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1	<b>MadREP 2017-2018 KEY STRATEGIC INITIATIVES</b>								
2		<b>Core Functions</b>	<b>Stage</b>	<b>Status</b>	<b>Role</b>	<b>Base Line Metrics</b>	<b>Year/Year Metrics</b>	<b>Notes</b>	<b>Owner</b>
3	1 <b>(Convening &amp; Facilitating)</b>	a) CONVENE REGIONAL ED PROS NETWORK 5-6 TIMES PER YEAR FOR BEST PRACTICES SHARING, PROFESSIONAL DEVELOPMENT, AND NETWORKING.	5		Lead/Convene	5 meetings in 2016; average attendance 25-30	hold 6 meetings in 2017 w/ average attendance 34-40; meet at least 1x/year w/ each partner and attend 90% of annual events they host	ED Pros meeting every other month	JA
4		b) HOLD AN ANNUAL SUMMIT FOR BUSINESS AND COMMUNITY LEADERS (INCLUDING ED PROS) TO DELIVER "STATE OF THE MADISON REGION" INFORMATION (INCLUDING ANNUAL REPORT), FEATURE AN ED-FOCUSED KEY-NOTE SPEAKER, AND ADDRESS OTHER TIMELY, RELEVANT ECONOMIC DEVELOPMENT TOPICS.	6		Lead/Convene	551 registered in 2017	Registration goal for 2018: 600+	Special focus on securing a big-name ED speaker in 2018	GD
5		c) ISSUE A BI-WEEKLY E-NEWSLETTER (MadREP REPORT) THAT DELIVERS MadREP UPDATES AND SHARES REGIONAL ECONOMIC DEVELOPMENT & BUSINESS NEWS, EVENTS, AND OPPORTUNITIES.	5		Lead	26 newsletters sent; 3,615 subscribers	send 26 newsletters; increase subscribers by 5%	continue bi-weekly schedule and increase readership	JPH
6		d) EDUCATE ELECTED PUBLIC OFFICIALS THROUGHOUT THE REGION ON ECONOMIC DEVELOPMENT (ED 101).	5		Lead	Eleven ED 101 sessions completed in region (as of 9.1.17)	Target two for 2017 and two for 2018. Rio and New Glarus in 2017.	Need communities and partners to market program to their neighboring communities	MG
7		e) CONVENE, FACILITATE AND MARKET WGA, M+DEV, LIVE EXCHANGE, AND CDR EVENTS AND DEVELOPMENTS REGIONALLY AND GLOBALLY	2		Lead	Grow WGA membership, 300 attendees at M+DEV, \$50,00K sponsorship, double attendance at previous events		Work with partners	MG/CK
8		f) PROVIDE TECHNICAL ASSISTANCE TO COMPANIES, EDOS, AND OTHER PARTNERS INVOLVED IN DAILY ECONOMIC DEVELOPMENT ACTIVITIES	1		Lead	Projects include marketing ED 101, RFI Lead Generation Technical Assistance, Community Consulting, Change of leadership assistance at EDOs, Business	This is a daily or weekly function that comes in sporadically		ALL
9		g) SUPPORT COMMUNITIES THROUGH CREATING MORE CONNECTED COMMUNITIES, MAIN STREET PROGRAMS, PREPARED INDUSTRIAL PARKS, BRE EDUCATION, SITE SELECTION PREPAREDNESS AND BROADBAND INITIATIVES							
10	2 <b>(Marketing)</b>	a) PROMOTE THE MADISON REGION AS AN ADVANTAGEOUS PLACE FOR BUSINESS START-UP, EXPANSION AND LOCATION THROUGH A MULTI-CHANNEL MARKETING CAMPAIGN.	5		Lead	<i>(see specific metrics below)</i>			PJ/JPH
11		a1) Website: Continually improve website design, content and functionality in order to provide relevant, persuasive information and drive increased traffic to the site.	5		Lead	Users: 15,353 (Jan-June 2017) Sessions: 18,206 (Jan-June 2017)	Use 2017 analytics to establish new baseline, as internal users were removed from MadREP Google Analytics in 1/2017.	Note: Users were down by 4,066 and sessions down by 5,433 compared to Jan-Jun 2016.	JPH
12		a2) Public Relations: Maintain ongoing public relations effort to secure positive media stories, including assisting partners with media opportunities where MadREP is included.	3		Lead	0 external stories (as of June 2017); 10 external stories in 2016		considered PR retrainor with NS in the past	PJ/JPH
13		a3) Journal: Partner with Journal Communications to produce fifth annual Madison Region Economic Development Guide; distribute publication to business decision makers over 12 months.	3		Lead/Partner	First two publications distributed to 5,000+ each	Distribute 5,000+ of fifth publication	Journal to be unveiled at 2018 Summit	PJ/JPH
14		a4) Annual Report: Create 2018 State of the Madison Region Report to deliver update on economic status of region and progress on MadREP implementation of Advance Now Strategy.	5		Lead	2016 Annual Report shared with 725 people	Share report with 750+ people	Annual report to be unveiled at 2018 Summit, inserted in Journal	PJ/JPH
