# 2018

### STATE OF THE MADISON REGION REPORT & ADVANCE NOW STRATEGY UPDATE

John Deere Facility in Horicon, W



MADISON REGION ECONOMIC PARTNERSHIP

#### madisonregion.org

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Moving the Needle

**This year will usher in a new five-year strategy for MadREP** and, as we embark on *Advance Now 2.0*, we are very pleased with the results our original *Advance Now* strategy yielded. This report memorializes some of those results and provides a glimpse into the next five years. Here's what we're most excited to show you:

- How critical asset-based economic development is as we demonstrate the importance of our target sector reports and our other best-practice research. That research sets up our retention and attraction efforts and global outreach, but also plays a key role in driving our entrepreneur and innovation practice.
- Our business/education program, Inspire Madison Region, is the leader in the state in driving young students to careers throughout our region and beyond.
- MadREP continues to engage site selectors throughout the country. Our increased appearance on "long lists" inevitably lead to more "short lists" and wins.
- MadREP continues to impact the startup ecosystem with initiatives like the Wisconsin Games Alliance and by lending a hand to numerous individual startups.
- Our international program continues to grow, with 2017 being a banner year for visits from foreign delegations, request for assistance from foreign ministers, and investment from other countries.

We'd like to thank all the public and private sector partners and investors who have a stake in what we do and collaborate in getting it done.

• The Annual Summit, in collaboration with The Urban League of Greater Madison, continues to be the hallmark of our diversity and inclusion efforts.

Partnerships are the most important piece of the economic development puzzle and, on behalf of our Board of Directors, we'd like to thank all the public and private sector partners and investors who have a stake in what we do and collaborate in getting it done.

We are honored to represent such a vital and robust area of the state and to work side by side with all of you to shape and grow the economy of the Madison Region.

Timathy Saillard

Tim Gaillard Chairman, MadREP Board of Directors

Paul Jadin President, MadREP



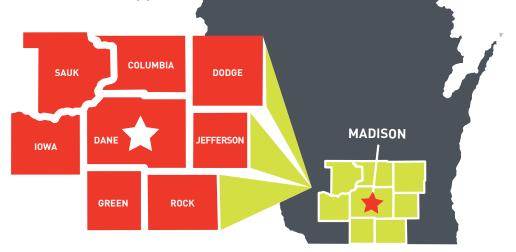
Madison Region Economic Partnership (MadREP) is the State-recognized economic development agency for the eight-county Madison Region of south-central Wisconsin. It operates off of an asset-based comprehensive economic development strategy known as Advance Now which focuses on the five planks highlighted to the right and concentrates resources in its key industry sectors: agriculture, food and beverage, advanced manufacturing, healthcare, information communications technology, and life sciences. The region is comprised of lowa, Sauk, Columbia, Dodge, Jefferson, Rock, Green, and Dane counties. It is a diverse region anchored by the state capital and the University of Wisconsin, but also boasts some of the world's best farmland.

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.



## >>>> ADVANCENOW

Madison Region's Strategy for Economic Growth





## Target Sectors

MadREP is committed to growing our target industry sectors through asset-based planning, decision making, and investment. To that end. MadREP continues to partner with UW Extension's Center for Community and Economic Development on a research project to profile



its Healthcare, Precision Manufacturing, and Life Sciences/Medical Device sectors. Agriculture, Food and Beverage, and Information Communications Technology are already completed.

MadREP is on a path to be the only region in the state of Wisconsin to have comprehensively studied and profiled all five of its industry sectors of significance. These analyses, when completed, examine each industry sector in a way that identifies its potential comparative advantages throughout the country and position it for growth. This research also helps justify special attention from WEDC, the state agency for economic development that facilitates investments in leading industries and even designations as centers of excellence which are explained on page 11 of this report.

