

ANNUAL REPORT 2022

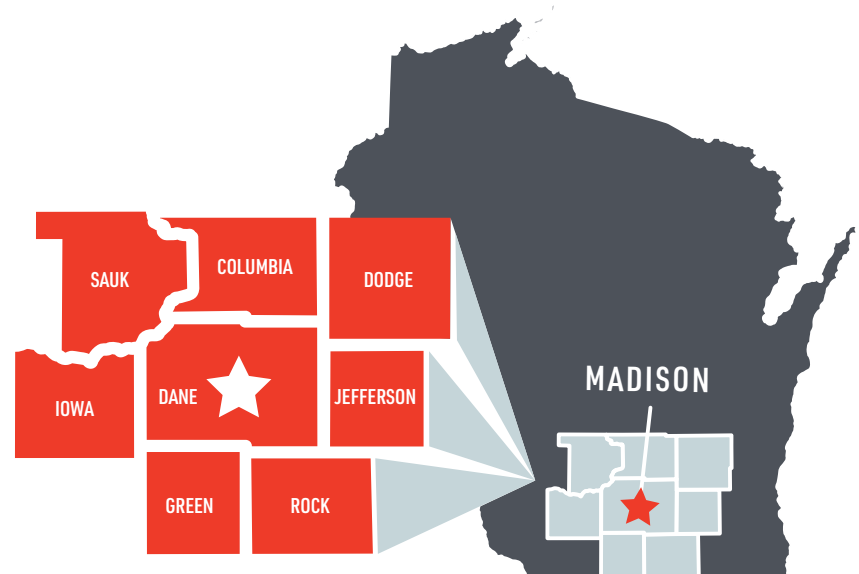


MADISON REGION
ECONOMIC PARTNERSHIP

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 through the challenges of competing at a higher level. Having recently topped Brookings Institution's list of innovation hotspots, the stakes will only get higher.

Next year, MadREP will lead the Region in drafting our third Comprehensive Economic Development Strategy (CEDS).



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

- Completed 18-month EDA grant detailing state-of-the-region business and industrial infrastructure and identified opportunities for competitive development.
- Collaborated on multiple federal and state funding opportunities.
- Initiated regional CEDS blueprint update and funding applications.
- Delivered \$6.96 million in Main Street Bounceback Grants to 696 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.
- Implemented regional county office hours to establish relationships and understand priorities.

OPPORTUNITY, ACCESS & EQUITY

Ensure All Residents Have Equal Opportunities for Success

- Worked in partnership with the WEDC to offer broadband speed testing to locations in the Madison Region to better position communities and counties to successfully apply for broadband infrastructure grants, increasing equitable access to the internet.
- President Fields completed 20 speaking engagements on economic equity.
- In 2022, the MadREP team visited more than 20 villages, towns and cities in the Region to learn more about development plans.
- Continued nine-year partnership with the Urban League of Greater Madison to present Wisconsin's only Economic Development & Diversity Summit.
- Conducted 7th annual Workplace Diversity & Inclusion Survey, revealing incremental improvements in Madison Region business' DEI practices.
- Launched a Workforce Vanpool pilot project to attract workers in rural locations into the Madison Region's labor force who would otherwise lack reliable transportation options to places of employment.

AWARENESS & DIFFERENTIATION

Become Known as a Competitive Location for Business & Talent

- In partnership with WEDC and commercial partners, managed 55+ site search and BRE requests for information.
- Hosted three site selection finalist presentations with state and regional community partners.
- 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 2022 #1 best place to live for the second consecutive year.

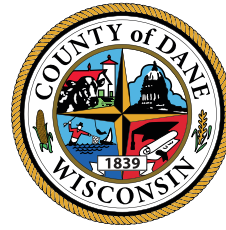
BUSINESS EXPANSION & ENTERPRISE CREATION

Foster Economic Growth Through Targeted Support of Existing Employers & Innovators

- Co-sponsored the area's first eSports event during the M+Dev conference with the Wisconsin Games Alliance, Destination Madison, and Version 1 (Rokkr Call of Duty League Team) out of Minneapolis.
- Provided business technical assistance to 30 start-up businesses this year, including Dark Aero, DEVELOP, Sprocket Security, Yips Yogurt, Forward Madison FC, Gearbox, Task OS, Isthmian Gaming, Seven Acre Dairy, Garver Feed Mill, the Watertown Incubator, and the Terminal Market.
- Three Wisconsin Economic Development Corporation fabrication laboratory program awards to Madison Region school districts in 2022, bringing the total to 14 in the Region.

OUR 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



OTHER PARTNERS

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

City of Fitchburg
Destination Madison
Downtown Madison, Inc.
EDA Region 6
Greater Madison Chamber of Commerce

Ho-Chunk Gaming Madison
Madison Development Corporation
Michael Best Strategies
The QTI Group
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

2022 FINANCIAL REPORT

TOTAL REVENUE

\$1,121,260

TOTAL EXPENSES

\$1,046,384

SURPLUS

\$76,876

BOARD OF DIRECTORS

Juli Aulik, Board Chair
Community Relations Director
UW Health

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

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

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

Julia Arata-Fratta, Treasurer
Senior Manager
Wegner CPAs

Nyra Jordan, Executive Committee
Social Impact Investment Director
American Family

Seth Lentz, Executive Committee
CEO
Workforce Development Board of South Central WI

David de Leon, Executive Committee
President
Alliant Energy Wisconsin

Katie Boyce, Senior Director
Corporate Impact & Community Relations
Exact Sciences

Bryan Chan, President
SupraNet

Jeannie Cullen Schultz, Co-President
J.P. Cullen

Dr. Jack Daniels III, President
Madison College

Mark Greene, Chief Strategy Officer
Kairos Technologies

Christopher Hughes, Partner
Stafford Rosenbaum

Erik Iverson, Managing Director
WARF

Traci Mann, Wisconsin Region President
Old National Bank

Jennifer Mnookin, Chancellor
UW-Madison

Nate Olson, Community Development Administrator
Dodge County

Joe Parisi, County Executive
Dane County

Dr. Tracy Pierner, President
Blackhawk Technical College

Satya Rhodes-Conway, Mayor
City of Madison

Jon Schumacher, Managing Director
SW WI Commercial Banking
BMO

David Stark, President
Stark Company Realtors

David Walsh, Retired Partner
Foley & Lardner

Gary Wolter, Chairman
Madison Gas & Electric

Chris Yarbrow, Corporate Controller
Promega

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