15		a5) Collateral: Continually update and improve five industry-education profiles and create new collateral that communicates sector value propositions based on sector analyses. Use collateral pieces on website, in RFIs, site selector outreach, and at trade shows/conferences.	3		Lead	Current collateral updated Summer 2016; shared numerous times throughout year	Create & distribute new collateral that employs data from sector analyses (see 9a1)	Consider redesign of industry brochures. Consider reprints of marketing brochures.	JPH
16		a6) Social Media: Engage regularly with constituents via active participation and distribution of content on MadREP social media outlets. a6.1) Coordinate mass email communications and social media for the Wisconsin Games Alliance.	3		Lead	608 Facebook followers; 2,767 Twitter followers; 204 LinkedIn followers; 104 Pinterest followers (as of June 2017)	Increase followers across all outlets by 5%	Active outlets include Facebook, Twitter, LinkedIn and Pinterest	JPH
17	3 <b>(BRE)</b>	a) Expand use of BRE Synchronist tool among current ED Pro users.	3/4		Lead/Partner	492 visits in total in system on 08/01/17	Goal of 108 added by 7/31/18 (to exclude additional entries generated by mail survey)	Continued outreach to partners to encourage/ facilitate their participation	GD
18		b) Complete on-site BRE visits through requests from, and through affirmative BRE programming in, each of the eight counties.	1/4		Lead/Partner		To be determined	Level of activity to be determined (in part) by ED partner needs	GD

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19		c) Complete mailed BRE survey to 1700 (approx.) largest employers in the region	1		Lead	66 surveys were generated in the online version in 2017	It is estimated this effort should yield approximately 170-200 completed surveys	Survey to launch in October 2017, in collaboration with UW-River Falls.	GD
20		d) Lead or support completion of 3 BRE Blitz events in the region	1/4		Lead/Partner	As of 08/01/2017, 3 such blitzes have been held in the region	As of 08/01/2017, 3 more such blitzes are planned in the next 12-18 months (all in Madison)	Additional opportunities exist in our rural communities.	GD
21	4 (R&D)	a) REGULARLY MAINTAIN AND ENHANCE DATA DASHBOARD AND USE IT AS A TOOL TO DRIVE WEBSITE TRAFFIC.	6		Lead	Over 30 requests for information completed in 2016. Over 30 already completed YTD as of 10/30/2017.	Continue to respond to RFIs in a timely and professional manner	Current peer region selection based on in-house review completed in 2016.	GD/JPH
22		a1) Regularly monitor reliability and comparability of peer regions. a1.1) Coordinate with Market Street's competitive assessment on peer regions assessment for 2017-2018.	1		Lead				GD/JPH
23		b) CONTINUE TO LOCATE, AGGREGATE AND ANALYZE DATA IN RESPONSE TO SPECIFIC PROJECT-RELATED RESEARCH REQUESTS FROM STAFF AND BOARD.	3/1		Lead				JPH
24		c) COMPLETE ANNUAL BENCHMARKING/PROGRESS REPORT COMPARING QUALITY OF MADREP DATA DASHBOARD TO THOSE OF OTHER REGIONS. c1) Complete this in partnership with Market Street for 2017-2018.	1		Lead				GD/JPH
25	5 (Attraction)	a) MAINTAIN PROFILE AND NETWORK TO BROKERS AND EDOS WITH REGIONAL SITES AND BUILDINGS AND MAINTAIN ONLINE WEB PORTAL OF BUSINESS PARKS ANNUALLY. MARKET ALL BUSINESS PARKS, HIGHLIGHTING CERTIFIED SITES AND GOLD SHOVEL SITES.	4		Lead	<b>Metric 1:</b> Update Industrial Park online Inventory and update annually. <b>Metric 2:</b> Monitor current certified site program with WEDC. <b>Metric 3:</b> Continue to assist current property owners, EDOS, and Commercial Brokers Group with RFI processing and property positioning	<b>Metric 1:</b> Update Annually <b>Metric 2:</b> Market and grow Gold Shovel and Certified Site assets <b>Metric 3:</b> Target two new certified/gold shove site in the region per year. <b>Metric 4:</b> Reach out to each Business park we know of to market Certified Sites and Gold Shovel Programs	<b>Metric 1:</b> Create Interactive Web Portal of Business Parks <b>Metric 2:</b> Market Golden Shovel Program. Target Columbus, Maison Poynette, Dodgeville, Rio, Poynette <b>Metric 3:</b> Target Jefferson County, Sun Prairie, Madison, and Sauk County for new certified sites. <b>Metric 4:</b> Keep track of sites marketed per site search	MG/PJ