These data will be shared with the business community and are crucial to MadREP's supply chain investments, global marketing, export/import programming, and infrastructure investments. The data will also figure prominently in our efforts to attract talent, entrepreneurs, capital, and businesses while informing our workforce investments and diversity initiatives.

#### **BUSINESS RETENTION & EXPANSION**

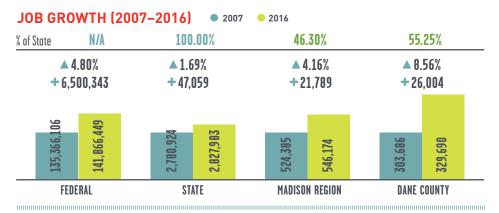
Business Retention & Expansion (BRE) activities are recognized as a foundational component of economic development. The premise is simple: Before seeking new employers, it is vitally important to identify and address the needs of companies that have already invested in your local community and workforce.

To date, MadREP has been a partner in nearly 1,100 BRE surveys and visits within the Madison Region. BRE will continue to be a foundational aspect of the organization's

#### MADISON REGION'S AGRICULTURE. FOOD & BEVERAGE INDUSTRY CLUSTER ANALYSIS

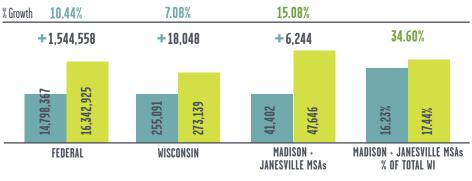
Our first complete industry sector, Agriculture, Food and Beverage Manufacturing (AFB) is now three years old and has been used to win designation by the US Department of Commerce as an Investing in Manufacturing Communities Partnership (IMCP) region. This AFB report is key to positioning and developing major projects like the Wisconsin Innovation Kitchen, the Madison Public Market, the Garver Feed Mill, the FEED Kitchen, the Madison Cross Dock Facility, and the UW Center for Dairy Research. This original report was authored on behalf of MadREP by Matt Kures of the UW-Extension, Center for Community and Economic Development.

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

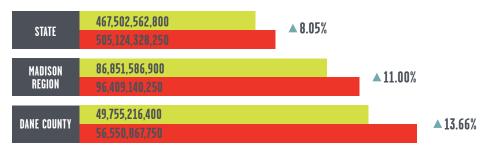


#### **REAL GROSS DOMESTIC PRODUCT (GDP) GROWTH (2007–2016)**

(millions of chained 2009 dollars)



#### TAX BASE GROWTH (DOR EQUALIZED VALUE, 2013–2016) • 2013 • 2016



#### DATA DASHBOARD



MadREP's Data Dashboard, which has received recognition from economic development organizations across the country, features 30+ economic indicators which help to tell the Madison Region story. The dashboard includes categories of data associated with People, Prosperity, Employment, Industry & Development, and Living Costs. The dashboard is updated throughout the year as new data becomes available, and is one of the most popular destinations on MadREP's website.

Check out the dashboard at www.madisonregion.org/data-dashboard

#### ARTISAN FOOD PRODUCTS NETWORK (AFPN)

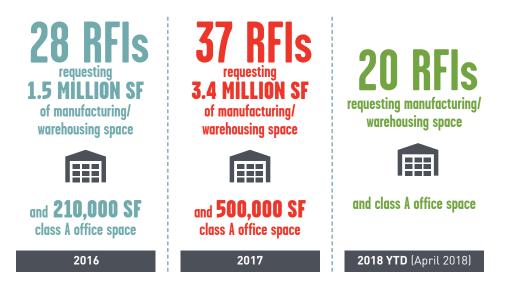
MadREP assisted the AFPN, and its parent organization the Midwest Food Products Association, with an application to the WEDC for \$130,900 in funding to identify existing small-batch food and beverage co-packers, determine ways to enhance their current capacity, and develop new small-batch facilities across the state. The AFPN also assists in matching start-up businesses to facilities, as well as provides information seminars and food safety training to both the entrepreneurs and facility managers. MadREP staff currently sit on the AFPN's steering committee.



