



MADISON REGION
ECONOMIC PARTNERSHIP
madisonregion.org

2020

State of the Madison Region Report & ADVANCE NOW 2.0 Strategy Update



JP Cullen donates 2,400 N95 face masks to local hospitals.
Image Credit: JP Cullen

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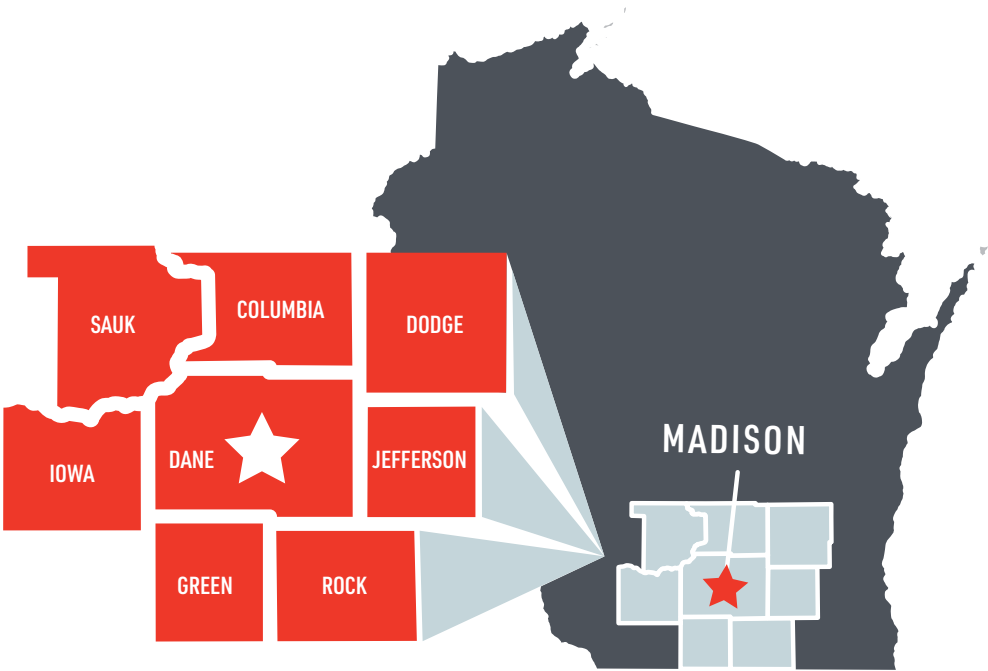
Jessica Reilly, Marketing &
Communications Director

Jana Moore, Operations &
Communications Specialist

WHO WE ARE »

Madison Region Economic Partnership (MadREP) is the state-recognized economic development agency for the eight-county Madison Region of south central Wisconsin. It operates through an asset-based comprehensive economic development strategy known as Advance Now 2.0, which concentrates resources in its key industry sectors: agriculture, food and beverage, advanced manufacturing, healthcare, information communications technology, and bioscience. The region is comprised of Iowa, Sauk, Columbia, Dodge, Jefferson, Rock, Green, and Dane counties, with the new strategy covering all but Iowa and Green counties (covered by SW WI's strategy).

MadREP promotes the development of a dynamic economy through a comprehensive regional approach to economic development, the strategic pursuit of job creation and business growth in target clusters, and the development of a coordinated talent pipeline.



» WHAT'S NEXT: ADVANCE NOW 2.0

The MadREP staff and board of directors are pleased to share this 2020 State of the Madison Region report with you. This is the second year of our five-year Advance Now 2.0 plan and we continue to see extraordinary progress both from those things on which we are focused as well as the many things that are now happening organically as a result of all of the work being done at MadREP and throughout the Region by our colleagues and partners in government, education, the nonprofit world, and the private sector.

This report will once again illustrate where our efforts and our investors' dollars are being directed. You'll see how we continue to focus on workforce development through our Inspire Madison Region effort while now embarking on a broader endeavor to develop career pathways for young people through our partnership with our local CESAs, workforce development boards, and the State Department of Public Instruction. You will also note that our annual Economic Development and Diversity Summit and the diversity survey that is released at the Summit are driving attention to best practices and concentrated efforts to improve workplace diversity and inclusion policies.

The data we generated in 2019 is also bearing fruit as we continue to practice asset-based economic development because we are better able to drive things like the Wisconsin Games Alliance and its third annual M+DEV conference by employing those data. And our other Centers of Excellence are maturing in the region because of many of these efforts as well. The Center for Dairy Research is a great example of this.

Take a look at these and the many retention, attraction, and startup efforts outlined in the following pages and get on board with us in 2020 and beyond.

Thanks once again to all our public and private sector partners and investors who help us continue to build on the Madison Region's economic successes. We are honored to represent such a vital and robust area of the state and are confident that the Region has much more success ahead.



Daniel Brown
Board Chair



Paul Jadin
President, MadREP

2019 - 2024 STRATEGY

THE MADISON REGION WILL...

GROWTH CAPACITY & COORDINATION

WORK TOGETHER TO ACCOMMODATE FUTURE GROWTH

- Regional Planning
- Development Product
- Coordination & Collaboration

AWARENESS & DIFFERENTIATION

BECOME KNOWN AS A COMPETITIVE LOCATION FOR BUSINESSES & TALENT

- Regional Brand
- Business Attraction/Global Connections
- Talent Attraction
- Local Awareness

ADVANCE NOW 2.0

ENSURE ALL RESIDENTS HAVE EQUAL OPPORTUNITIES FOR SUCCESS

- Talent Development & Retention
- Broadband Capacity
- Equitable Economic Development
- Leadership, Diversity & Inclusion

OPPORTUNITY, ACCESS & EQUITY

FOSTER ECONOMIC GROWTH THROUGH TARGETED SUPPORT OF EXISTING EMPLOYERS & INNOVATORS

- Sector-Driven Support
- Economic Gardening
- Innovation & Commercialization Ecosystem