26		a1) Build a better program with the Commercial Brokers Group, regional developers and constructors that will improve our site selection processes.	1			Enhance outreach activities and communications	Hold, host or speak at engagements with regional development players	Must educate both the communities, EDOS, and development partners on process and collaboration.	MG/PJ
27		a2) Create successful programming and raise sponsorship for LiveXchange in lieu of separate Fam Tour. Engage REDOs with Live Exchange.	3		Lead	<b>Metric 1:</b> May 2018 Live Xchange Event	<b>Metric 1:</b> Raise \$38K from local broker and development community. Speak at CBG in October	<b>Metric 1:</b> Target new site selectors to attend Live Xchange. Coordinate with Marketing	MG
28		a3) Hold 1:1 meetings with site selectors in their home market, particularly with site selection firms where we don't yet have strong relationships. Establish Prelim plans for one other partnership with regional EDOS and WEDC in 2018.	3		Lead	<b>Metric 1:</b> Work with Marketing, EDOS, and commercial brokers to identify site selector targets. <b>Metric 2:</b> One targeted city site visits in 2017-2018 to maximize Live Xchange attendance	<b>Metric 1:</b> Coordinate with EDOS engaged in MAEDC/SS activities. NGKF, CBRE, JLL, CREAS, E&Y <b>Metric 2:</b> Target Coasts (CA and NY, DC), and Atlanta SS site visits.	<b>Metric 1:</b> Build off of momentum from MAEDC and Chicago Site selector intelligence. <b>Metric 2:</b> Other Targets are Phoenix, Dallas, Denver & East Coast.	MG
29		a4) Attend Mid-America Economic Development Council (MAEDC) Competitiveness Conference.	3		Lead	<b>Metric 1:</b> Attend in December and coordinate attendance with EDOS	<b>Metric 1:</b> Attend annually	Transition MAEDC connections to direct 1 site visits quarterly. Need Travel Budget	MG
30		a5) ID other site selection trade shows/site visit opportunities to compliment SelectUSA. Work with Canadian Consulate on Edmonton, Calgary, and other Canadian cities and provinances.	3		Lead	<b>Metric 1:</b> Coordinate attraction efforts with Coleman at WEDC	Coleman needs to find more site searches for our industry sectors	Coleman Piepfer, Mark Rhoda-Reis, and Kristi Pulvermacher are WEDC lead generators	MG
31	a6) Engage WEDC outreach to site selection prospects in our five sectors of significance	1		Lead	<b>Metric 1:</b> Target ICT or Life Sciences		Coordiante sector info and eventual outreach with WI's strategic Plan at WEDC	MG	

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32		<b>b) PURSUE TARGETED BUSINESS ATTRACTION GENERATION THROUGH THE CULTIVATION OF STRONG RELATIONSHIPS WITH KEY SITE SELECTORS AND THROUGH PROACTIVE AND REACTIVE RESPONSE TO LEADS.</b>							
33		b1) Send bi-monthly e-newsletter to targeted list of 170 site selectors.	5		Lead	2 SS emails sent in 2016 to audience of 172 with average open rate of 27.25%	Target one SS email per quarter. w/ average open rate of 25%	Data-rich outlet for mass info sharing	PJ/MG/ /JPH
34		b2) Follow up on lead generation (from LeadIQ, conferences, advertising, or elsewhere) with industry-specific packets and other materials as appropriate.	1		Lead	Sent 25 lead follow-up packets in 2016. 9 LeadIQ packets sent YTD through August 2017.	Send 5 lead IQ follow-up packets per month	Monitor Lead IQ opportunities, begin targeting Live Xchange SS	MG/JPH
35	<b>6</b> <b>(Workforce &amp; Talent Development)</b>	<b>a) FOSTER UNDERSTANDING OF BUSINESSES' WORKFORCE NEEDS AND EDUCATION'S ABILITY TO RESPOND VIA BUSINESS &amp; EDUCATION COLLABORATIVE.</b>							
36		a1) Facilitate delivery of informative presentations and discussion at each BEC meeting regarding opportunities, threats and operational realities within our educational institutions and private industries.	3		Lead	Realize active engagement of both educational and industry members that will lead to new policies or process improvements.	Topics yet to be determined.	Topics driven by BEC members	GD
37		a2) Reinvigorate BEC by re-evaluating current membership and supplement representative categories as necessary to re-energize committee.	1		Lead	Existing membership includes....	Members yet to be determined.		GD
38		<b>b) ARTICULATE TO LEGISLATORS THE VALUE OF EDUCATION TO THE WORKFORCE PIPELINE.</b>							