## Economic Competitiveness and **Innovation & Entrepreneurship**

#### ATTRACTION OPPORTUNITIES

In 2017, MadREP processed 37 site search requests for information (RFIs) throughout the region plus many other data requests from our regional partners supporting attraction, foreign direct investment, and expansion/retention projects.



#### In 2017/2018, the following MadREP Site Search Projects hit major milestones:

- Drexel broke ground in Columbus
- Little Potato Company held their grand opening in DeForest .
- . Plastic Industries, Inc. moved into a 75,000 SF space in Janesville
- Interstate Partners broke ground on a 130,000 SF spec building in Sun Prairie .
- Reich Bros/Rabin engaged MadREP to help reposition the Oscar Mayer campus for new companies
- MadREP submitted a proposal to Amazon on behalf of . Madison, Fitchburg, and Cottage Grove with the intent to develop a template for large projects, get on Amazon's radar screen for future smaller projects and, ideally, make the first cut. We didn't make the top 20, but did get great feedback from Amazon regarding our proposal and our assets in the region which may get their attention in the

future. The template is already being used for other projects.



BUILDING SUI



## Economic Competitiveness and **Innovation & Entrepreneurship**

#### FOXCONN

Led by The New North and WEDC, MadREP engaged with four of its state partner regions in 2017 to build a statewide supply chain database and that site, Supply Chain Marketplace, is now



populated with 114 companies from the region. This has been especially useful in dealing with those companies interested in being a vendor to Foxconn, which has an obligation to do \$1.4 billion in business with suppliers in Wisconsin. MadREP also facilitated contractor meetings in Janesville and Madison to allow interested



companies to better understand the process for seeking some of the Foxconn business. Over 300 individuals attended those meetings. wisupplychainmarketplace.com

MadREP continues to market the potential opportunities for speculative building construction programs for large manufacturing/warehousing, and class A office as building stock has dropped below 5% vacancy for large buildings serving large users.

#### LIVEXCHANGE

MadREP and the Greater Madison Convention and Visitor Bureau submitted a successful proposal to win the May 2018 Business Facilities LiveXchange event at the Edgewater Hotel. This national event, organized by Business Facilities Magazine, hosted 30 site selectors, C-level Development executives from Fortune 1000 companies, and regional economic development executives. During this three-day event, MadREP showcased the real estate assets of the region, our nationally ranked talent ecosystem and quality of life, and interfaced with companies and site selectors holding a portfolio of projects.



## 》 International

MadREP is involved in the international scene on many fronts, promoting exports/imports, Foreign Direct Investments (FDI), and connections of our Innovation & Entrepreneurship (I&E) ecosystem with industry consortiums and regional economic agencies.

 Hosted WEDC foreign trade representatives, foreign regional economic agencies and consulate generals from France, Germany, Denmark, the Netherlands, Spain, and Canada.



Michael Gay, MadREP Senior Vice President of Economic Development, serves as the President of the Madison International Trade Association (MITA)

- Worked with the US Embassy and US State Department in the Cordoba region of Argentina to connect our industry sectors, create comprehensive economic development strategies, and further trade opportunities. MadREP will host representatives from Argentina as they shadow our Advance Now 2.0 Strategy.
- Connected the WGA globally with gaming sectors in 10 countries.
- MadREP continues to work with WMEP and WEDC to promote the ExporTech Program throughout the region as exports have continued to drop regionally and state-wide over the past three years.
- Attended SelectUSA, the largest national FDI event in Washington, D.C., with M7 and WEDC in June 2017.
- Hosted Professor Carlos M. Urzuia, the front runner for Mexico's next 2018 Minister of Finance/Treasury and current Professor of Economics at the University of Technologico de Monterrey (Dr. Urzuia earned her Ph.D. at UW Madison).

