



# 21<sup>st</sup> Century Economic Development Positioning

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MADISON REGION ECONOMIC PARTNERSHIP



# Deliverables

- Wisconsin Partners
- Know Your Assets—Industry Clusters
- Backyard
  - Engaged and Enlightened Elected Officials
  - Same Page, Same Hymnal
  - Toolbox for Facilitating the Deals
  - BRE Site Visits and Follow Up
  - I&E
  - Talent / Diversity / Bodies
- Global Market. Competitive
- National Initiatives



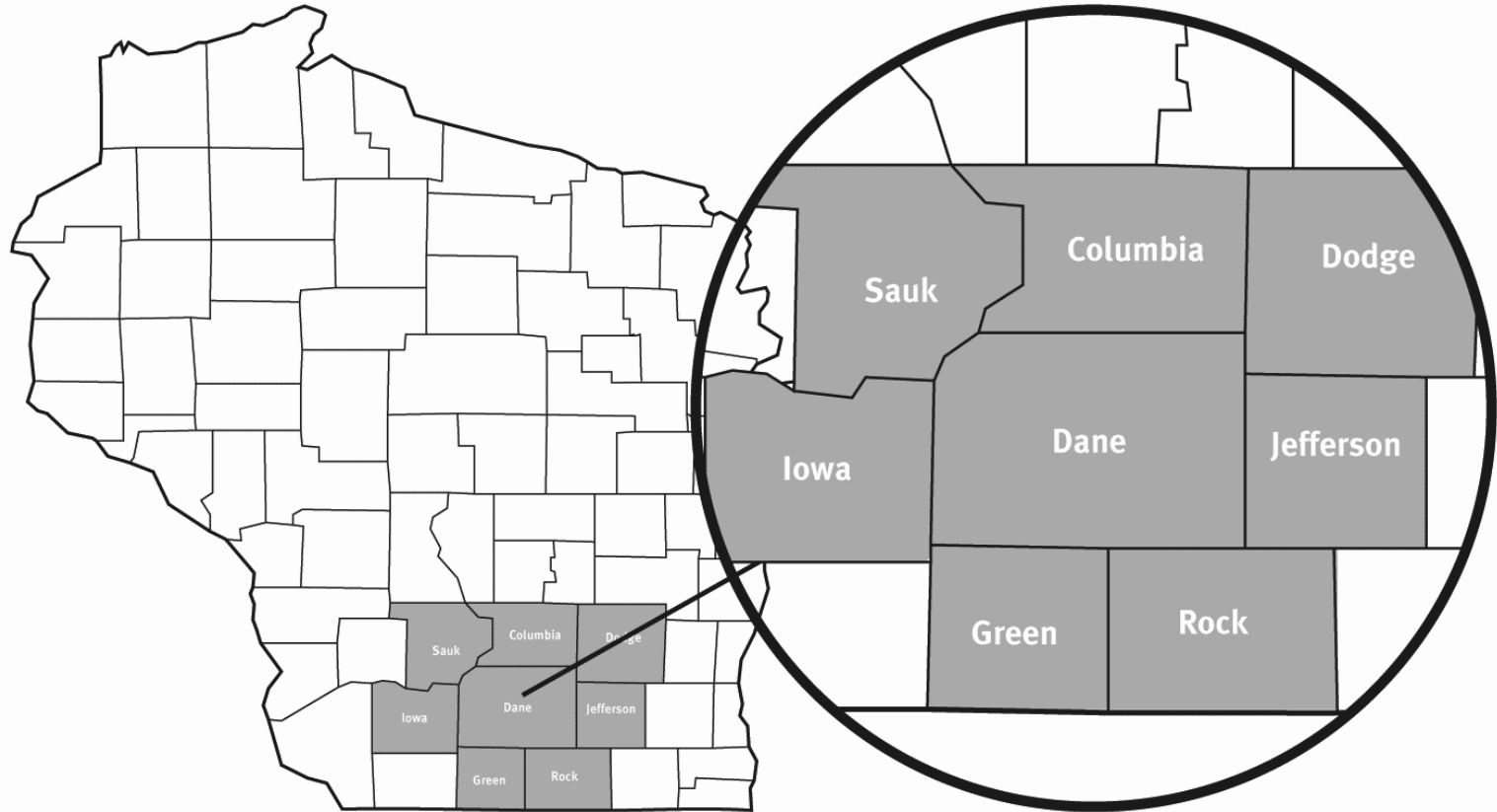
# Positioning Wisconsin Globally



- CEcD with 27 years experience
- Born and Raised
- Local, Region, State, I&E, Military bases
- Wis, Midwest, Global
- (Sub) Urban and Rural
- Phoenix & Badger