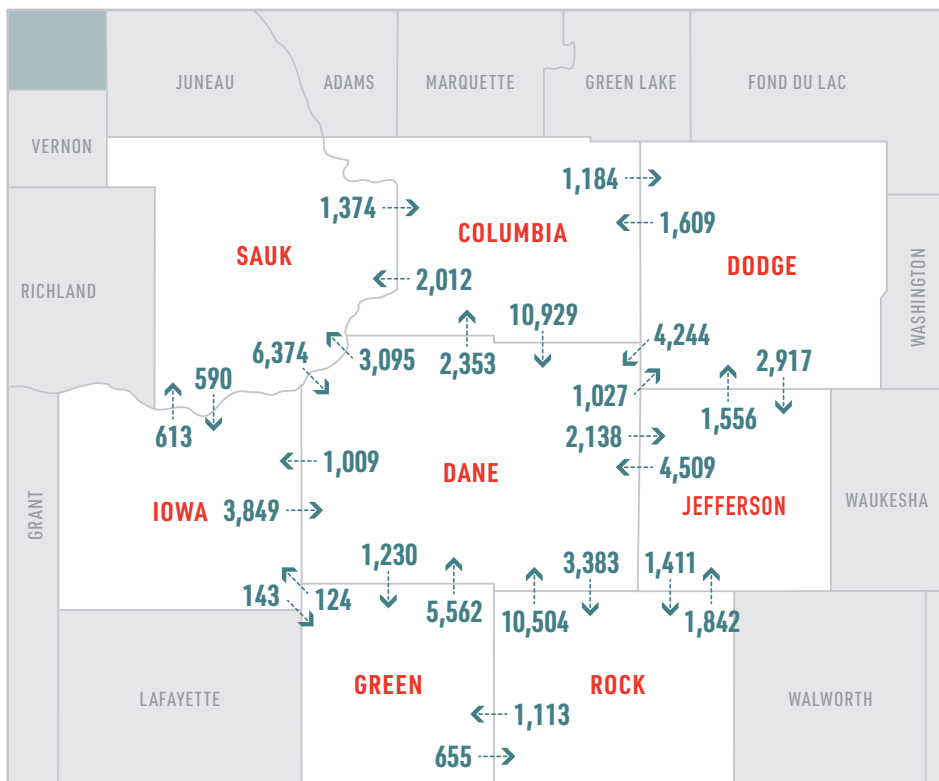
BUSINESS EXPANSION & ENTERPRISE CREATION

TRANSPORTATION & HOUSING

Too often, we hear a narrative that our ring counties function as talent feeders for Madison. In fact, the data show us many residents commute from their Dane County residences for work in the ring counties.

2017 REGIONAL COMMUTING PATTERNS

COUNTS FOR COUNTY POPULATION COMMUTING TO A DIFFERENT COUNTY FOR WORK



TARGET SECTORS

MadREP is the only region in the state of Wisconsin to have comprehensively studied and profiled its industry sectors of significance. These data are shared with the business community and are crucial to MadREP's supply chain investments, global brand marketing, and infrastructure investments. Such data informs international trade promotion, workforce investments, diversity initiatives, and transportation and broadband infrastructure planning.



MADISON REGION'S AGRICULTURE, FOOD AND BEVERAGE INDUSTRY CLUSTER ANALYSIS

Our AFB infrastructure supports not only food and beverage production, but also processing, packaging, and distribution. Several food-related incubators throughout the region support a growing cadre of local entrepreneurs, while established companies thrive thanks to our strong industry assets.

ESTABLISHMENTS

FOOD AND BEVERAGE MANUFACTURING

2006 - 201 : 10%
2016 - 221 : INCREASE

EMPLOYMENT

2006 - 12,511 : 6.7%
2017 - 11,679 : REDUCTION

DEGREES CONFERRED (2017-18)

3,739 OF 31,943 : 11.7%

Degrees conferred in the specialization vs total degrees in institutions specializing in the sector

CAPITAL INVESTMENT

\$2M OF \$231M (0.8%)

Sector Amount of Total Money Invested in the State

WHERE THE REGION EXCELS - CONCENTRATION (LQs)

LQ = # OF ESTABLISHMENTS x NATIONAL AVG.

(8.07) DAIRY PRODUCT MANUFACTURING

(3.35) FRUIT AND VEGETABLE PRESERVING AND SPECIALTY FOOD MANUFACTURING

(3.31) ANIMAL FOOD MANUFACTURING

(1.66) ANIMAL SLAUGHTERING AND PROCESSING

(1.55) OTHER FOOD MANUFACTURING

MadREP's AFB insights continue to support activities such as:

- Technical and marketing assistance to the \$50 million Meat Science Animal Biologics Discovery Center at UW-Madison.
- Support for Madison Public Market project.
- Key Private Sector Partner of the UW Center for Dairy Research new Babcock Hall Construction.
- Strategic Partner for CDR's new Dairy Business Innovation Alliance funded by the US Farm Bill that covers Midwestern states.
- Market, Feasibility and Business Model study for the 140,000 SF Cross Dock Terminal Market in Madison/ Dane County.
- Attracting investors and partners for Wisconsin's first Soybean Crushing Facility in Waupun/Dodge County.
- Garver Feed Mill marketing.

TARGET SECTORS



MADISON REGION'S INFORMATION COMMUNICATIONS TECHNOLOGY INDUSTRY CLUSTER ANALYSIS

As a result of our region-wide ICT cluster analysis, MadREP identified a substantial tech talent pipeline and a significant need to invest in our region's broadband infrastructure. Our insights included:

ESTABLISHMENTS

2006 - 385

2016 - 574

49%
INCREASE

EMPLOYMENT

2006 - 12,210

2017 - 25,060

105.2%
INCREASE

DEGREES CONFERRED (2017-18)

1,480 OF 31,943

4.6%

Degrees conferred in the specialization vs total degrees in institutions specializing in the sector

CAPITAL INVESTMENT

\$52M OF \$231M (22.5% IN 2017)

Sector Amount of Total Money Invested in the State

KEY POSITIONAL AVERAGE WAGES (LQs)

LQ = REGIONAL WORKFORCE x NATIONAL AVG. WORKFORCE

(3.54) COMPUTER PROGRAMMERS - \$75,590

(3.49) SOFTWARE DEVELOPERS - \$85,070

(2.52) COMPUTER SYSTEM ANALYSTS - \$88,000

(2.36) COMPUTER NETWORK SUPPORT SPECIALISTS - \$73,390

(1.60) COMPUTER USER SUPPORT SPECIALISTS - \$55,700

MadREP's ICT insights:

- The Madison Region is #4 in the concentration of Computer and Mathematical Occupations (CMOs) in the United States, trailing only San Jose, Washington, D.C., and Seattle (Location Quotient of 2.08).
- The region had the second highest growth rate in CMOs in the United States during the 10-year period from 2007 to 2017 (116% from 11,080 to 24,030 occupations).
- When mapped by census tract of residence, CMOs reside throughout the entire eight-county Madison Region.