#### Madison and Janesville MSA, Export Charts

Exports are Dropping for the Region and Statewide

2014	3,334,675,466	
2015	3,246,498,553	
2016	3,214,406,416	

#### **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 working to develop at least four CoEs, which include the Center for Dairy Research (CDR), StartingBlock Madison (SBM), the Wisconsin Games Alliance (WGA), and the Madison Public Market.

#### WHAT'S NEXT?

#### StartingBlock Madison



SBM is a new 40,000+ SF information and communications technology (ICT) center of excellence, which is scheduled to open on Madison's near east side in June 2018. MadREP served on the advisory board and co-authored a successful i6 grant application which provided \$500,000 to underwrite early staffing and programming costs. The Wisconsin Games Alliance will be an initial tenant.

Continued on page 12

#### What's Next continued

#### **Center for Dairy Research**



The CDR will break ground on an expansion project in June 2018, adding 3,000 SF for new aseptic packaging equipment and 2,500 SF for a pilot plant designed to provide space to start-up companies as part of an Entrepreneurial Food and Beverage Center. MadREP assisted the CDR with an application to the WEDC for designation as an agriculture, food and beverage (AFB) center of excellence, which includes a substantial investment over the next three years. The CDR also received a \$200,000 award from the WEDC to provide up to \$20,000 in equipment grants to individual businesses that successfully commercialize products developed in the center.

#### Madison Public Market

MadREP is continuing to work with the City of Madison on planning and funding for a public market which could also serve as an AFB center of excellence.

"The partnership between the CDR on the technology side and MadREP on the economic development side has been extremely helpful in making sure our new facility is a major innovation and entrepreneurship hub for the university, state, and globe. We will use the CoE resources to help acquire state-of-theart aseptic beverage technologies that will be housed in a dedicated 3,000 SF new physical space for beverage innovation, create a new flexible office incubation space for TURBO activities and related companies, and build out an existing 2,500 SF pilot plant that will attract more companies that need licensed facilities for new food product development." Dr. John Lucey, Director CDR

#### WISCONSIN GAMES ALLIANCE (WGA)

The WGA, an industrybased consortium created by MadREP and its industry partners in 2016, held the inaugural M+DEV Game Development Conference in October 2017, which was attended by nearly 450 game development professionals and students.

M+DEV kicked off with standing room only at the keynote address delivered by Warren Spector, a world-renowned game developer who has produced multiple critically acclaimed hits during his 30+ year career. The conference closed with a talk from Tommy Palm, a Swedish game developer famed for his role in bringing Candy Crush Saga to mobile devices. On the eve of M+DEV, the WGA hosted a Professional Showcase with participation from 15 students who had the



opportunity to display their skills to area industry companies. Displaying the breadth of Wisconsin's game development industry, the WGA shared a map of the state's game development studios.

Planning has begun for M+DEV 2.0, which will be held at the Alliant Energy Center on October 19, 2018.

In June 2017, MadREP was awarded a \$50,000 capacity grant from the WEDC to hire a consultant to serve as the WGA Executive Director and assist in developing a business and financial plan for the WGA statewide.

#### **BUSINESS ASSISTANCE**

MadREP has provided business technical assistance to over 30 start-up business since July 2017.



MadREP helped Arch Virtual with the review of an equity financing pitch deck developed for its Immerse Creator virtual reality product.



MadREP assisted Curate with introductions to local contractors and provided feedback on its proprietary web scraping artificial intelligence technology. Curate recently received a term sheet for \$450,000 in equity from the Idea Fund in LaCrosse.



MadREP worked with Mad Marker Studios on the development of its new motion capture studio in Mount Horeb. This is the only independently operated and available-forhire mo-cap studio in the Midwest.



LANDMARK CREAMERY



MadREP aided Landmark Creamery, through its relationship with CDR, in locating a new cheese aging facility and retail outlet in Paoli, and assisted American Provenance with the review of its pitch deck for a new line of men's body care products.