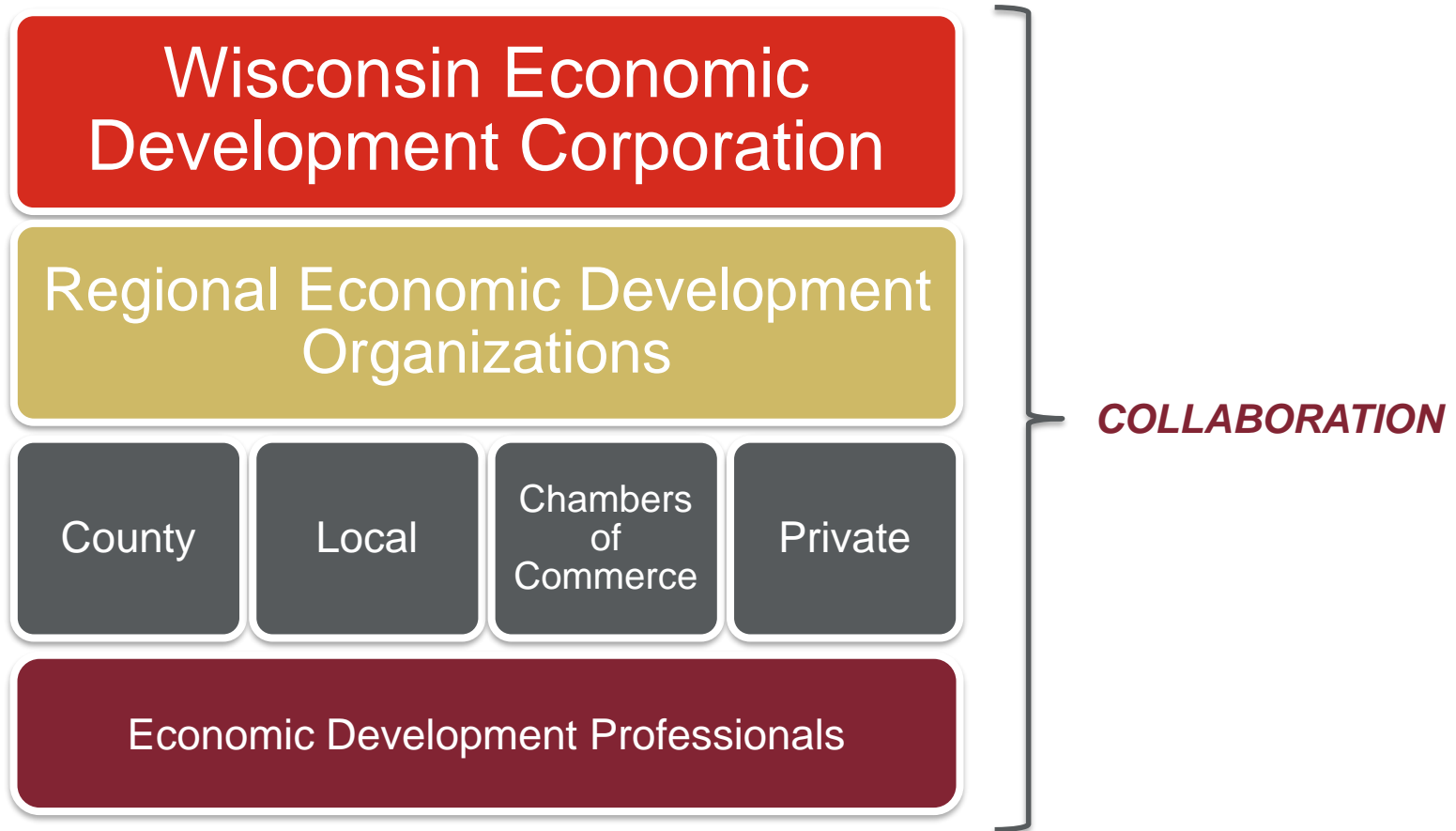


# The Eight-County Madison Region



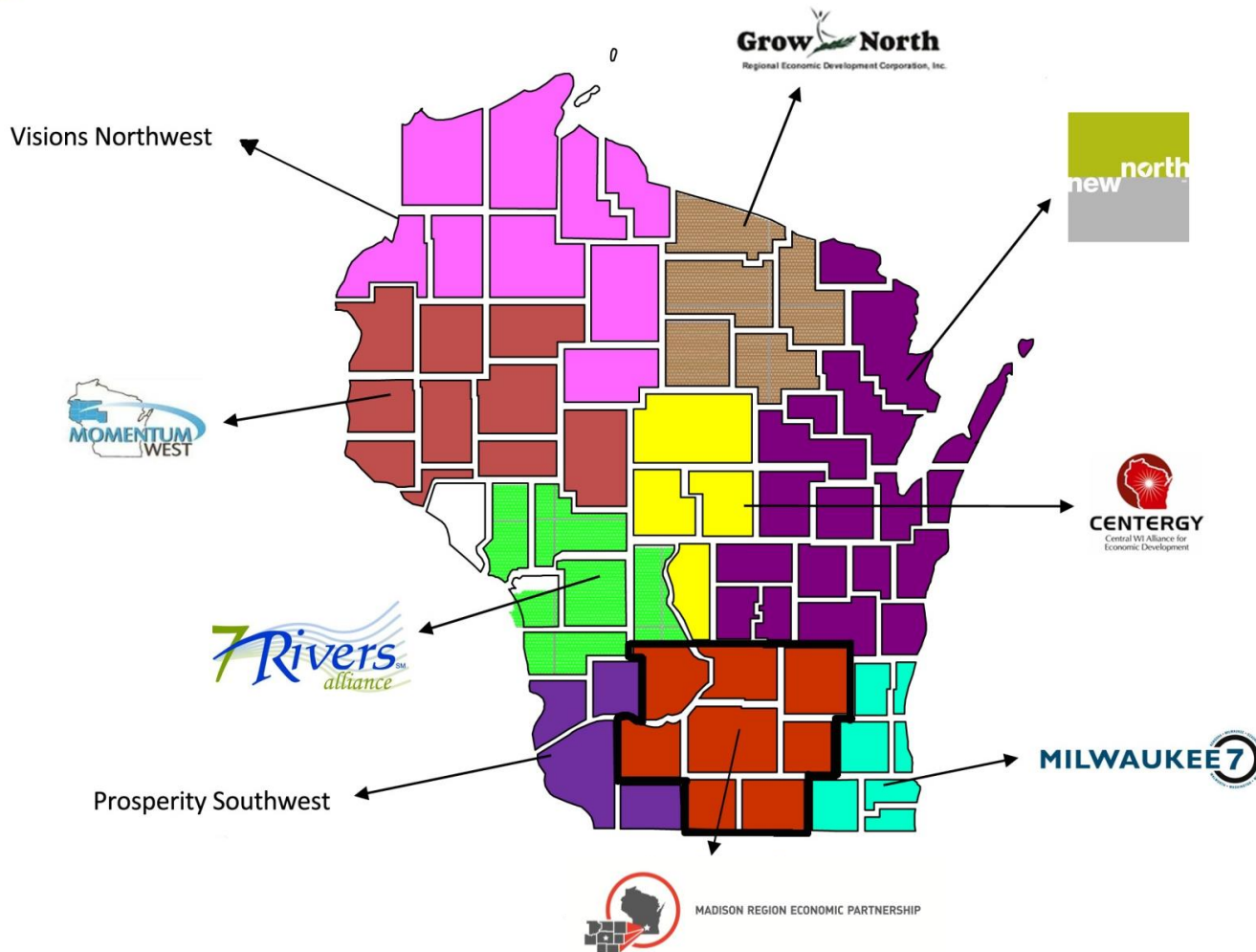


# Wisconsin's Extended Enterprise





# Regional Leadership Council





# Data Dashboard—Web Page Ready!



Interactive  
dashboard  
of 25+ metrics:

[madisonregion.org/data](http://madisonregion.org/data)

Regional Comparison





# Data Dashboard

Interactive  
dashboard  
of 25+ metrics:

[madisonregion.org/data](http://madisonregion.org/data)



