women, minorities and people of lower wealth and incomes.

Since its inception in 1987 WWBIC has loaned more than \$39 million to Wisconsin small and micro business owners who in turn have created and retained more than 8,300 jobs. About and about 14% of our loans are to food-related businesses and 25% of WWBIC's loans are in rural areas, which reflect this project's efforts. This IMCP designation will allow us to combine these two strengths to serve targeted urban and rural geography with great unmet need. In support of this application, WWBIC and FCI project to establish and manage a \$5 million RLF program that will provide new loans to an estimated 75 businesses or NGOs who in turn will create or retain more than 250 new jobs in the region.

South Central and Southwest Wisconsin enjoy a unique blend of food economy assets including abundant and diverse agriculture, numerous large and small food manufacturing businesses, beloved farmers markets, regional food-oriented retail and farm-to-table restaurant businesses. As a community, we pride our ability to connect the food on our plates with economic strength and individual health and well-being.

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 RLF will be integrated with the explosion of myriad other innovative food projects throughout southern Wisconsin. Should the region receive IMCP designation, we will work with MadREP and FCI to apply for federal assistance as well as secure matching funds for the **Growing Food-Related Business Revolving Loan Fund program**.

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

Sincerely,

Wendy Baumann
President\CVO