#### ED 101

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

#### 2014-2017 Delivered:

Beaver Dam, Columbus, Dodgeville, Horicon, Mayville, McFarland, New Glarus, Poynette, Rio, Sun Prairie, Verona, Watertown, Waupun

#### 2018 Targets:

Cambridge, Deerfield, Evansville, Fall River, Stoughton

"Economic Development 101 is a great opportunity for a community to have an objective discussion about what they would like to do to grow their local economy. For our City Council, it accelerated decisions on acquiring more land to expand our business park, updating of TIF guidelines, and expanded our focus on redeveloping our Main Street. We plan on doing a 101 session every few years."

Neil Stechschulte, Director of Economic Development, City of Sun Prairie

## Leadership & Diversity

MadREP is committed to weaving together the important conversations of leadership, diversity, and economic development, with the understanding 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.

MadREP's Diversity efforts, including the annual Summit and the Workplace Diversity & Inclusion Survey, were recognized in the International Economic Development Council (IEDC) publication "Opportunities for All: Strategies for Inclusive Economic Development."



The Madison Region's Economic Development and Diversity Summit TALENT. OPPORTUNITY, GROWTH. MAY 16 2018 CONTENTION

MadREP and the Urban League of Greater Madison (ULGM) formed the first-of-its-kind partnership to host the Madison Region Economic Development & Diversity Summit in 2014. Since then, the event has received national recognition and continued to grow, drawing over 550 attendees in 2017.



#### **WORKPLACE DIVERSITY & INCLUSION SURVEY**

MadREP's Workplace Diversity & Inclusion Survey is used to capture quantitative and qualitative data about workplace demographics, supplier diversity programs, and community engagement, while providing companies with a vehicle to self-assess strengths and opportunities relative to diversity in their workplace. The survey is sent to a random sample of employers, and responses are kept confidential.

Since its inception in 2015, the number of respondents each year has grown. More importantly, in 2017 responses for 15 of 16 metrics trended positively when compared to the prior year for workplace diversity and inclusion efforts in the region.



As of the time of this publication, the 2018 survey is still underway. The results of the most recently completed survey are available in the Research and Reports section of MadREP's website. **See madisonregion.org/about/research-and-reports.** 

## 》 Human Capital

#### BUSINESS AND EDUCATION COLLABORATIVE

MadREP's Business & Education Collaborative (BEC) serves a vital role in the region.

It connects members of the business community, K-12 school districts, postsecondary institutions, and workforce development partners in the Madison region in a joint effort to assist students of all ages in generating the awareness and developing the skills necessary for a successful transition from school to career.

The BEC fosters an understanding of businesses' workforce needs and education's ability to respond through informative and interactive quarterly meetings, builds bridges between business and education via the Inspire Madison Region initiative, and articulates to legislators the value of education to the workforce pipeline, including cosponsoring a white paper distributed in 2017 to the region's state office elected officials titled, "The Future of K-16 Education in Wisconsin."

#### **INSPIRE MADISON REGION**

In 2017-18, MadREP continued the growth of its *Inspire Madison Region* initiative, connecting high school students from across



the region to experiential learning activities with employers who are committed to engaging with students to help grow the future workforce.

Inspire is an add-on component to the career exploration software program *Career Cruising*, which the Wisconsin Department of Public Instruction has made available to public school districts across the state to help students with academic and career planning activities. *Career Cruising* allows students to research careers, while Inspire connects them to experiential learning activities such as job shadowing and internships.

During the past year, MadREP achieved a 100% participation rate by public school districts in the region in the *Inspire* initiative, and integrated their database with two other *Inspire* implementations, greatly expanding student access to additional career coaches and businesses. This growth will facilitate active participation by students throughout the region in an ever-increasing list of experiential learning activities, helping them to develop the skills necessary for Madison Region employers.