County Comparison

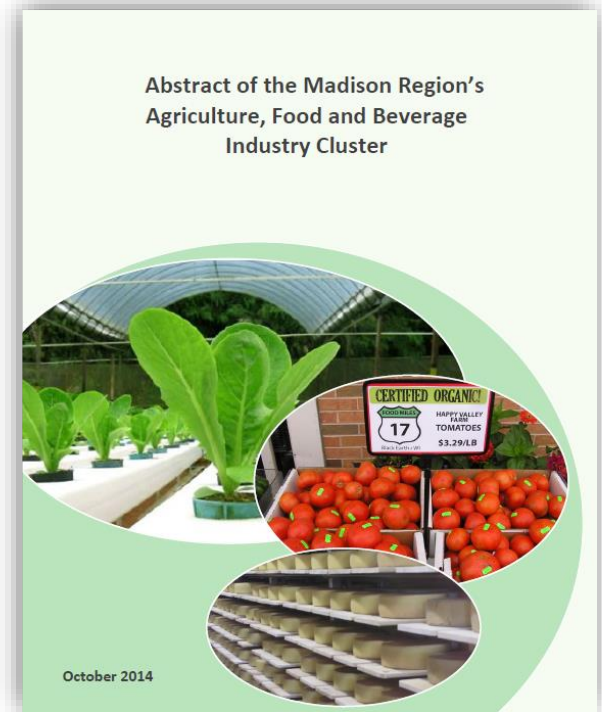




# Industry Cluster Analyses

***Comprehensive sector analysis reports to shape the region's collective approach to industry development***

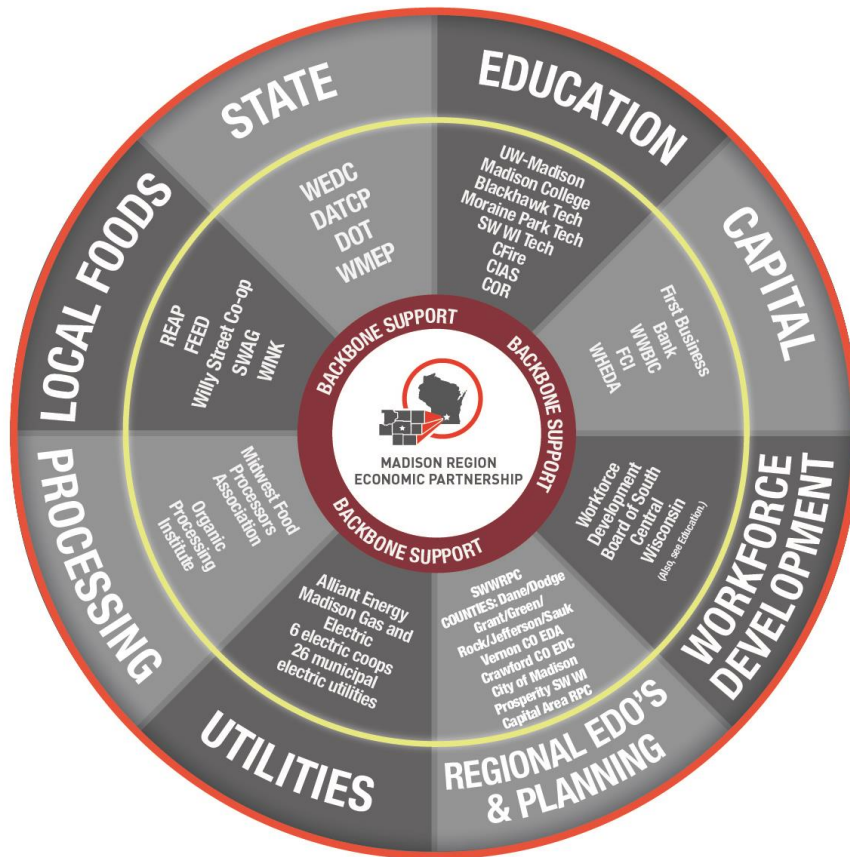
- Agriculture, Food & Beverage Industry Cluster Analysis is complete and available at [madisonregion.org/ag-analysis](http://madisonregion.org/ag-analysis)
- Reports for remaining industry clusters to come in 2017
  - IT (Cyber, Databases, Gaming, Mobile, Digital Health IT)
  - Precision Manufacturing (Advanced Composites and Bicycles)
  - Life Science / Medical Devices
  - Health Care



# Asset-Based Sector Initiative--AFB

## MADISON REGION

AGRICULTURE, FOOD & BEVERAGE  
COLLECTIVE IMPACT CONSORTIUM



## *Investing in Manufacturing Communities Partnership*

"We have selected 12 new communities to receive the federal IMCP designation.

Among this group is the **Madison Region Economic Partnership**, who put together an ambitious strategy aimed at taking advantage of the growing trend toward local foods."

*Penny Pritzker, U.S. Secretary of Commerce*

**85 Partners**

**30 Projects**

**\$120M Capital Expenditures**

**\$1.2B Economic Impact**



# Supply Chain Marketplace



- Primary purpose: match suppliers to targeted industry-sector buyers and opportunity markets
- Tool for businesses to market their capabilities, source suppliers, diversify supply chain
- Organizes supply chains for various sectors – serves as an attraction asset and helps identify supply chain gaps



**SUPPLY CHAIN  
MARKETPLACE**  
FOREST PRODUCTS

**SUPPLIERS**

**CONNECTING**

**BUYERS**

**Do you want new customers to find you?  
Do you want to reach new markets?**

Explore new market opportunities and diversify into new growing industries by joining the Supply Chain Marketplace! It's FREE!

- Highlight company capabilities.
- Be found via keywords and category of business.
- Connect companies for business-to-business transactions.
- Organize suppliers for new go-to-market opportunities.
- Promote company news and job openings.
- Easily update and edit your profile often.

**Need a supplier?  
Need an innovative solution?**

Make locating suppliers as easy as entering a few key strokes.

- Search for suppliers or potential customers via targeted industry sectors, business capabilities, certifications and ownership.
- Post an RFP or Call for Innovation today! The marketplace automatically notifies companies that fit the capabilities you are seeking.
- Check out the Industry News & Events page.
- Contact suppliers directly from Marketplace profiles.
- Enter your profile to be included in go-to-market opportunities.

**ONE PORTAL**

**ONE COMPANY PROFILE**

**ROBUST SUPPLIER NETWORKS**

**ACCESS TO MULTIPLE MARKETS**

**MULTIPLE SECTOR SUPPLY CHAINS**



Airline and  
Aerospace



Energy  
Systems



Food and  
Beverage



Water  
Industry



Defense Industry  
Supply Chain



Forest Products-  
Packaging-Lumber



Automotive



**DON'T MISS OUT!**

Join the Supply Chain  
Marketplace today!



**MAKE SOURCING  
EASY!**

Post an RFP on the  
Supply Chain Marketplace!



**wisupplychainmarketplace.com**  
Your Source for Buyer ↔ Supplier Connections!

**Connie Loden**  
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# WEDA's ED 101: Educating Elected Officials

## Completed:

- Watertown
- McFarland
- Verona
- Dodgeville
- Columbus
- Beaver Dam
- Waupun
- Horicon
- Mayville
- Poynette
- Sun Prairie

"The ED 101 class provided by MadREP was very helpful in getting our village leaders and business community organized behind pressing issues and priority projects. ED 101 was a valuable exercise for our community leaders and Village staff that shed light on tools and opportunities while galvanizing our efforts."

