

2021 ANNUAL REPORT

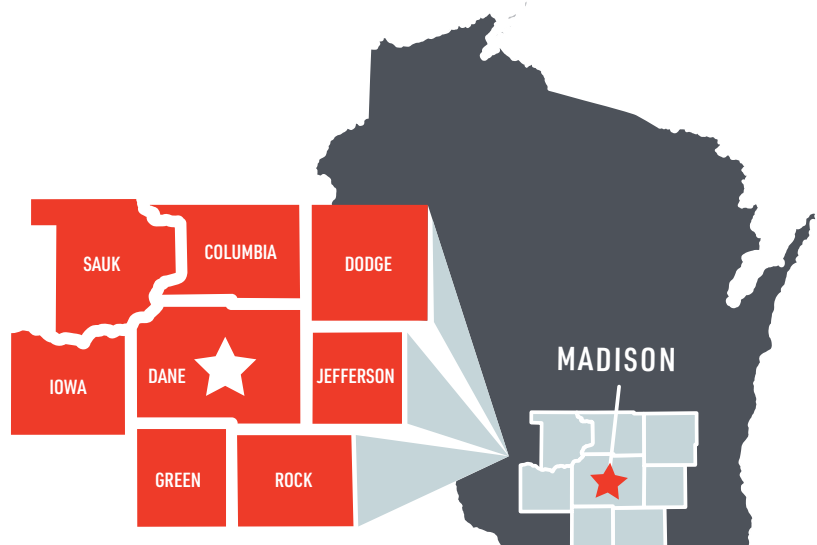


MADISON REGION
ECONOMIC PARTNERSHIP

The Madison Region Economic Partnership (MadREP) is the economic development agency for the eight-county Madison Region.

In 2012, MadREP developed and undertook a five-year comprehensive economic development strategy called “Advance Now” to grow and sell the region. At the close of those five years, the Region exceeded growth targets across the board and an even more ambitious follow-up strategy was required and Advance Now 2.0 was developed to guide the Madison Region into the future. It is a plan that challenges us to compete at a higher level. Having recently topped Brookings Institution’s list of innovation hotspots, the stakes will only get higher.

This moment in our region’s history calls on us to invest in our future and blaze a trail for the next generation.



OUR MISSION

Through a comprehensive regional approach, the strategic pursuit of job creation and business growth in target clusters, and the development of a coordinated talent pipeline, the Madison Region Economic Partnership will lead the development of a dynamic economy where people and business thrive.

ADVANCE NOW 2.0 STRATEGY UPDATE

GROWTH CAPACITY & COORDINATION

Work Together to Accommodate Future Growth

- Collaborated on 35 applications for federal CARES and ARPA funding with regional partners.
- Delivered nearly \$2.4 million in Main Street Bounceback Grants to 238 regional businesses.
- Continued to promote the early career development of high school students in high demand/high earning potential occupations via the Regional Career Pathways and Inspire Madison Region initiatives.

AWARENESS & DIFFERENTIATION

Become Known as a Competitive Location for Business & Talent

- Managed 25 site searches and requests for information.
- Hosted or participated in eight site selection and FDI engagement activities including the 2021 WEDC Ryder Cup event.
- Launched a new, streamlined MadREP website, increasing web traffic.
- Multi-channel promotion of the Madison Region to site selector audience.
- Collaborated with Livability Media on their announcement and promotion of Madison, WI as their 2021 #1 best place to live.

OPPORTUNITY, ACCESS & EQUITY

Ensure All Residents Have Equal Opportunities for Success

- Launched and promoted crowd-sourced broadband speed test tool to map regional internet access more accurately.
- President Fields completed 76 speaking engagements on economic equity.
- Continued eight-year partnership with the Urban League of Greater Madison to present Wisconsin’s only Economic Development & Diversity Summit.
- Conducted 6th annual Workplace Diversity & Inclusion Survey, revealing incremental improvements in Madison Region business’ DEI practices.

BUSINESS EXPANSION & ENTERPRISE CREATION

Foster Economic Growth Through Targeted Support of Existing Employers & Innovators

- Launched rural revolving loan fund to serve rural entrepreneurs.
- Provided business technical assistance to 22 start-up businesses this year, including Forage Kitchen, Landmark Creamery, eGenesis, Lost Boys, Acme Nerd Games, the Dane County Sustainability Campus and the Stoughton Innovation Center.
- Five Wisconsin Economic Development Corporation fabrication laboratory program awards to Madison Region school districts.

OUR INVESTORS

BOARD OF DIRECTORS

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



OTHER PARTNERS

Becker Professional Services
BioForward
Blackhawk Technical College
Capital Area Regional Planning Commission
City of Evansville

City of Fitchburg
City of Horicon
City of Waupun
City of Whitewater
Destination Madison

Downtown Madison, Inc.
EDA Region 6
Greater Madison Chamber of Commerce
Madison Development Corporation
The QTI Group

State Farm
Urban League of Greater Madison
Vierbicher
Village of Mount Horeb
Village of Waunakee

Wegner CPAs
WHEDA
Workforce Development Board of South Central Wisconsin
Wisconsin Games Alliance

2021 FINANCIAL REPORT

TOTAL REVENUE

\$3,362,303

TOTAL EXPENSES

\$3,218,727

NET INCOME

\$143,576

Juli Aulik, Board Chair,
Community Relations Director
UW Health

Peter Tan, Incoming Board Chair,
Executive Vice President/
Chief Design Officer
Strang, Inc.

Dan Brown, Immediate Past Chair,
Executive Manager
Ho-Chunk Gaming Madison

Julia Arata-Fratta, Board Treasurer,
Senior Manager
Wegner CPAs

Jessica Marquez, VP/General Counsel/
Chief Compliance Officer
Hy Cite Enterprises

David de Leon, Executive Committee Member,
President
Alliant Energy

Katie Boyce, Senior Director of Corporate Affairs
Exact Sciences

Jeannie Cullen Schultz
Co-President
J. P. Cullen & Sons

Mark Greene, Chief Strategy Officer
SafetyNet

Christopher Hughes, Partner
Stafford Rosenbaum LLP

Erik Iverson, Managing Director
Wisconsin Alumni Research Foundation

Nyra Jordan, Social Impact Investment Director
American Family Insurance

Seth Lentz, CEO
Workforce Development Board of South Central WI

Traci Mann, Region President
Old National Bank

Nate Olson, Community Development Administrator
Dodge County

Joe Parisi, County Executive
Dane County

Tracy Pierner, President
Blackhawk Technical College

Satya Rhodes-Conway, Mayor
City of Madison

Jon Schumacher, Senior Vice President,
Managing Director
BMO Harris Bank

David Stark, President
Stark Company Realtors

Dr. Mark Thomas Jr., Executive VP of Finance &
Administration
Madison College

David Walsh, Partner
Foley & Lardner

Gary Wolter, Chairman
Madison Gas & Electric

Chris Yarbrow, Corporate Controller
Promega Corporation

Jim Yehle, President
J.H. Findorff & Son, Inc.