39		b1) Provide workforce pipeline information to legislators as necessary, coordinated through the BEC in association with senior leadership from the UW System, the Wisconsin Technical College System and the Department of Public Instruction.	1/3		Lead	Hosted a joint forum with WISCAPE in April, 2017 on The Future of K-16 Education in WI. Produced a white paper that was shared with legislators.	Yet to be determined.		GD
40		<b>c) BUILD BRIDGES BETWEEN BUSINESS AND EDUCATION.</b>							
41		c1) Grow Inspire Madison Region platform.	3		Lead	07/01/2017 metrics include: 55 school districts, 432 career coaches, 370 companies, and 2483 ELA/Career Coach interactions.	07/01/2018 goals include: 55 school districts, 550 career coaches, 475 companies, and 5000 ELA/Career Coach interactions (in 12 months). Program to be self-funded by 07/01/2018.	Continue to help Inspire initiative to grow state-wide.	GD
42		c2) Support growth of state-wide Inspire implementations in sister ED regions	4		Support/Partner		To be determined per need		GD/PJ
43		c3) Develop strategies based on best practices to support DWD Youth Apprenticeship and Registered Apprenticeship efforts to enhance and grow workforce.	4		Support/Partner	Continued participation in Statewide Apprenticeship Consortium. Assisted in development of survey to query business support of, and participation in, apprenticeship programs.	Structured recruitment of additional businesses to offer YA and RA opportunities to begin in Fall of 2017.	Participation is in partnership with the DWD.	GD
44		<b>D) ENGAGE MANUFACTURING COUNCILS IN REGION, AND EXPLORE POSSIBILITY OF REGION-WIDE GATHERINGS OF COUNCIL MEMBERS TO ADDRESS SPECIFIC TOPICS .</b>	1/3		Lead/Partner	Continue participation with Dodge Co. Manufacturing Alliance (MBA) and Sauk/Columbia/Marquette Manf. And Dane Council when possible.	8/1/2017 Participated in MBA meeting to launch discussion of issues relative to workforce recruitment for region		GD
45		d1) Promote the establishment of new councils to ensure that the entire region is covered.	4		Support/Partner	Councils exist in Sauk/Columbia, Dodge and Dane.	Goal to assist with expansion of Dodge County MBA into Jefferson County.	Work in cooperation with GHDP expansion efforts.	GD
46		<b>E) EXPLORE FEASIBILITY OF CONDUCTING A WAGE &amp; BENEFIT SURVEY FOR THE REGION . IF FEASIBLE, LAY GROUNDWORK FOR ACTION PLAN WITH PARTNERS.</b>	1		Lead/Partner	No such survey exists at the regional level.	To be determined	Work in cooperation with two workforce development boards.	GD
47		<b>F) WORK WITH PARTNERS TO DEVELOP AND EXECUTE PLAN TO INCREASE IN-MIGRATION</b>	1/2		Lead/Partner	To be determined	To be determined		GD
48		<b>G) WORK WITH PARTNERS TO DEVELOP AND EXECUTE PLAN TO ADDRESS HOUSING SHORTAGES IN REGION (Convene realtors &amp; homebuilders around issue of workforce housing.)</b>				To be determined	To be determined		GD
49	<b>7</b> <b>(I&amp;E)</b>	<b>a) PHYSICAL SPACES</b>							

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50		a1) Continue playing a key role in the design, financing and implementation of StartingBlock Madison (SBM).	4		Support/Partner	SBM received a \$475,000 grant from the US Department of Commerce to fund early operations.	Continue serving on SBM's steering committee. Finish ICT sector analysis and use data/research to position project for potential additional public and/or private investment.		CK
51		a2) Pursue federal, state and private funding for a mobile fabrication laboratory in partnership with Sector 67 as well as the region's technical colleges and high schools.	2		Support/Partner	Sector 67 submitted a grant application to Alliant Energy requesting start-up funding for the mobile fab lab.	Begin sales process to school districts through BEC. Inventory current capacity at interested schools; identify technology and equipment gaps; Complete specifications for a mobile laboratory to fill these gaps. Generate a total project price estimate (staffing, equipment and raw materials). Secure project financing.		CK
52		a3) Pursue federal, state and private funding for the Food Innovation Center (FIC), which will be co-located at the site of the Madison Public Market (MPM).	2		Support/Partner	New Initiative for 2017-18.	Assist the City of Madison with the completion of the FIC feasibility analysis. Assist in authoring a final grant application to the US Department of Commerce seeking \$2.5M in project funding.		CK