- *Pauline Boness, Community Development Director, Village of McFarland*

**Economic  
Development** **101**  

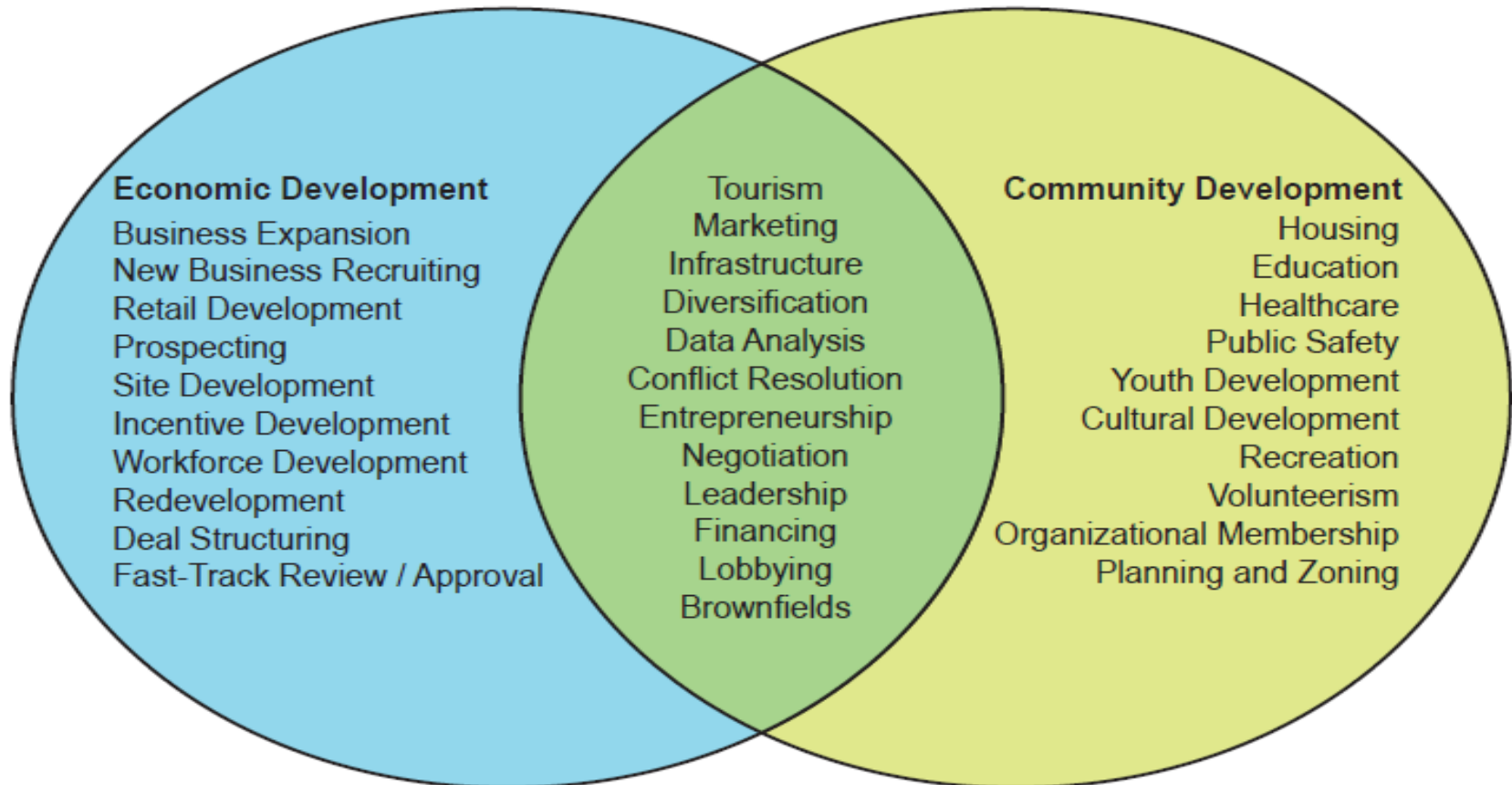
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**FOR LOCAL LEADERS**





# What does ED 101 cover?





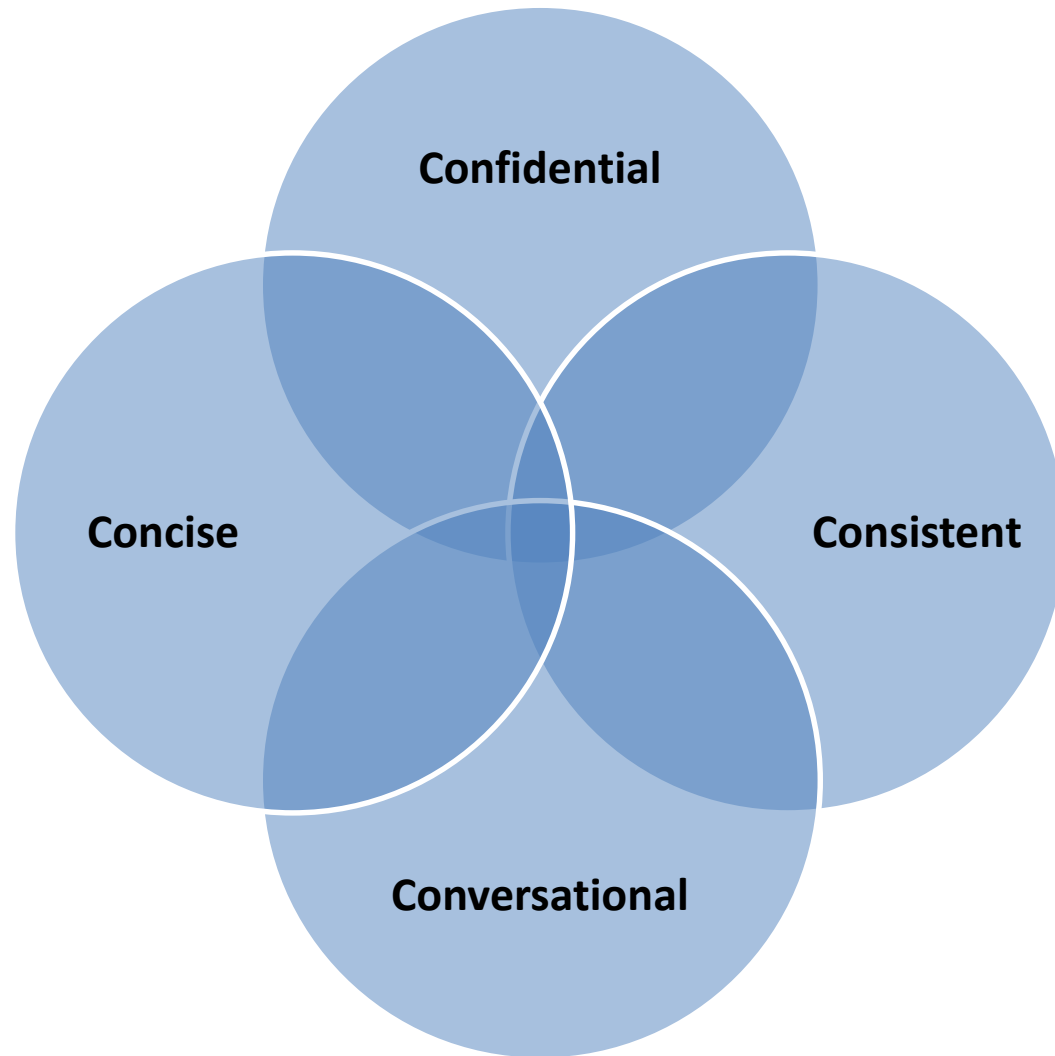
# Top/Major/1st Priority: Old School BRE Site Visits

- Are you talking with your top employers annually?
- Company background (employment, sales, growth)
- Business climate
- International Opportunities
- **Workforce training & issues—Talent, Bodies, Skills**
- Suppliers & customers—regional supply chain
- Finance
- Regulatory issues
- Barriers to growth—local or other.
- “Would you recommend this community to other business?”