Downtown, Capitol East and West Side
Concentrations of Firms in the Madison Region
ICT Cluster



TARGET SECTORS



MADISON REGION'S ADVANCED MANUFACTURING INDUSTRY CLUSTER ANALYSIS

Though it is not as dominant a sector in the Madison Region as it is in the rest of the state when analyzing employment and establishment totals, advanced manufacturing is critical to the region's economy and one of the reasons we are so industrially diverse.

ESTABLISHMENTS

2006 - 761
2016 - 735
3.4%
REDUCTION

EMPLOYMENT

2006 - 48,976
2017 - 44,100
10%
REDUCTION

DEGREES CONFERRED (2017-18)

6,356 OF 35,572 : **17.9%**

Degrees conferred in the specialization vs total degrees in institutions specializing in the sector

CAPITAL INVESTMENT

\$7.5M OF \$231M (3.2%)

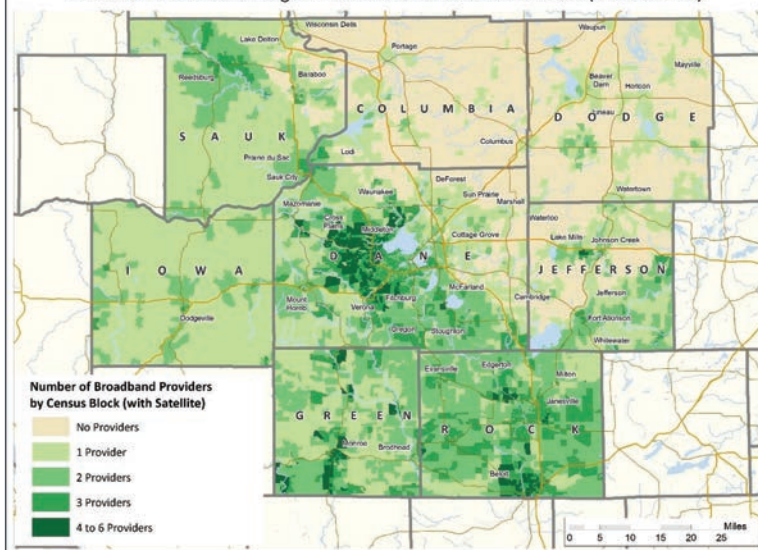
Sector Amount of Total Money Invested in the State

KEY POSITIONAL AVERAGE WAGES (LQs)

LQ = REGIONAL WORKFORCE x NATIONAL AVG. WORKFORCE

- (2.56)** CHEMICAL ENGINEERS - \$104,370
- (1.69)** ELECTRICAL ASSEMBLERS - \$37,340
- (1.53)** MECHANICAL ENGINEERS - \$78,870
- (1.13)** ASSEMBLERS/FABRICATORS - \$32,260
- (0.97)** INDUSTRIAL ENGINEERS - \$76,900

Internet in the Madison Region - Number of Broadband Providers (with Satellite)



Given the circumstances surrounding the pandemic, we require more internet access to service disadvantaged populations. Opportunity requires broadband access, but there are areas in the Region that are still without this service. In order to remain competitive, Advance Now 2.0 has made broadband access a top priority.

TARGET SECTORS



MADISON REGION'S HEALTHCARE INDUSTRY CLUSTER ANALYSIS

The Region's Healthcare sector is comprised of niches, and many of these function as "crossovers" with other sectors. Its local economy is interrelated, and Bio Health is a primary driver. Key niches include pharmaceuticals, primary care services including pediatrics, oncology, renal medicine, organ transplantation, geriatrics, clinical research, health IT, and medical devices. In 2010, Wisconsin was home to nearly 10% of the clinical trials in the United States (wiclinaltrials.com/education).

ESTABLISHMENTS

2006 - 1,703
2016 - 1,796

5.5%
INCREASE

EMPLOYMENT

2006 - 57,899
2017 - 68,545

18.4%
INCREASE

DEGREES CONFERRED (2017-18)

10,069 OF 31,943 | **31.8%**

Degrees conferred in the specialization vs total degrees in institutions specializing in the sector

CAPITAL INVESTMENT

\$144.8M OF \$231M (62.7%)

Sector Amount of Total Money Invested in the State

KEY POSITIONAL AVERAGE WAGES (LQs)

LQ = REGIONAL WORKFORCE x NATIONAL AVG. WORKFORCE

- (0.96)** REGISTERED NURSES - \$78,910
- (0.91)** NURSING ASSISTANTS - \$31,860
- (1.03)** PERSONAL CARE AIDES - \$24,200
- (1.76)** PHYSICIANS AND SURGEONS - \$225,030



MADISON REGION'S BIOSCIENCE INDUSTRY CLUSTER ANALYSIS

Continuing to distinguish the Madison Region from the rest of the state, Bioscience's rapid growth in the past decade and high volume of mergers and acquisitions has altered the regional landscape. Foreign direct investments and exponential growth by just a small number of companies have formed a new paradigm of merge/acquire and then grow in place.

ESTABLISHMENTS

2006 - 311
2016 - 369

19%
INCREASE

EMPLOYMENT

2006 - 9,835
2017 - 12,245

25%
INCREASE

DEGREES CONFERRED (2017-18)

11,126 OF 31,943 | **34.8%**

Degrees conferred in the specialization vs total degrees in institutions specializing in the sector

CAPITAL INVESTMENT

\$144.8 M OF \$231M (62.7%)

Sector Amount of Total Money Invested in the State

BIOSCIENCE CONCENTRATIONS (LQs)

LQ = # OF ESTABLISHMENTS x NATIONAL AVG.