Participating School Districts

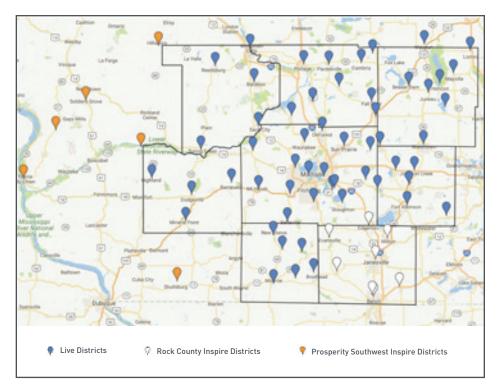
**\$**595

Companies/ Organizations 645 k Career Coaches

**3,000** Experiential Learning Activities



#### MadREP INSPIRE MADISON REGION SCHOOLS



"In our region, building the talent pipeline is one of the most critical things we need to do. We have a people shortage – primarily because of the demographic shift in the region – so we really need every young person to have an idea of what they want to do in the future. *Inspire Madison Region* provides students with lots of opportunities to connect to companies in our region so they have a really clear picture of what it is those companies do and what role students can play and then also what kinds of skills they need to develop to get a job in that company."

Pat Schramm, Executive Director Workforce Development Board of South Central Wisconsin



## Notable Projects **Throughout the Region**

Ab E Discovery • New • \$3,500,000 • 20 New Jobs • Waterloo, Jefferson County Amcor Flexibles LLC • Expansion • \$3,500,000 • 12 New Jobs • Madison, Dane County AMPI • Expansion • 20 Jobs • Portage • Columbia County Badger State Ethanol • Expansion • \$20,000,000 • 12 Jobs • Monroe, Green County Basin Precision Machining • Expansion • \$9,000,000 • 6-7 Jobs • Jefferson, Jefferson County Benjamin Investments • New • \$12,000,000 • Fitchburg, Dane County Cardinal Glass Industries • Expansion • \$10,000,000 • Portage, Columbia County Cascade Mountain Ski Hill • Expansion • \$9,000,000 • Portage, Columbia County CCI Systems Inc. • New • 50 New Jobs • Janesville, Rock County Cellular Dynamics (Fujifilm) • Expansion • \$40,000,000 • 120 Jobs • Madison, Dane County Clack Corporation • Expansion • \$6,000,000 • DeForest, Dane County Diamond Assets • Relocation • 20 Jobs • Milton, Rock County Downtown Portage Revitalization Project • New & Expansion • \$42,000,000 • Portage, Columbia County Drexel Building Supply • New • \$3,000,000 • 40 Jobs • Columbus, Columbia County Epicentre Technologies Corporation (Illumina) • Expansion • \$78,000,000 • 20 Jobs • Madison, Dane County EVCO Plastics Corporation • Expansion • \$5,000,000 • DeForest, Dane County Exact Sciences • New • \$57,300,000 • 225 Jobs • Madison, Dane County Extreme Engineering Solutions • New • \$15,400,000 • Madison, Dane County First National Bank & Trust • New • 25 Jobs • Beloit, Rock County Fisher Barton Inc • 80 Jobs • Watertown, Jefferson County GE Healthcare • Expansion • 100 Jobs • Madison, Dane County Generac Power Systems • Expansion • \$73,000,000 • 400 Jobs • Whitewater, Jefferson County Goodwill Retail Store • New • \$3,500,000 • Middleton, Dane County Handy Art • Expansion • 10 Jobs • Milton, Rock County HIEP, LLC • New • \$4,000,000 • 51 Jobs • Waterloo, Dodge County Hoof Health • New • 2-3 Jobs • Johnson Creek, Jefferson County International Crane Foundation • Expansion • \$10,000,000 • Baraboo, Sauk County Kaufman Trailers • New • \$1,500,000 • 10 Jobs • Footville, Rock County Kollege Town Sports • New • \$7,500,000 • 240 Jobs • Sun Prairie, Dane County Meadow Ridge Apartments • New • \$6,400,000 • Middleton, Dane County Middleton Center Mixed-Use Development & Public Plaza • Expansion • \$10,000,000 • Middleton, Dane County