# The Four C's of BRE



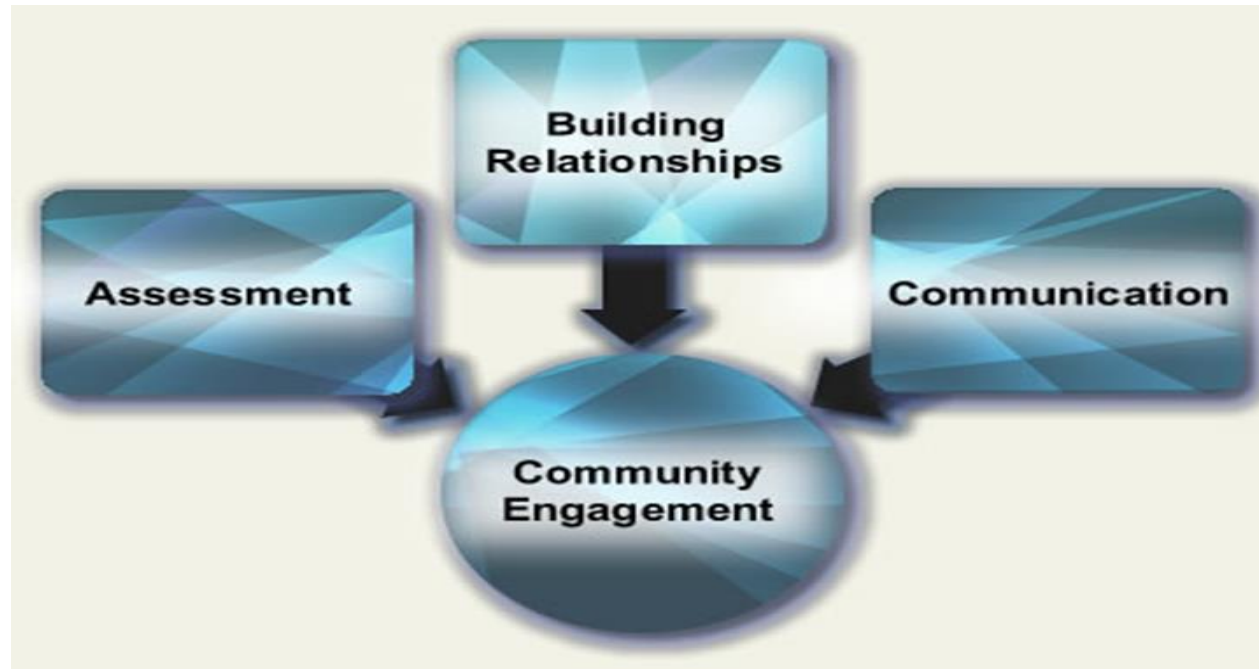


# BRE Red Flags

- Declining sales & employment
- **Loss of a key customer**
- Ownership change
- Expiring leases
- **Duplicative facilities—Oscar Mayer, Tyson**
- Union contract expirations
- **Family owned...no succession**
- Obsolete or **land-locked** facility
- Relocation of top management
- **Loss of supplier** relationships
- **Innovation, Energy, ISO, Int'l Issues--WMEP**



# Strategies – Community Engagement



**Survey Common Council Future development priorities. What tools or partners are missing to make these priorities happen. How patient are You for the right development?**



# Public Sector Roles—How robust do you want your community's toolbox to be?

## **FACILITATOR Role**

(Reduced Risk)

- Regulatory
- Infrastructure
- **CDB Streetscaping**
- **Façade improvement**
- **Gap financing!**

## **INITIATOR Role**

(Participant)

- **Land assembly—land banking**
- **Feasibility analysis & conceptual designs**
- **Developer partnership**
- Providing **partial financing**
- **Selling** or leasing land
- Project specific infrastructure
- **Market Assessments / Retail Leakage Study**
- **Industry Sector Strategies**
- Utility Rate Structures



# Standard Public Sector Resources

## Local

- TIF
- Revolving Loan Funds
- Community Development Authorities
- Redevelopment Authorities
- Business Improvement Districts
- Bonding Authority
- Sales Tax Revenue
- General Revenue

## WEDC

- Capital Lending
- Tax Credits
- Workforce Training
- Idled Site Grants
- Community Development Grants
- Industrial Revenue Bonds
- Technology Development
- Export Assistance
- Main Street

## State

- Brownfield Programs (DNR & WEDC)
- Capital Lending, Guarantees & Tax Credits (WHEDA)
- Community Development Block Grants (DOA)
- Historic Rehabilitation Tax Credits (SHPO)
- State Trust Fund Loan Program (BCPL)
- Transportation (FRRP/FRIP & TEA)
- Workforce Training (Fast Forward, Tech Schools)

## Federal

- Commerce Department (EDA, FTZ)
- EPA
- Department of Labor
- Housing & Urban Development (CDBG)
- Internal Revenue Service (LIHTC)
- National Parks Service (HRTC)
- Small Business Administration (SBA)
- Treasury Department (NMTC)
- FDIC (Community Reinvestment Act)



# Certified in Wisconsin Sites



**WEDC's Certified In Wisconsin® program sets consistent standards for the certification of industrial sites.**

- Puts in place key reviews, documents and assessments most commonly required for industrial use.
- Certified sites mean faster turnaround times, quick approvals and low risk.
- Must have 20+ contiguous developable acres.



Beaver Dam  
Beloit  
Chippewa Falls  
DeForest  
Fitchburg  
Hobart  
Howard  
Janesville  
Menomonee  
Prescott  
Stevens Point  
Verona  
West Bend  
Westport  
Wisconsin Rapids



# Gold Shovel Program

**A new verification program for smaller sites with less cost and fewer criteria.**

- Sponsors: Momentum West and MadREP
- Assists communities, counties, and private land owners in packaging and marketing development ready land.
- No minimum or maximum size requirement.
- Site must be suitable for industrial development.
- Site must be suitable for municipal, transportation, utility and telecommunications infrastructure.