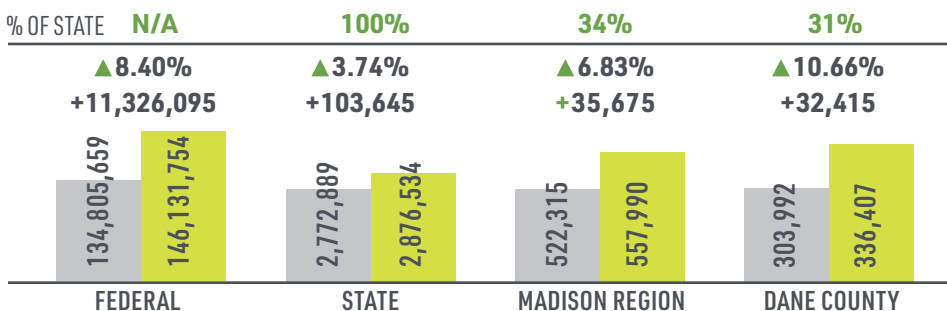
- (7.43)** IRRADIATION APPARATUS MANUFACTURING
- (4.43)** ANALYTICAL LABORATORY INSTRUMENT MANUFACTURING
- (2.62)** PHARMACEUTICAL AND MEDICINE MANUFACTURING
- (1.68)** ELECTROMEDICAL & ELECTROTHERAPEUTIC APPARATUS MANUFACTURING

ECONOMIC GROWTH

Recent data show Madison Region significantly outpacing the state's growth in the economy.

JOB GROWTH (2008-2018)

● 2008 ● 2018

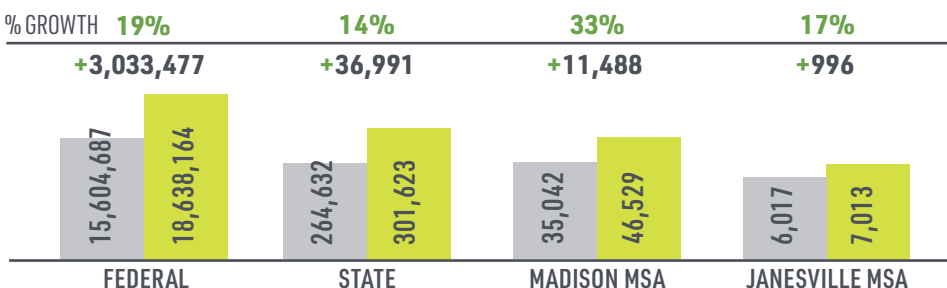


Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

REAL GROSS DOMESTIC PRODUCT (GDP) GROWTH (2008-2018)

(millions of chained 2012 dollars)

● 2008 ● 2018

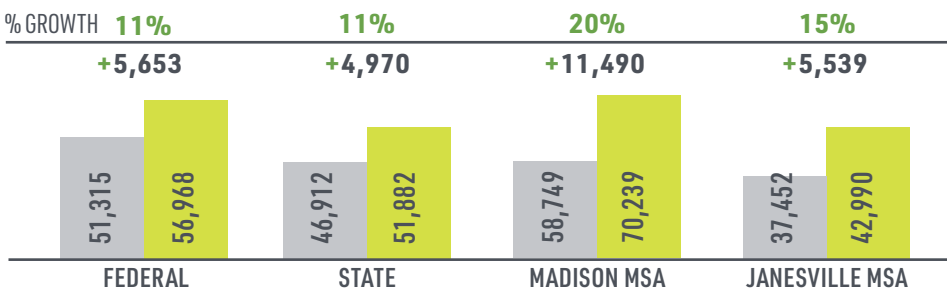


Source: Bureau of Economic Analysis

GDP PER CAPITA (2008-2018)

(millions of chained 2012 dollars)

● 2008 ● 2018

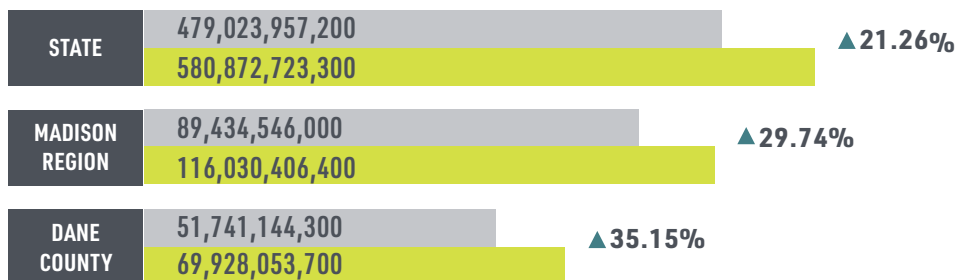


Source: Bureau of Economic Analysis

ECONOMIC GROWTH & COMPETITIVENESS

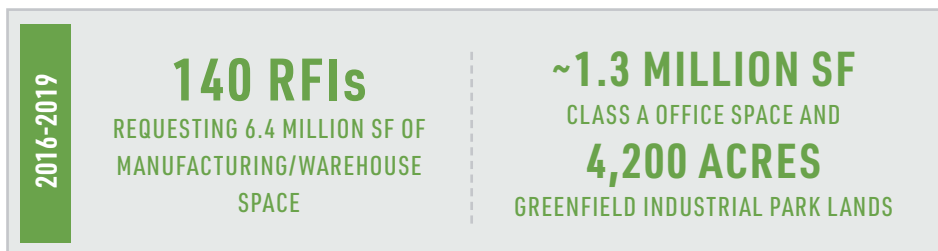
TAX BASE GROWTH (DOR EQUALIZED VALUE, 2014-2019)

● 2014 ● 2019



ATTRACTION OPPORTUNITIES

In 2019, MadREP processed another 38 site search requests for information (RFIs) throughout the region as well as many other data requests from our regional partners supporting startup, attraction, foreign direct investment, and expansion/retention projects.