53		a4) Assist staff at new I&E physical spaces with introductions to the region's start-up community.	4		Support/Partner	New Initiative for 2017-18.	Assist Industrious with integration into 2017 Forward Fest. Add the co-working space to MadREP's listing of physical spaces; Promote Industrious in an August 2017 edition of e-news and add to I&E Spaces.		CK
54		a5) Maintain a listing of the region's I&E physical spaces on the MadREP website.	3		Lead	Continuing from 2016-17.	Geocode the listing, similar to industrial parks, on the MadREP website. Add the region's fabrication labs (fab labs) to the listing.	Online Interactive Map is fall 2017 intern project	CK/MG/JP
55		a6) Inventory the region's fab labs and when appropriate, work to connect facility's to the WEDC's Fabrication Lab Grant program and the mobile fabrication laboratory program identified in a2).	4		Support/Partner	The region has three current fab labs that have received funding through the WEDC's grant program: Waunakee, Stoughton and Edgerton. A fourth existing fab lab is located in Watertown.	Complete a survey of all the region's school districts and inventory existing and proposed fab labs. Promote and assist school districts in submitting applications to the WEDC's grant program during the FY2017 and FY2018 funding cycles. Serve on the planning committee for the Mount Horeb fab lab.	MadREP is aware of planned fab labs in Belleville, Mount Horeb, and Mayville. All have submitted applications to the WEDC's program. MadREP staff provided assistance to each of these proposed projects.	CK
56		<b>b) MENTORING</b>							
57		b1) Continue ongoing networking, outreach and promotion of MERLIN Mentors.	4		Support/Partner	Co-sponsored the Badger Start-up Summit during 2016 Forward Fest.	Co-sponsor the Badger Start-up Summit during 2017 and 2018 Forward Fest; Refer start-up businesses to MERLIN Mentors for assistance.		CK
58		b2) Continue on-going networking, outreach and promotion of the region's Small Business Development Center's (SBDC's) and Service Corps of Retired Executives (SCORE).	4		Support/Partner	New Initiative for 2017-18.	Refer start-up businesses to SBDC and SCORE for assistance. Respond to requests for assistance. Document 10 referrals, including type of assistance provided.		CK

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59	b3) Provide ongoing technical and financial assistance to businesses in key targeted industry sectors.		3		Lead	Provided technical assistance to 50 businesses and financial assistance to one business.	Target 30 businesses for technical assistance and one for financial assistance.	Make every effort to support growth to stage 2 companies (10-99 employees - At this stage, a company has a proven product and survival is no longer a daily concern; companies begin to develop infrastructure and standardize operational systems; and leaders delegate more and wear fewer hats).	CK
60	<b>c) NETWORKING</b>								
61	c1) Work with the I&E Advisory Board to gather market intelligence on the ecosystem, continue to identify opportunities for regionalization, clarify MadREP's role in attracting entrepreneurs, and identify resource gaps.		3		Lead	Continuing from 2016-17.	Present industry sector reports to the Committee; Solicit the Committee's input on I&E resource gaps and proposed activities to enhance MadREP's I&E efforts during the development of Advance Now 2.0.		CK
62	c2) As invited by the WEDC, assist with explaining and developing strategies to help drive the region and state's start-up ecosystem.		4		Support/Partner	New Initiative for 2017-18.	Coordinate activities with Aaron Hagar, WEDC. Extend our best practices to the rest of state. Develop a strategy to counter Kauffman Index state ranking.		CK
63	c3) Attend and network during key 2017 and 2018 I&E ecosystem events.		4		Support/Partner	Attended 15 I&E related events in 2016-17.	Attended 15 I&E related events in 2016-17.	MadREP/ULGM Economic Development and Diversity Summit, WIN Luncheons, Forward Fest, Entrepreneurs Conference, Early Stage Symposium, GMCC Annual Dinner, WEDA Governor's Conference, Slow Money Pitch Event, MadWorks Pitch Events, gener8tor and gBETA premiere nights.	CK