# Site Selector Outreach—"MAEDC"



**Deloitte.**

**CBRE**

McGUIREWOODS



*Local &  
national  
offices*



DUFF & PHELPS





# Innovation & Entrepreneurship



Physical  
Space

Mentorship



Capital

Connections





# Physical Space I



## → Create financial and operational sustainability for physical innovative spaces

- We support regional places like **Sector67**, Whitewater Makerspace and Innovation Center, Portage Enterprise Center, Janesville Innovation Center, Wisconsin Innovation Kitchen, Plain Tech Center, FEED Kitchen, Coworking Spaces (100 State) and StartingBlock Madison
- **WEDC High School Fab Lab Program**



# Physical Space | Accelerators



## → Create Centers of Excellence around major industry clusters

- **WI:** M-WERC, FAB, and Water Council
- **WI:** Marine, Aerospace and Aviation, IT
- **MadREP:** UW Center for Dairy Research\*
- **MadREP:** Madison Public Market / Wis. Innovation Kitchen
- **MadREP:** StartingBlock Madison\*
- **MadREP:** Madison Games Alliance—Digital Media



# Mentorship



## → Expansion of Mentor Program throughout the region

- Partnership with Janesville Innovation Center to broaden access in Rock County
- Senior Corp of Retired Executives (SCORE)
- Local Business Leaders





# Capital

## → Increase opportunities to access capital necessary to successful start-up



- Provide technical assistance in generating investment grade documents, developing market valuation and business plans, and performing investor due diligence
- VC and Angel Introductions and Events (WTC)
- Partners—public and private sector
- QNBV—OneEvent Technologies, Mt. Horeb
- WEDC Entrepreneurship Pilot Program—Dave Volv and Aaron Hagar



# Tracking our Impact in the MadREP Region

**60%**

of Wisconsin's  
Qualified New  
Business  
Ventures  
are from  
Madison Region

*Wisconsin Economic Development Corporation, 2014*





# Connections

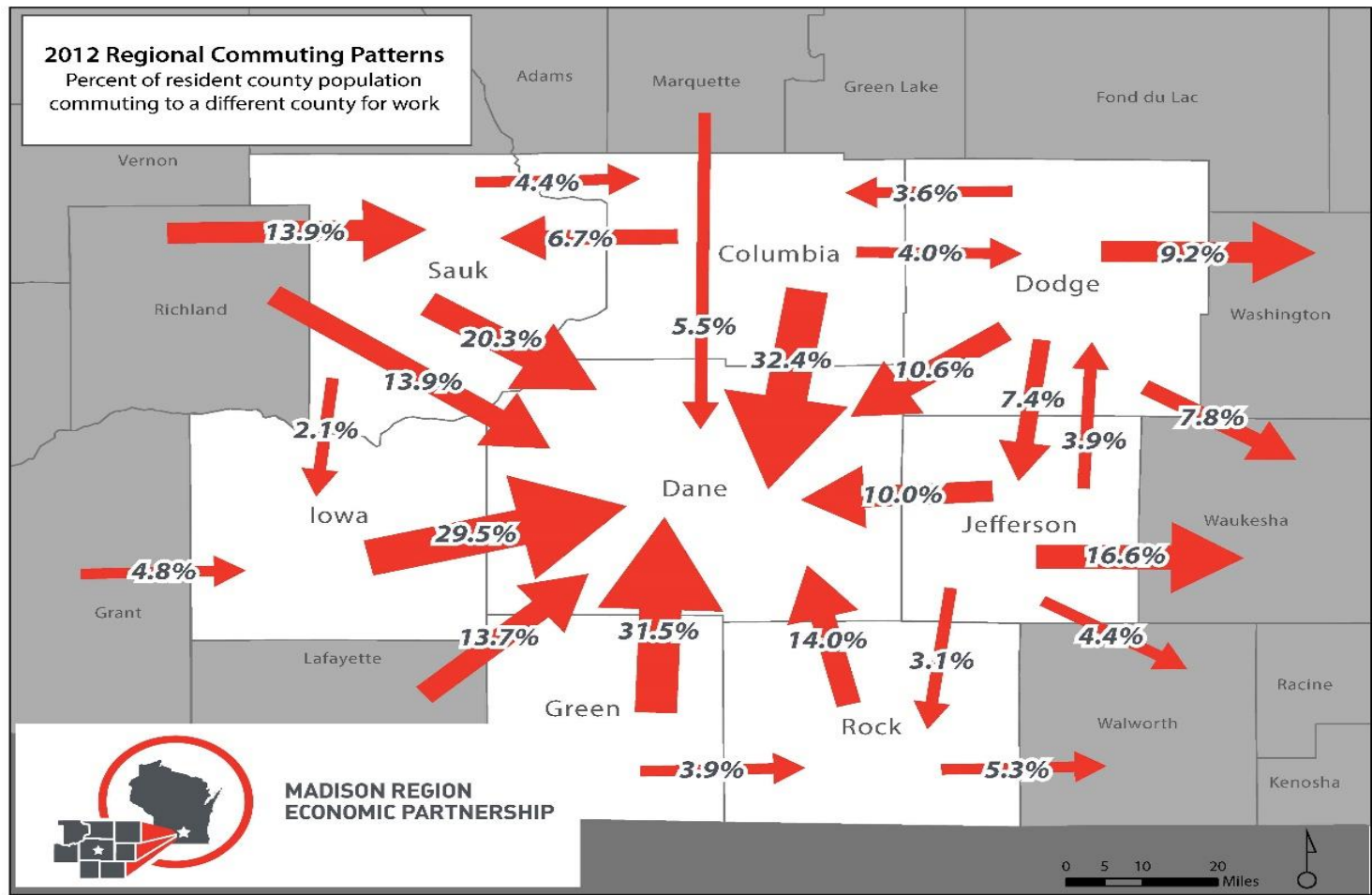


- Web Portal that connects entrepreneurs with resources
  - [www.madisonregion.org](http://www.madisonregion.org)
  - Click on "start your business"
- I&E Steering Committee
- Capital Entrepreneurs
- ForwardFest 2016
- WTC Events
- Other Events throughout State