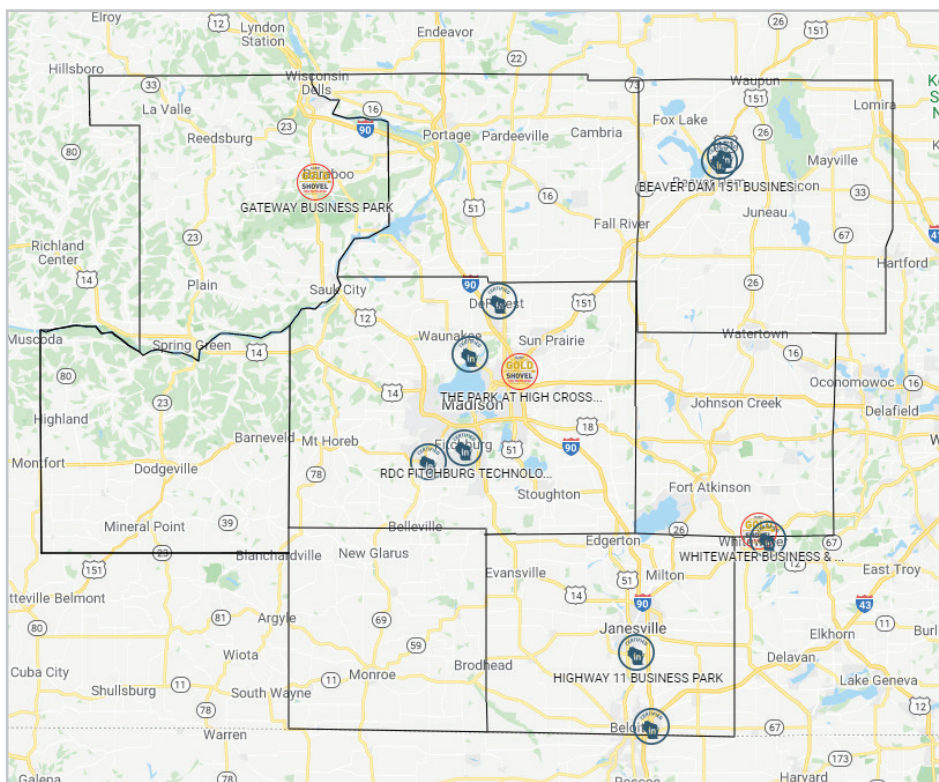
In 2019, the following MadREP Site Search Projects hit major milestones:

- Grand Opening of MacDon/Linamar R&D Center in Sun Prairie (15K SF, 20 jobs, \$5M capex).
- Grand Opening of Phoenix (Nuclear Labs) in Fitchburg (70-120 jobs; \$13-15M capex).
- Finalized Site Search and Groundbreaking of Eurofins Food Science Research Facility in Madison (400 jobs; \$50M capex; 130K SF).
- MadREP facilitated financial assistance from the State of Wisconsin for Eurofins, MacDon, and Phoenix.
- Interstate Partners, LLC and Greywolf Partners both built spec buildings over 100,000 SF in size in Sun Prairie and Madison. Interstate Partners has begun construction of a second spec building on an adjacent lot.
- Gold Shovel verifications have been completed in Madison, Baraboo, and Whitewater.

ECONOMIC GROWTH & COMPETITIVENESS

GOLD SHOVEL & CERTIFIED SITES

The Gold Shovel Site Verification Program assists communities, counties, and private land owners in packaging and marketing development-ready land to site selectors and business owners looking to locate or expand in the eight-county Madison Region. The state of Wisconsin also uses their Certified In Wisconsin[®] program to set consistent standards for the certification of industrial sites.





MadREP engages with the international community by promoting trade, courting Foreign Direct Investments (FDI), and connecting our Innovation & Entrepreneurship (I&E) ecosystem with industry consortia and regional economic agencies around the globe. Brexit, NAFTA (USMCA), and China have had significant influence on trade in the Region.

MADISON REGION TO PUERTO RICO

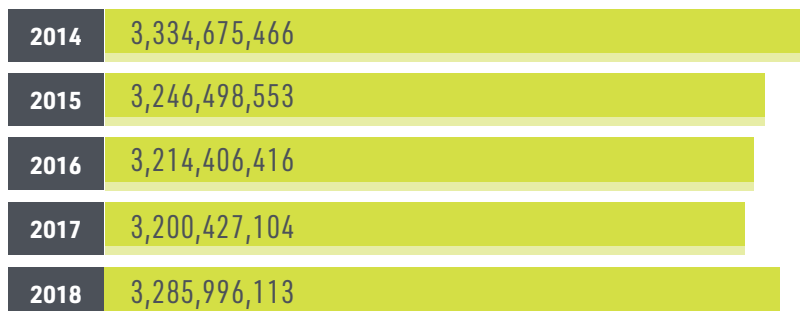
MadREP Senior Vice President Michael Gay participated in The Americas Competitiveness Exchange (ACE) XI event in Puerto Rico, to connect the region with business opportunities around the world. As a result of his efforts, he was recruited to join the newly formed Invest Puerto Rico as their chief business development officer. We are excited for Michael and his new adventure, but the Madison Region will miss his significant expertise and experience.



The Americas Competitiveness Exchange

MADISON AND JANESVILLE MSA, EXPORT CHARTS

Exports no longer dropping for the Region (2014–2018)



(Office of Trade and Economic Analysis (OTEA), Industry and Analysis, International Trade Administration, U.S. Department of Commerce.)

EXPLOSION OF I&E ECOSYSTEM

The Madison Region has experienced an extraordinary explosion of our innovation and entrepreneurship ecosystem since MadREP's Advance Now strategy commenced in 2011.

BioForward

Starting
Block Madison

Xconomy

Startup Grind

CDR Turbo

Forward Fest
WIN Awards

12 Regional
Incubators &
Makerspaces

100state
100 Crypto

23
Co-Working
Spaces

@1403 URP
Accelerator
URP2

9 Fab Labs

MERLIN
Mentors

6 Commercial
Kitchens

22 of 47 Angel
and Venture
Funds

Isthmus
Project

Doyenne

UWEX
CTC FFI

Sector67

gener8tor
gBeta

1 Million
Cups

7 Badger
Fund of Funds

HealthX
Ventures

54% of
Qualified New
Business
Ventures

D2P

UW-Madison
OBE

Capital
Entrepreneurs

AmFam
Ventures
Dream Bank

4490
Ventures

Brightstar

WWBIC

KIVA

WARF/WARF
UpStart

Wisconsin
Innovation
and Angel
Networks

Wisconsin
Games Alliance

WTC/
Governor's
Business Plan
Contest

FCI

MADISON REGION ECONOMIC PARTNERSHIP

FAB LABS



Credit: Wisconsin Economic Development Corporation



The Madison Region has nine labs that have received funding totaling \$338,900 over the five-year period from 2016-2020 from the WEDC. They are located at high schools in Beaver Dam, Beloit (Turner), Edgerton, Fall River, Mount Horeb, Poynette, Stoughton, Waunakee, and Waupun. WEDC has invested more than \$2.8 million over the past five years to provide 77 school districts across the state with the equipment necessary to help students learn high-demand skills, including technology, manufacturing, and engineering (WEDC).



Team from the Warrior Innovation Center won the Something Special from Wisconsin competition sponsored by WEDC in 2019 (Waupun Area Junior/Senior High School).

CO-WORKING SPACES

There are 23 co-working spaces in the Madison Region representing over 250,000 SF of total space.