64	<b>d) CAPITAL</b>								
65	d1) Partner with existing revolving loan funds in the region on increasing capital resources for local business development. Act as a referral source for partner programs. Consider participation on a partner's loan board.		4		Support/Partner	Continued monitoring the project status of the proposed Capital Area Region Revolving Loan Fund. UWEX-FFI received \$500,000 in funding from USDA.	Work with the Wisconsin Women's Business Initiative Corporation, Forward Community Investments, Slow Money Wisconsin, the UW-Extension Food Finance Institute and the Willy Street Vendor Loan Fund on federal and state applications for financial assistance. Submit a Capital Catalyst application to WEDC for funding to create a regional RLF in 2018.		CK
66	d2) Provide assistance in the development and promotion of angel and other investment funds in the region, including those created through the Badger Fund of Funds program.		4		Support/Partner	Set up and recruited participants to an investor pitch session for Rock River Capital Partners.	Continuing providing assistance to Rock River Capital Partners; Promote and refer clients to angel and venture capital funds operating in the region.		CK

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67	<b>8</b> <b>(International)</b>	<b>a) FURTHER DEVELOP THE REGION'S INTERNATIONAL PROGRAM TO BECOME THE FOCAL POINT OF EXPORT PROGRAMMING, FOREIGN DIRECT INVESTMENT ACTIVITIES, INTERNATIONAL CLUSTER CONNECTIONS AND GLOBAL DATA BY:</b>							
68		a1) Partner more extensively with REDOs and WEDC to drive TIP grant and strategy for international activities	1		Support/Partner	Complete internal scope of work on international to determine next steps for TIP funding	Review internal TIP strategy and funding situation in 2018	TIP strategy base very dependant on finishing sector reports	
69		a2) CLUSTERS: Targeted Events with US Government, Canadian Consulate, European Union, and Latin America. Makret Clusters. Participate in cluster related trade shows and trade missions where ROI is reinforced by strong opportunities and a number of facilitated meetings for local companies.	4		Partner	ACE VIII in Florida in December 2018, EU Clusters, Latin America I&E ecosystem, Canadian Consulate General targets in Ontario, Calgary, Alberta, Quebec	Cluster connections, particularly on the I&E ecosystem front needs to be integral to international planning and strategies.	ACE IX in California in 2018. ACE X and XI could be in Colombia, Germany and Israel	MG
70		a3) STATE PARTNERS: Partnering more extensively with MITA, WMEP, WEDC and DATCP to connect regional business to resources and state assets that are already working. Help implement and market WEDC international programs, WMEP ExporTech, and WEDC's new ExporTech implementation federal monies (STEP).	5		Partner	Use Sector Analysis primary data for building ExporTech recruitment program. Also coordinate with Banks and MITA for targets. Attempt to host one ExporTech round in Region annually. METRIC: Attend one SelectUSA event with WEDC	Develop ExporTech resources more to help ED Pros in tandem with WMEP. Host 1 Lunch and Learn in region to promote and ultimately fill 2017 ExporTech Program in Madison. Be a partner in SW Wisconsin if International Leader steps up	Key Partners for engagement: WEDC (Mary Gage, Mark Rhoda-Reisch, Katy Sinot), WMEP (Roxanne Bauman and Bill Burtnett), DATCP (Lisa Stout, Jen Pino Gallagher, Ashwini Rao, Enrique Gandara) and regional lenders.	MG
71		a4) MITA: Partnering more extensively with Madison International Trade Association and assist it in growing regionally. Become more active in their operations. Make the effort to profile and find dollars for international program which may include apply to Chase. Work with Buckley, Bill, and Roxanne at WMEP. Develop a budget for 2017-2018. Seek EDA dollars	3		Partner	Build on MITA membership. Attend seminars and marketed programming to manufacturers throughout region. Create first MITA Budget	Michael to be elected MITA President in Sept. Use platform to market international opportunities to region's companies. Grow MITAs brand to all 8 counties	Need to facilitate programming that is strategic to the industry sector needs of our region. Target Mercado Libre, Pat Toth, Richard Marcus from UWM for MITA events	MG
