



**Madison Region Economic Partnership (MadREP) is the economic development agency for the eight-county Madison Region consisting of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties.**

### **MISSION STATEMENT**

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, Madison Region Economic Partnership will lead the development of a dynamic economy where people and business thrive.

### **ABOUT US**

MadREP fills an important role in Wisconsin's economic development landscape, serving as a partner and collaborator to the Wisconsin Economic Development Corporation and other state agencies, as well as economic development initiatives within counties, municipalities, chambers of commerce, and the private sector.

Under the umbrella of the *Advance Now* Strategy for economic growth, our services include:

- Proactive business retention and expansion efforts
- Targeted business attraction via outreach to site selectors and in response to prospect inquiries
- Strategic development of target industries, including agriculture, food & beverage, information technology, life sciences, healthcare, and advanced manufacturing
- Expansion of international opportunities for businesses and our economy, including export and import facilitation and foreign direct investment attraction
- Delivery and analysis of economic data that affects the Madison Region
- Mapping of industry supply chains to identify and address gaps, disconnects, and opportunities
- Convening education/workforce development professionals and business/industry representatives to address human capital needs
- Support of physical innovative spaces and expansion of entrepreneurship resources across the region
- Technical assistance to entrepreneurs, including market valuation, market position, and value proposition
- Marketing the region's economic development assets and opportunities to external audiences
- Expanding access to business, investment and leadership opportunities for emerging and minority professionals
- Convening the region's economic development professionals to collaborate and leverage resources to achieve common goals
- Convening the region's businesses to collaborate and leverage resources in industry clusters to grow assets, improve supply chain, and achieve common goals.

### **RECENT ACHIEVEMENTS**

#### **I. Economic Competitiveness**

##### **a. Attraction / Retention**

- i. Little Potato Company: Helped attract \$15 million capital investment and 130 jobs from Canada with a new processing plant in Dane County.
- ii. American Packaging: Helped attract 60 new jobs in DeForest with growth plans to 250. Company making \$50 million investment.
- iii. Tribe 9 Foods: Assisted with Natural Food Partner's \$10 million acquisition of Madison's RP's Pasta and Ohm Bros (Yumbutter) which allowed for the creation of a 70,000 SF natural foods contract manufacturing facility, the retention of these two Madison businesses and the attraction of Ona Treats from Colorado



- iv. Drexel's Midwestern Distribution Center to locate in Columbus Business Park. MadREP wrote and managed the RFI and facilitated the City's MOU and developer agreement to bring 40 family-supporting wage jobs and a \$3-plus million-dollar capital investment to the region.
  - v. Green Ag Technologies, an Israeli-backed company with sustainable greenhouse technology, is prepared to invest in at least one 35-acre site (starting in Rock County) on which to install an 18-acre greenhouse to produce tomatoes, peppers and herbs for national markets using excess steam and CO2 from a neighboring co-gen plant to limit carbon footprint.
- b. Centers of Excellence / Sector Development
  - i. StartingBlock was designated by WEDC as a Center of Excellence with up to \$1M in funding and received a half million dollar EDA federal grant co-authored by MadREP to underwrite the first three years of programming and staffing operational costs.
  - ii. Madison Public Market's \$2.5 million federal funding request for the Food Innovation Center component will be submitted by MadREP to the Chicago office of the EDA in July 2017.
  - iii. Center for Dairy Research has grants pending with the Federal EDA and state WEDC predominantly authored by MadREP.
  - iv. Wisconsin Games Alliance has a WEDC grant pending authored by MadREP to fund WGA staff. MadREP created, markets and administers the Wisconsin Games Alliance.
- c. Investing in Manufacturing Communities Partnership (IMCP)
  - i. 20 grants submitted in two year totaling over \$31M in which MadREP was author, co-author or sponsor.
  - ii. Assisted Jefferson County and City of Jefferson with an EDA grant in aftermath of Tyson closing
  - iii. 65 partners fully engaged in regional IMCP consortium. 24 regions collaborating nationally on next steps for IMCP program and national investments
- d. International Resources and Connections
  - i. Actively engaged in America's Competitiveness Exchange (ACE) -- Hosted in 2015, attended ACE IV in Argentina in Fall of 2015, ACE VI in Toronto in 2016 and ACE VII in Texas in Spring of 2017. Followed up ACE IV with a trade venture to Mexico. Brought three local companies, two of which generated contracts. Through ACE, MadREP is now connected to ministry level leaders in 30-plus Latin American and Caribbean countries involved in global innovation, entrepreneurship, finance, and economic development.
  - ii. Attended Hannover Messe in Germany in 2016 and involved with Select USA for the third year.
  - iii. Placed five companies in WMEP's ExporTech training and continue to recruit throughout the region.
  - iv. MadREP staff serves as Vice President of the Madison International Trade Association's (MITA) to provided augmented international export/import programming and technical assistance to the region and state's business community.
- e. Gold Shovel Site Verification: A Gold Shovel Site Verification Program has been implemented this year and the first site was verified in Sauk County. This complements the State's Certified Sites Program and assures that our nine-total verified and certified sites will be highlighted and, therefore, seen more often by site selectors.



## II. Human Capital

- a. Assumed management of the Inspire Madison Region and onboarded 55 school district (resulting in complete saturation of the districts in the region), along with over 425 career coaches and nearly 375 companies offering approximately 2,135 experiential learning activities. MadREP has also led the statewide deployment of Inspire through the Regional Leadership Council
- b. Business Education Collaborative continues to work on initiatives that drive workforce development through a partnership among the K-12 system, Tech Colleges, UW and business.
- c. Continuing active MadREP representation in county-level manufacturing councils within the region to promote this target industry sector, and coordination of joint meetings of these councils to address issues of common concern including workforce development, international trade & etc.
- d. Active engagement with private industry and local economic development partners at the county level to address transportation and housing limitations affecting worker availability.
- e. Convening of educational, municipal and private industry partners in a discussion regarding welcoming immigrants to build the workforce in rural communities.

## III. Leadership and Diversity

- a. Economic Development & Diversity Summit (co-hosted with Urban League of Greater Madison) drew 551 people. 61% of survey respondents indicated they would implement new practices because of the Summit.
- b. Conducted third annual Workplace Diversity & Inclusion Survey with 468 responses (a 30% increase from 2016, sponsored in partnership with the region's four technical colleges).
- c. MadREP's diversity work cited as a case study in International Economic Development Council (IEDC) 2016 report *Opportunity for All: Strategies for Inclusive Economic Development*.

## IV. Marketing

- a. Produced fourth annual Madison Region Economic Development Guide.
- b. Annual Report and Newsletter won "Best in Midwest" awards in December 2015.
- c. Data dashboard is upgraded with new peer regions and data points.
- d. Conducted first Fam Tour with site selectors in June 2015, second tour in June 2016 and mini-tour in September of 2016. Have reached dozens of national and global site selectors through partner tours with WEDC, M7 and New North in 2016 and 2017 and will host the LiveXchange in 2018.
- e. Wisconsin Economic Development Association recognized MadREP with the state Organizational Excellence Award in 2016.

## V. Other

- a. All five target sectors will be profiled in partnership with UW Extension in 2017 and will be a model throughout the state.
- b. Have introduced, supported and participated in 3 business walks in the region reaching over 700 businesses. Also, did a mail survey reaching over 300 businesses.
- c. MadREP has provided ED 101 training in 11 communities since 2014 with 2 more scheduled for this year.