100State

Brix & Mortar

Capitol Executive Suites

Horizon

Industrious

**Innovators Coalition
(formerly MadVentures)**

Irontek

Lacuna

Madworks @1403

Madworks @URP

Matrix

Novel

One-One Thousand

Palace Meets Coworking*

Regus Middleton

Sector67*

Serendipity Labs

Spaces

StartingBlock Madison*

Synergy

The Bodgery

Threshold

Waterloo Tech Center

*MadREP directly involved in development.

» CENTERS OF EXCELLENCE

A Center of Excellence (COE) is an entity or shared facility that provides leadership, ideation, research, support, networks, mentoring, and/or training for a key sector of the economy. In the MadREP model, it suggests simply that we attempt to leverage what we already do well into a best practice. In doing so, the Region calls attention to its prowess in that sector, thereby enhancing opportunities to expand existing business, attract new business, and influence startup activity in that sector while ensuring that outside talent is fascinated enough to explore jobs in the region.

MadREP has been using its sector research to develop, create partnerships, and find financial investment for at least six CoEs, which include the Wisconsin Games Alliance (WGA), StartingBlock Madison (SBM), 100Crypto, the Center for Dairy Research (CDR), the Madison Public Market, and the Forward BIO Initiative.

WISCONSIN GAMES ALLIANCE



The WGA, an industry-based consortium created by MadREP and its industry partners in 2015, became a fully standalone Center of Excellence for the Midwest gaming industry in 2018.

WGA has grown tremendously since its founding and, for the last two years, its M+DEV conference has welcomed over 400 game developers, designers, students, and enthusiasts for a day of networking and learning.

Recently, Bethesda (Roundhouse Studios), PUBG, and Epic Games all established studio locations in the Region. They join Activision Blizzard (Raven), PerBlue, Filament Games, and Lost Boys Interactive.

STARTINGBLOCK MADISON



SBM is a new 40,000+ SF information and communications technology (ICT) center and co-working space in downtown Madison. In 2018, StartingBlock's 36 companies had raised \$15.M in capital. In 2019, StartingBlock's 51 companies had raised \$18.8 million in capital (\$10.6 million from outside of Wisconsin) and employed 157 FTEs and 79 PTE. Out of the 51 companies, 35% were female-led, founded, or co-founded, and 14% were led, founded, or co-founded by an entrepreneur of color.

- MadREP served as grant administrator for SBM's EDA Regional Innovation Strategies, securing \$250,000 in federal resources.
- MadREP also helped secure both WEDC and Federal i6 grant funding to support StartingBlock.

» CENTERS OF EXCELLENCE

"MadREP has been a key part in making Doyenne the success it is today. Their continued support and championing of the work Doyenne does throughout our region is what has helped us to secure funding from the city and state for our Evergreen Fund, which provides grants, equity investments, and professional development opportunities for women and people-of-color led ventures. They've also made introductions to key partners from across our region, and across the state, to help us be able to form collaborations and support entrepreneurs outside our geographical area. MadREP brings together the people, industries, and leaders to make change and innovation a reality for more early-stage companies than they will ever be able to count across our region."

- Heather Wentler, Executive Director & Co-founder of Doyenne

DOYENNE
BE AUDACIOUS



CENTER FOR DAIRY RESEARCH

Received \$750,000 in funding from the WEDC for the creation of a Beverage Innovation Center of Excellence in 2019.



MADISON PUBLIC MARKET

Completed final design of 45,000 SF facility that is due to start construction in 2020. Targeted to open in fall 2021.



FORWARD BIO INITIATIVE

A biomanufacturing center of excellence designed to support workforce and product development in the areas of therapeutic medical devices, cells, tissues, or pharmaceuticals.

REGIONAL SUPPORT

ED 101

MadREP offers economic development training to elected officials through community summits and ED 101 seminars.

2014-2019 DELIVERED: Beaver Dam, Columbus, Deerfield, Dodgeville, Horicon, Mayville, McFarland, New Glarus, Poynette, Rio, Sun Prairie, Verona, Watertown, Waupun,

2020 TARGETS: Cambridge, Evansville, Fall River, Stoughton

"Mount Horeb has experienced steady growth over the last few years but local leaders wanted to find a way to continue and expand on this positive momentum. We reached out to MadREP to facilitate ED 101 to give our local elected officials and business leaders a baseline understanding of economic development. The event was so well received we had MadREP lead us through an Economic Summit to do a deeper dive into learning who we are and who we want to be. MadREP's knowledgeable staff and leadership provided us with vital demographics and strategies to help Mount Horeb continue moving forward."

Nicholas Owen, Administrator, Village of Mount Horeb

BUSINESS ASSISTANCE

MadREP has provided business technical assistance to over 25 start-up business this year, including:



BAAZL: Drone technology used to map land use sites. Clients are using as part of our Certified Gold Shovel program.



Swan Leap: Assisted the logistics technology company with advice on local start-up financing.



Forage: Kombucha manufacturing company seeking advice on growth, real estate, and financing.



Bunker Labs: Resource for veterans seeking to start businesses. Established a Madison Region location in SBM.



Bethesda: Provided business intelligence in support of their move into the Madison market.



HUMAN CAPITAL

INSPIRE MADISON REGION

In 2019, MadREP continued its work with the regional talent-development initiative Inspire Madison Region. Inspire makes it possible for students in the Madison Region to connect via an interactive web-based platform to career coaches and local employers for experiential learning activities such as job shadowing, internships, and youth apprenticeships. In doing so, Inspire also provides an opportunity for companies to take an active role in building their future workforce by connecting with students.



2019 was a transformational year for Inspire, as the host program it is contained within was rebranded from Career Cruising to Xello. Student engagement on the newly redesigned platform has increased dramatically, and the program is seen as more intuitive in its use. Now, it is even easier for students in the Madison Region to continue to connect to career coaches and employers statewide who are looking to engage with middle and high school students.



**Students in Madison Region
with access to Inspire:**

78,100+



**Employers statewide that Madison Region
students have access to through Inspire:**

1,500+



**Madison Region employers
students have access to:**

500+



**Number of Career Coaches statewide that
Madison Region students have access to:**

800+

PATHWAYS WISCONSIN

In 2019, MadREP continued its talent pipeline development work by taking a collaborative leadership role in Pathways Wisconsin in the Madison Region. Pathways Wisconsin is an effort supported by the Wisconsin Department of Public Instruction (DPI) to increase the number of high school students completing career pathways in high-skill, high-demand industry sectors.