72		<b>b) ESTABLISH RELATIONSHIPS WITH FOREIGN OFFICIALS IN KEY COUNTRIES.</b>							
73		b1) FOREIGN: Attend international ACE events and position and bring back trade and FDI opportunities for UW-Madison and regional companies.	5		Partner	Target travel to ACE trade missions with Latin American Dignataries supported by the EDA.	Future ACE events in Mexico, FA, Colombia. Accepted to ACE VII Central Texas	Work with Barret Haga, EDA. Visit DC in Spring and Fall	MG
74	<b>9</b> <b>(Sector Development)</b>	<b>a) GENERATE PROFILES FOR FIVE MAJOR INDUSTRY SECTORS AND ADVANCE COES AND CONSORTIUMS IN THE MADISON REGION.</b>							
75		a1) Recieve designation for at least one new "center of excellence" from WEDC and make significant progress towards another COE with targets of Center for Dairy Research, Advanced Composites/Biomaterials, and ICT.	3		Lead	Secure COE designation in 2018	SBM established as COE in 2017		MG
76		a2) Clearly outline and promote the region's value proposition for five industry sectors. Profile the region's strengths, major companies, players, assets with charts and graphics for five clusters. Coordinate final product with Marketing.	3		Lead	Current sector documents need to be updated with sector profiles are completed in 2018	Produce industry sector brochures by Q3 2018. Translate to four Languages	Utilize in trade missions and ventures to europe and latin america	MG/JPH
77		a3) Work with Vic Grassman and John Lucey to position CDR Value proposition for COE designation from WEDC. Help secure funding for pilot plant, aseptic technology, Turbo operations, and mini grant program.	3		Lead	Submit funding application to USDA with COE application in Q1 2017	Metric 1: StartingBlock 1st COE. Metric 2: CDR 2nd COE Metric 3: Gaming 3rd COE Metric 4: Biotech / Regenerative Medicine Metric 5: ...	EDA RIS i6 grant application funded. EDA/WEDC waiting for CDR incubator application in Q2 2017--god willing	MG/CK
78		a4) Transition IMCP Initiative from Federal Program to AFB Consortium arrangement.	3		Lead				
79		a5) Attend IMCP Conference in Washington DC	3		Lead				
80		a6) Madison Public Market	2		Support/Partner				
81	a7) Kraft site redevelopment and repositioning	2		Support/Partner					

Stages: I. Planning (MadREP Ownership) II. Planning (Supporting Role) III. Implemented (MadREP Program) IV. Supporting (Partner Program) V. Outcomes Realized VI. Mature / Best Practice  
Roles: Convene, Lead, Support/Partner

	A	B	C	D	E	F	G	H	I
1	<b>MadREP 2017-2018 KEY STRATEGIC INITIATIVES</b>								
2		<b>Core Functions</b>	<b>Stage</b>	<b>Status</b>	<b>Role</b>	<b>Base Line Metrics</b>	<b>Year/Year Metrics</b>	<b>Notes</b>	<b>Owner</b>
82		<b>a8) Sector Profiles:</b> Create sector and subsector profiles for IT (Gaming, Cybersecurity, Mobile Ap Development, Internet of Things, Digital Health/IT), Advanced Manufacturing (Advanced Composites and BioMaterials), Life Sciences and Medical Devices, and Healthcare.	3		Lead	Completed AFB sector analysis in April, 2015 Metric 1: Complete IT sector and subsector analysis by Q4 2017 Metric 2: Complete Advanced Manufacturing, Life Sciences/Medical Devices and Health by Q3 2018	Secured funding from WEDC on the scope of services for sector profile and funding assistance for sector studies	IT sector is top priority for SBM marketing, Gaming, and Digital Health IT subsectors	MG/CK
83		<b>b) SUPPORT DEVELOPMENT OF THE WISCONSIN GAMES ALLIANCE AS AN INDUSTRY CONSORTIUM.</b>							
84		<b>b1)</b> Implement \$50,000 WGA Capacity Grant and liason with the indutry consultant hired to assist with grant implementation. Supervise WGA Staff (Keith/Tyler)	4		Support/Partner	New Initiative for 2017-18.	Implement grant funding and execute WEDC deliverables during the contract period from 08/01/17 to 05/30/18.		CK
85		<b>b2)</b> Assistance with the implementation and promotion of the WGA's game development conference branded M+DEV.	4		Support/Partner	New Initiative for 2017-18.	Conference scheduled for October 27, 2017 at the Alliant Energy Center. Location and date of 2018 conference to be determined.	Conference branded GLS in 2016.	CK