## Notable Projects **Throughout the Region**

Mills Fleet Farm • New • \$25,000,000 • 200 Jobs • DeForest, Dane County Monroe Clinic • Expansion • \$46,000,000 • 12 Jobs • Monroe, Green County Navitus Health • New • \$28,000,000 • Madison, Dane County Nordic • Expansion • 60 Jobs • Madison, Dane County Northside Business Park • New • \$16,800,000 • Portage, Columbia County Oak Ridge Apartments • New • \$8,700,000 • Middleton, Dane County Octopi Brewing, LLC • Expansion • \$5,000,000 • 13 Jobs • Waunakee, Dane County Phoenix Nuclear Labs • New • 30 Jobs • Monona, Dane County Pinnacle Foods • Expansion • \$5,000,000 • 100 Jobs • Beaver Dam, Dodge County Placon • Expansion • 72 Jobs • Fitchburg, Dane County Playstar • New • \$2,500,000 • 10 Jobs • Janesville, Rock County Pratt Industries • New • \$52,000,000 • 120 Jobs • Beloit, Rock County Rinehart Targets • Expansion • 16 Jobs • Janesville, Rock County Royle Printing • Expansion • \$7,500,000 • 15 Jobs • Sun Prairie, Dane County Saco Foods • Expansion • \$3.000.000 • Middleton, Dane County Serta Simmons • Expansion • 20-30 Jobs • Janesville, Rock County Sharatt Warehousing & Distribution • New • \$20,000,000 • Reedsburg, Sauk County Spi CRM • Expansion • 200 Jobs • Madison, Dane County Staples Fulfillment Center • Expansion • 12 Jobs • Beloit, Rock County State Collection Service • Relocation & Expansion • 100 Jobs • Beloit, Rock County Stemina Biomarker • Expansion • 65 Jobs • Madison, Dane County Stoughton Trailers • Expansion • 150 Jobs • Brodhead, Dane County Stratatech (Mallinckrodt) • New • \$12,500,000 • 15 Jobs • Madison, Dane County Sub-Zero Group • Expansion • \$62,000,000 • 300 Jobs • Fitchburg, Dane County Treysta Middleton Market • New • \$10,000,000 • Middleton, Dane County TRU Enterprises LLC • New • \$7,000,000 • 40 Jobs • Beloit, Rock County United Alloy • Expansion • 50 Jobs • Janesville, Rock County Upper Lakes Foods • New • 61 Jobs • Janesville, Rock County

# \$740.6+ MILLION IN CAPITAL EXPENDITURES





## 2017–2018 Investors

#### CORNERSTONE PARTNERS | \$50,000 AND OVER ANNUALLY



Cambridge State Bank/ Bank of Povnette CUNA Mutual Group First Weber Group Investors Associated, LLP Johnson Bank Kraemer Brothers, LLC Kraus-Anderson Michael Best & Friedrich LLP Old National Bank RDC National. Inc. Stafford Rosenbaum LLP Stark Company Realtors Summit Credit Union Teel Plastics, Inc. The Gialamas Company United Way of Dane County UW Credit Union Vogel Bros. Building Co. Webcrafters, Inc.

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Sergenian's Floor Coverings Smith & Gesteland, LLP Southwest Tech Spherion Steve Brown Apartments Strang, Inc. The Alliance The QTI Group **UW** Extension Village of DeForest Village of Marshall Village of Waunakee Wegner CPAs Widen Workforce Development Board of South Central Wisconsin

List represents organizations who have donated or pledged at the time of publication.



MADISON REGION ECONOMIC PARTNERSHIP 455 Science Drive, Suite 160 • Madison, WI 53711 (608) 571-0420 • info@madisonregion.org madisonregion.org