EACH STATE-ENDORSED CAREER PATHWAY INCLUDES:

- High school sequence of related courses
- Dual credit college course
- Industry Recognized Credential (IRC)
- Work-Based Learning experience (WBL)

With the help of its collaborative partners (most notably the Workforce Development Board of South Central Wisconsin, the Southwest Wisconsin Workforce Development Board, and CESAs 3 and 5), by the end of 2019 MadREP had helped to oversee the addition of Advance Manufacturing and Nursing career pathways as options for school districts throughout the region, complementing the Construction Careers Pathway that was put in place in 2018.

CAREER PATHWAYS IN THE MADISON REGION:

- Construction
- Advanced manufacturing
- Nursing

In 2020, MadREP will continue to be in a collaborative leadership role with strategic regional partners (as well as the DPI) in creating additional career pathways for K12 districts throughout the Region.



*Nursing Students at Blackhawk Technical College in Janesville, Wisconsin.
Photo Credit: Blackhawk Technical College*

LEADERSHIP & DIVERSITY

MADISON REGION ECONOMIC DEVELOPMENT & DIVERSITY SUMMIT

MadREP is committed to weaving together the important conversations of leadership, diversity, and economic development. Since 2014, MadREP (in partnership with the Urban League of Greater Madison) has held the Madison Region Economic Development and Diversity Summit, in recognition that thriving regions across this country – those that we typically think of as top-tier – have embodied, embraced, and encouraged diversity in all its forms. The annual summit, which draws 600+ in attendance, has been recognized as a “best practice” by other regional economic development organizations across the country and by the International Economic Development Council (IEDC). Local diversity, inclusion, and equity leaders from private industry and community-based organizations join with experts from around the country to generate thoughtful discussion on challenging topics, and to provide key takeaways for Madison Region employers to move further along the continuum in their pursuit of diversity and inclusion excellence in the workplace.

The Madison Region Economic Development and Diversity Summit celebrates talent, opportunity, and growth.



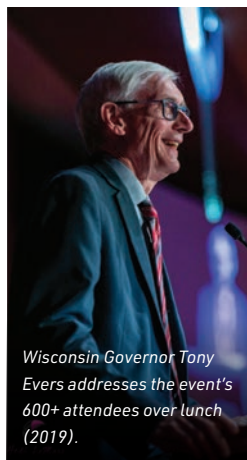
Paulita David, Director of Multicultural Strategies at McPherson, Former Head of Multicultural at Google, delivers the morning keynote (2019).



Wade Davis, VP of Inclusion & Product at Netflix, Former NFL Player, Corporate Inclusion Advisor & Educator, delivers the afternoon keynote (2019).



Urban League of Greater Madison Board President Derrick L. Smith welcomes event attendees (2019).



Wisconsin Governor Tony Evers addresses the event's 600+ attendees over lunch (2019).

» LEADERSHIP & DIVERSITY



MadREP Board Chair Dan Brown addresses the conference (2019).



City of Madison Mayor and MadREP Board Member Satya Rhodes-Conway introduces the event's afternoon keynote (2019).



MadREP President Paul Jadin and ULGM President Dr. Ruben Anthony introduce Gov. Evers to event attendees (2019).

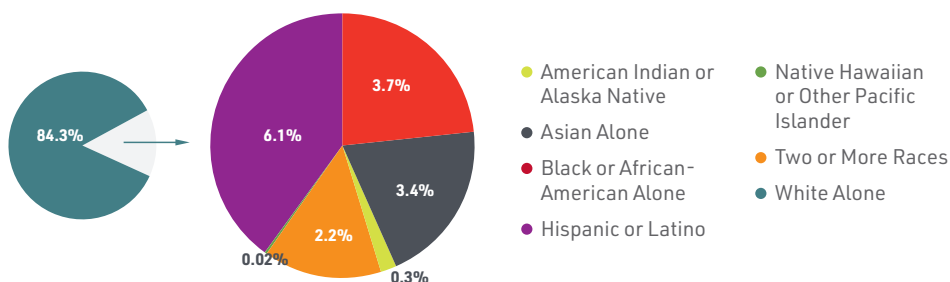


WORKPLACE DIVERSITY & INCLUSION SURVEY

Building on the success of its groundbreaking Workplace Diversity & Inclusion (D&I) Surveys from 2015 through 2019, MadREP launched its sixth D&I Survey in early 2020. As with the previous editions, the 2020 survey was used to capture quantitative and qualitative data about workforce demographics, supplier diversity programs, and community engagement, while providing companies with a vehicle to self-assess strengths and opportunities relative to diversity in their workforce. The inclusion of a diverse workforce is vital to the sustained economic growth of the region, and assessing the progress of diversity and inclusion efforts by Madison Region employers is a critical step in improving our practices. The survey was sent to a random sample of 1,900 employers (drawn from over 6,000 businesses and organizations in the Madison Region with 10 or more employees). Although the outbreak of the COVID-19 pandemic cut short the response period this year, enough responses were received to achieve a respectable confidence interval of plus/minus 6.5%.

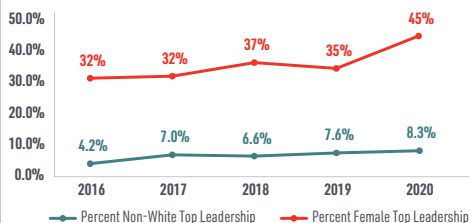
MADISON REGION POPULATION BY RACE (2018)

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



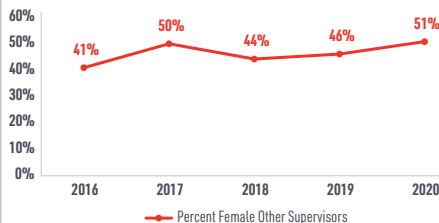
SELECT TRENDS 2016-2020

Percent Women and People of Color in Top Leadership, 2016-2020



The percentage of women and people of color in top leadership positions both appear to be trending upward.

Percent Women in Supervisor Category 2016-2020

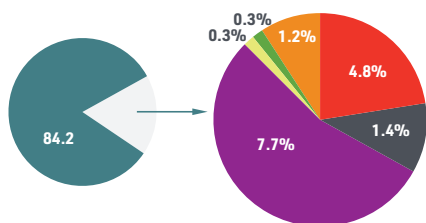


It appears that there is an upward trend in the percentage of supervisors who are female.