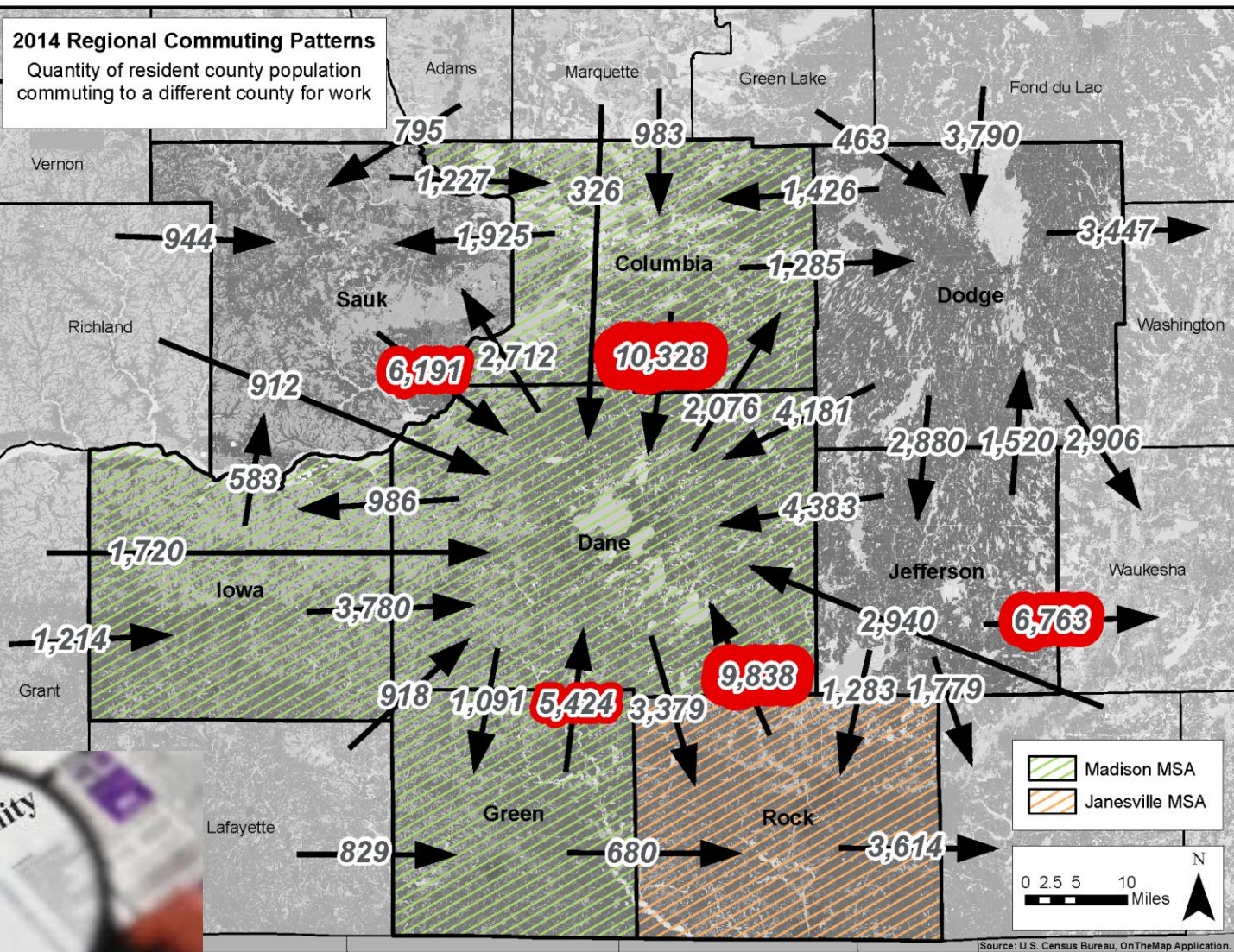
# J O B S



[Dollar General](http://Dollar General) [www.jobsinrockcounty.com](http://www.jobsinrockcounty.com)

OSCAR MAYER Inspire Madison Region and BEC  
-- 1/3 of workforce in 2026 will be unemployable  
Unemployment and underemployment



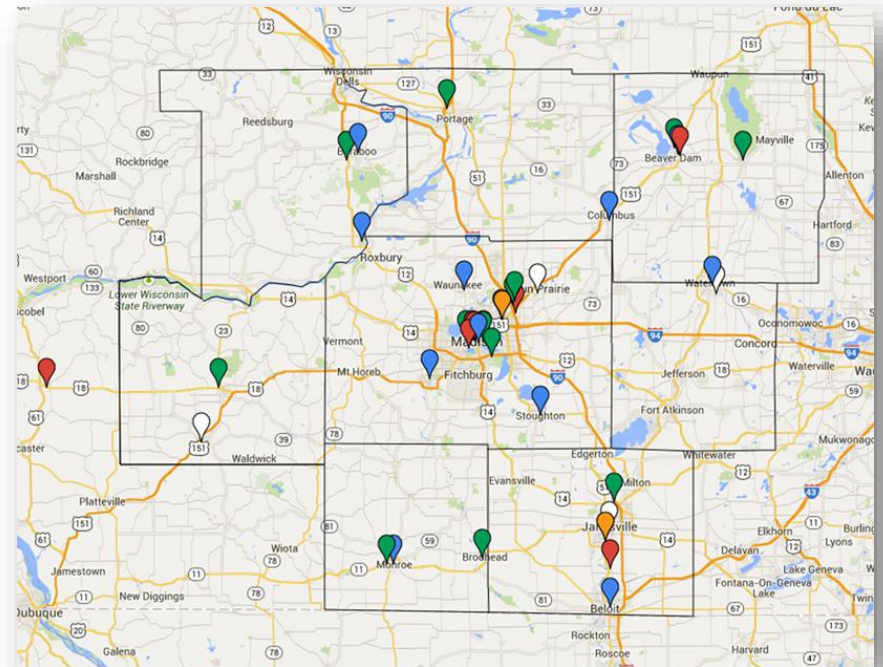




# Business Education Collaborative

*The BEC connects members of the business community, K-12 school districts, post-secondary institutions & workforce development partners to:*

1. Foster **educators'** understanding of future workforce needs and foster **businesses'** understanding of required resources
2. Craft unified **messaging to legislators** to articulate value of coordinated pipeline
3. Increase connections between business and education to **assist students in transition from school to career**





# Inspire Madison Region—Currently 24 & 140



*Connecting Education & Industry  
in the Greater Madison Region*

*Including Columbia, Dane, Dodge, Green, Iowa, Jefferson and Sauk Counties*

HOME

GET INVOLVED

ABOUT US

HELP/SUPPORT

PARTNERS

BLOG

CONTACT

## Students

It's important to connect what you learn in school with your potential career interests. It's also important to understand the types of jobs that are available and will become available in your ... [Learn More](#)



*[inspiremadisonregion.org](http://inspiremadisonregion.org)*

MADISON REGION ECONOMIC PARTNERSHIP



# Build Local Talent Pool--Plymouth







# Economic Development & Diversity Summit

*Third annual event held in partnership with Urban League of Greater Madison*

**Attendees:**

**2014: 399**

**2015: 468**

**2016: 530**



The Madison Region's Economic  
Development *and* Diversity Summit  
**TALENT. OPPORTUNITY. GROWTH.**

MADISON REGION ECONOMIC PARTNERSHIP



# Workplace Diversity & Inclusion

- An **annual performance report** to measure, recognize, improve, and promote workplace Diversity & Inclusion practices
- 2015
  - Pilot year of the survey
  - **119** companies/organizations responded
- 2016
  - Contracted project with UW River Falls Survey Center
  - **349** companies/organizations responded
  - Achieved confidence interval of +/- 5.12%

## Madison Region's 2016 Workplace Diversity & Inclusion Survey Findings

### Improving Workplace Diversity & Inclusion Practices

Building on the success of its groundbreaking Workplace Diversity & Inclusion (D&I) Survey in 2015, MadREP launched its second D&I Survey in early 2016. As with the first edition, this year's survey was used to capture quantitative and qualitative data about workforce demographics, supplier diversity programs, and community engagement while providing companies with a vehicle to self-assess strengths and opportunities relative to diversity in their workforce. The inclusion of a diverse workforce is vital to the sustained economic growth of the region, and assessing the progress of diversity and inclusion efforts by Madison Region employers is a critical step in improving our practices.