86		<b>b3)</b> Assistance with the implementation and promotion of the WGA's Continuing Education Series (CES).	4		Support/Partner	Held 3 sessions in 2016-17.	Assist with bi-monthly sessions, or 6 total during the 2017-18 KSI period.		CK
87		<b>b4)</b> Make a determination whether to submit an application to the WEDC for assistance in funding a game development Center of Excellence (COE).	4		Support/Partner	Continuing from 2016-17.	Complete the ICT sector analysis including a section on the game development industry; Use results of the analysis and the capacity grant deliverables to decide whether to pursue an industry Center of Excellence.		CK
88		<b>b5)</b> Assistance with WGA social media and marketing.	4		Support/Partner	Continuing from 2016-17.	Also included as a Marketing KSI (see 2 a6.1).		JPH
89		<b>c) SUPPORT DEVELOPMENT OF THE ARTISAN FOOD PRODUCTS NETWORK.</b>							
90		<b>c1)</b> Serve on the AFPN Steering Committee.	4		Support/Partner	New Initiative for 2017-18.	IMCP project funded with a WEDC B&I grant to assist in the development of small scale food co-packing infrastructure. Steering Committee member through the end of the grant contract in 2018.		CK
91	<b>10 (Diversity)</b>	<b>a) CO-SPONSOR AND CO-COORDINATE ANNUAL ECONOMIC DEVELOPMENT AND DIVERSITY SUMMIT IN ASSOCIATION WITH THE URBAN LEAGUE OF GREATER MADISON AND OTHER PARTNERS. (SEE 1B)</b>	6		Lead/Convene	551 registered in 2017	Registration goal for 2018: 600+	Special focus on securing a big-name ED speaker in 2018	GD
92		<b>b) CONDUCT FOURTH EDITION OF DIVERSITY AND INCLUSION SURVEY, WITH RESULTS ANALYZED AND REPORTED NO LATER THAN JUNE 2018.</b>	3		Lead/Convene	2017 survey had 468 responses	Goal of 500+ responses in 2018	Completed in association with UW-River Falls	GD
93		<b>c) LAUNCH NEW DIVERSITY AND INCLUSION SURVEY DEDICATED TO FOLLOWING THE D &amp; I PROGRESS OF SELECTED CO-HORTS OF BUSINESSES, WITH RESULTS ANALYZED AND REPORTED NO LATER THAN JUNE 2018.</b>	1		Lead	Not previously done	To be determined	Topic introduced at MadREP Board meeting.	GD
94		<b>d) EXPAND EFFORTS TO ADDRESS THE IMPACT OF INCREASING MINORITY AND IMMIGRANT POPULATIONS TO ECONOMIC DEVELOPMENT IN RURAL COMMUNITIES.</b>	1		Lead	Work began in late 2016 to address topic in Dodge County.	To be determined.	Work to be done in tandem with manufacturing council efforts (see 6D).	GD
95		<b>e) EXPLORE OPPORTUNITIES TO HOST D &amp; I FOCUSED EVENTS IN BETWEEN SUMMITS, TO INCLUDE ASSESSMENT WORKSHOPS AND BROWNBAG SERIES.</b>	1		Lead/Partner	Not previously done	To be detetmined.	Topic being discussed by L & D Workgroup.	GD

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96		f) EXPLORE OPPORTUNITIES TO RECOGNIZE THE D & I EFFORTS OF COMPANIES IN REGION VIA CERTIFICATION AND AWARDS.	1		Lead/Partner	Not previously done	To be detetmined.	Topic introduced at MadREP Board meeting.	GD
97		g) ASSIST URBAN LEAGUE IN GENERATING 1500 NEW JOB OPPORTUNITIES FOR ULGM 40TH ANNIVERSARY YEAR.	4		Support/Partner	Not previously done	To be detetmined.		PJ
98	11 (Infrastructure)	a) ACTIVELY MONITOR OPPORTUNITIES FOR TRANSPORTATION AND FREIGHT INFRASTRUCTURE IMPROVEMENTS AND ADVOCATE FOR DEVELOPMENT/ACHIEVING SOLUTIONS. OPEN DISCUSSIONS WITH WISDOT, WEDC, WMC, SWOR, MSN AIRPORT, REGIONAL EDOS, AND LOCAL PARTNERS	1		Lead/Support/Partner	If desired, work with Board on Verona Road and I39/90 advocacy	Continue to understand the infrastructure assets economic impact and share with others involved in decision making	Tiger Grants for BRT in the City of Madison is a priority for the City and Chamber.  Coordinate with other regional EDOs, WisDOT, WSOR, WMC, Chamber, others	MG
99		b) MONITOR INTERMODAL FREIGHT NEEDS AND OPPORTUNITIES.	1		Lead/Support/Partner	Coordinate with Federal Govt on appropriate funding opportunities as they arise	Identify and support bringin in financial resources, when appropriate		MG
100		c) WORK WITH MSN AIRPORT ON DIRECT FLIGHT AND RELATED OPPORTUNITIES TO SERVE BUSINESS COMMUNITY.	1		Partner	Work with Dane County on direct flight research and positioning	Supply economic data and input from regional companies, when appropriate		MG