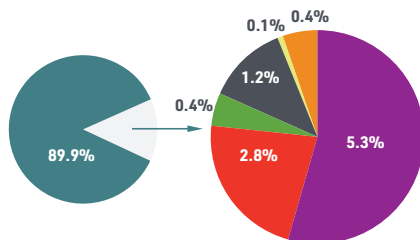
WORKPLACE DIVERSITY & INCLUSION SURVEY

SELECT SURVEY FINDINGS

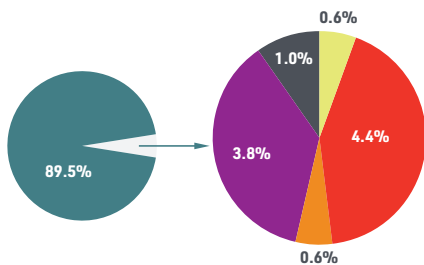
Total Workforce: Population by Race



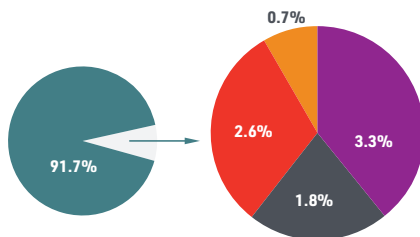
Supervisory Positions: Population by Race



Board of Directors: Population by Race



Top Level Leadership: Population by Race

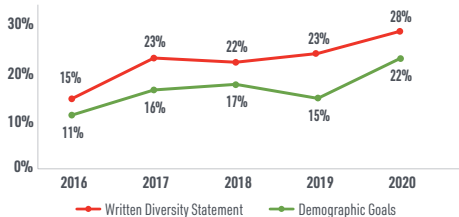


Note: These survey results are not intended as a complete representation of all Madison Region employers. All responses are reported in the aggregate. Race categories absent in any of the above charts indicate zero individuals were reported for that category.

There is a positive and significant trend in the proportion of organizations that have a written diversity statement over the 2016 – 2020 period. There was a statistically significant increase in 2020 in the proportion of organizations with demographic goals for their workforce.

For more questions about MadREP's Workplace Diversity & Inclusion Survey, contact Gene Dalhoff, V.P. – Talent & Education at gdalhoff@madisonregion.org.

Diversity and Inclusion Policies 2016-2020



MADISON REGION COVID-19 IMPACT DATA

Wisconsin's Safer at Home order, to mitigate the spread of COVID-19, took effect at 8 a.m. on Wednesday, March 25, and some local orders are still in place at the time of publication. To understand and inform state and federal stakeholders on how best to support our region's business community, MadREP collaborated with our eight county partners and the state's other eight regional economic development organizations to author a statewide data collection tool. UW-Oshkosh administered the survey and the results continue to be shared with the Wisconsin Economic Development Corporation (WEDC) for the purposes of informing its COVID-19 response.

Our first of several observation periods revealed the first few weeks of the pandemic had produced staggering financial impacts on our region's businesses.

EARLY FINANCIAL IMPACTS ON BUSINESSES

Based on responses from 1.3% of Wisconsin businesses. Data represents April 1-10, 2020 observation period.



LOOKING TOWARD THE FUTURE

69.54%
FULLY PREPARED
TO REOPEN

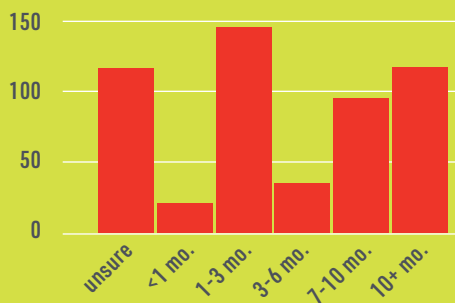
16.24%
REQUIRE ASSISTANCE TO REOPEN

14.21%
WILL NOT REOPEN
AT THIS TIME

As an economic development organization, it is absolutely critical that we focus on the businesses saying they will need assistance of some kind to reopen.

(Data represents May 4-17, 2020 Observation Period)

MADISON REGION COVID-19 IMPACT DATA



Under current circumstances, how long do you feel you can remain a viable business?

1,128

TOTAL FTEs LAID OFF



WHAT ARE YOUR MOST PRESSING NEEDS?

(SHOWN LEFT TO RIGHT IN ORDER OF RANK)



NO/LOW INTEREST
LOANS



GRANTS

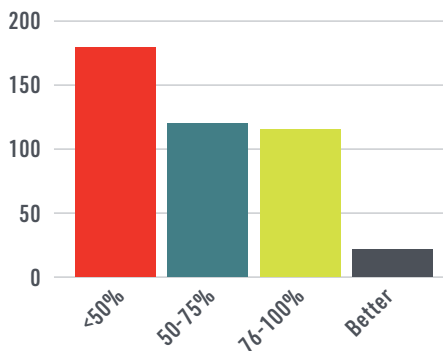


INCOME TAX RELIEF



RENEWED ACCESS
TO CUSTOMERS

How efficient do you feel
your workforce is when
working remotely
(compared to pre-virus)?



2019-2020 INVESTORS

CORNERSTONE PARTNERS | \$50,000 AND OVER ANNUALLY



ANCHOR PARTNERS | \$25,000-\$49,999 ANNUALLY



SUSTAINING PARTNERS | \$10,000-\$24,999 ANNUALLY



SUPPORTING PARTNERS \$5,000-\$9,999 annually

Cresa
CUNA Mutual Group
Gordon Flesch
Investors Associated, LLP
Kraemer Brothers, LLC
Kraus-Anderson
Michael Best & Friedrich LLP
Old National Bank
Quarles & Brady LLP
RDC National, Inc.
Stafford Rosenbaum LLP
Stark Company Realtors
Summit Credit Union
United Way of Dane County
UW Credit Union
Vogel Bros. Building Co.

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Flad Development &
Investment Corp
Great Dane Pub & Brewing Co.
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Lerdahl Business Interiors, Inc.
Magna/In Business Magazine
Monroe Clinic

Moraine Park Technical College
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Sergenian's Floor Coverings
Southwest Tech
Steve Brown Apartments
Strang, Inc.
The QTI Group
Urban League of
Greater Madison
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ECONOMIC PARTNERSHIP

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