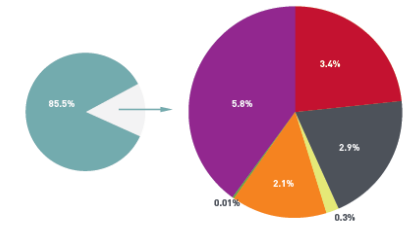
The survey was sent to a random sample of 2,474 employers (drawn from 7,520 organizations with 10 or more employees) between February – April 2016 and received 349 responses, for a confidence interval of plus/minus 5.12%. More than 90% of respondents based their answers on locations within the Madison Region, with representation from businesses in all eight of the region's counties. While companies of all sizes responded, 79% have fewer than 50 employees. Eighty percent of responding entities are for-profit and 10% are non-profit, with the remaining respondents from government or academia.

More than 80% of respondents have been in operation for 11+ years, and more than 70% of respondents report revenue below \$1 million. Survey results represent a broad range of industries, with companies from 19 of the 21 industry sectors responding.



### Madison Region Population by Race (2014)

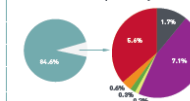
Source: U.S. Census, American Community Survey 5-Year Estimates



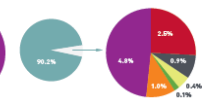
Legend:  
 ● American Indian or Alaska Native  
 ● Asian Alone  
 ● Black or African-American Alone  
 ● Hispanic or Latino  
 ● Native Hawaiian or Other Pacific Islander  
 ● Two or More Races  
 ● White Alone

### Select Survey Findings

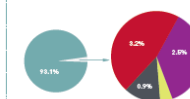
#### Total Workforce: Population by Race



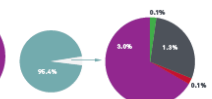
#### Supervisory Positions: Population by Race



#### Board of Directors: Population by Race



#### Top Level Leadership: Population by Race



Note: These survey results are not intended as a complete representation of all Madison Region employers. All responses are reported in the aggregate. Race categories absent in any of the above charts indicate zero individuals were reported for that category.



# International: Our Global Impact

## \$22.44 Billion

2015 State of Wisconsin Export Value

### Top Five Wisconsin Export Products (2014)

Industrial Machinery

Medical & Scientific Instruments

Electrical Machinery

Non-Rail Vehicles Parts

Plastic Products

### Top Wisconsin Export Markets (2015)

Canada

Mexico

China

United Kingdom

Japan

### Top Wisconsin Export Markets for Agricultural Products (2015)

Canada

Italy

Mexico

China

United Kingdom

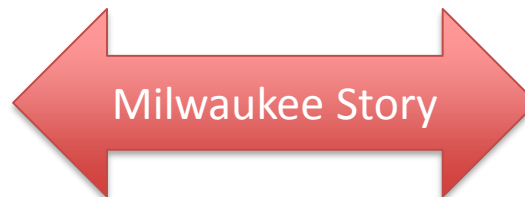


# Exports/GDP

$$\frac{\text{State Exports}}{\text{Gross Domestic Product}} = \frac{\$22.44 \text{ Billion}}{\$265.5 \text{ Billion}} = 8.46\%$$



MADISON INTERNATIONAL  
TRADE ASSOCIATION  
*connecting, informing, empowering*





# ExporTech™

- **A program of Wisconsin Manufacturing Extension Partnership (WMEP)**
  - A proven process to develop a global export expansion strategy by focusing on markets with greatest opportunity for ROI and least amount of risk
  - Graduates of ExporTech™ have achieved **sales increases averaging \$900,000 in 6-9 months after completing the program**





# Foreign Direct Investment



- **Foreign Direct Investment (FDI)**
  - An investment made by a company or entity based in one country, into a company or entity based in another country.
  - Organization For International Investment (OFII)
  - SelectUSA—US Government FDI Office
- **A Local Case Study: The Little Potato Company**
  - Based in Edmonton, *Canada*
  - Under Construction in *DeForest*
  - *MadREP* played the lead role in securing their investment in this region—*Central Sands Impact*







# Global Outreach

- State of Wisconsin Trade **Shows**, Trade **Missions** and Trade **Ventures**
  - DATCP and WEDC
  - **IMAG, CMAG, Other International Programs**
- US Commercial Service Agents—Milwaukee, DC, and Abroad
  - Embassy: FDI and Export Promotion
  - Gold Key Service
  - US Foreign Ag Service
  - International Trade Administration (ITA desk officers)
- Hannover Messe--Germany
- SelectUSA Summit--DC
- World Dairy Expo--Madison
- BIO International—United States
- International Food Technologies Conference--Chicago





# National Initiatives



- Brookings Metro City Program—M7, WMEP
- America's Competitiveness Exchange (ACE) — Argentina and Canada
- IMCP-AFB
- EDA RIS: Seed Fund, I6, and Research Parks
- SBA—Accelerator Grants
- SBIC and RBIC
- NMTC--November
- NIST LEAP Webinars
- NNMI



United States Department of Agriculture

# NNMI Winners



## DMDII

DIGITAL MANUFACTURING AND  
DESIGN INNOVATION INSTITUTE



### America Makes

National Additive Manufacturing Innovation Institute



LIGHTWEIGHT INNOVATIONS  
FOR TOMORROW



### THE COMPOSITES INSTITUTE



AMERICAN INSTITUTE for MANUFACTURING INTEGRATED PHOTONICS

## Clean Energy Smart Manufacturing Institute



# METRICS and ROI

- Leveraged Private Investments
- Grants / Loans Secured or Guaranteed
- Start Ups
- Reduced Vacancies & Rent Increases
- Acres Developed / Density Increased
- Blight Eliminated
- Parcels Sold
- Companies Attracted
- Businesses Expanded / Retained
- Jobs retained / created
- Partnerships Formed



# Questions & Discussion

MADISON REGION ECONOMIC PARTNERSHIP