Innovation Center Stoughton

and

Dane County Lifelong Learning Network

Draft Proposal

SASD

Stoughton Wisconsin

MADISON REGION ECONOMIC PARTNERSHIP

GWB Professional Services

Project Management • Community Development • Planning

5813 Piping Rock Rd
Madison, WI 53711
(608)444-0836
gwb@garywbecker.com

A veteran-owned business

THE Wahlin FOUNDATION, INC.

Acknowledgements

Project Development Team

Dr. Tim Onsager
Stoughton Area School District

Mike Connor
FabLab Stoughton

Gary Becker, CEcD Emeritus
GWB Professional Services

Craig Kettleson
Madison Region Economic Partnership (MadREP)

Carl Chenoweth
Stoughton RDA/Dane County

Seth Lentz
Executive Director
Workforce Development Board

Industry Advisory Group

Tim Rusch
Director of Quality
Nelson Global Products

Todd Eicher
VP of Engineering
Stoughton Trailers

Cary Bremigan
Durr Universal

Isabel Montgomery
IT Engineer
Cummins

Greta Anderson
Sprinkle Entrepreneur

Rich Morris
Entrepreneur
Broodminder

Lisa Johnson
CEO
BioForward Wisconsin

Tim Swadley
Mayor
City of Stoughton

Stoughton Area School Board

Stoughton City Council

Dane County Board of Supervisors

GWB Professional Services
Project Management • Community Development • Planning
5813 Piping Rock Rd
Madison, WI 53711
(608)444-0836
gwb@garywbecker.com
A veteran-owned business

1 TABLE OF CONTENTS

2 Project Overview 8
3 Vision 10
4 Immediate Goals 15
5 Partners 15
5.1 Potential Partners 15
6 Users 17
7 Governance 18
7.1.1 Board of Directors 18
7.1.2 Advisory Group 18
7.1.3 User's Group 18
8 Administration 18
8.1 Staffing 18
8.1.1 Executive Director 18
8.1.2 Program Director 18
8.1.3 Innovation Coordinator 18
8.1.4 Administrative Support 18
8.2 Accounting 19
8.3 Communication and Coordination 19
8.3.1 Communication Plan 19
8.4 Impact Measures 20
8.4.1 # Start-ups 20
8.4.2 # Users 20
8.4.3 Employment 20
8.4.4 Establishments 20
8.4.5 Labor Mobility 20
8.4.6 Location Quotients 20
8.4.7 New Investment in Community 20
8.4.8 Non-Employers 20
8.4.9 Productivity 20
8.4.10 Survivability Rate of Start-upsInfrastructure 20

8.4.11 Progress Through Business Stages 20
9 Programming 20
9.1 Bootcamps 21
9.2 Cafe 21
9.3 Child Care 21
9.4 Classes 21
9.5 Co-Working 21
9.6 Employability Skills Certificate 21
9.7 Forums 21
9.7.1 Focus 21
9.7.2 Tactics 21
9.7.3 Tools 21
9.7.4 Trends 21
9.8 Healthy Minds Innovations 21
9.9 Interactions 23
9.10 Leasing 23
9.10.1 Equipment 23
9.10.2 Other Resources 23
9.10.3 Space 23
9.10.4 Tools 23
9.11 Mentoring 23
9.11.1 Catalyst BioConsulting 23
9.11.2 Center for Dairy Research 23
9.11.3 Center for Technology Commercialization 23
9.11.4 CEOs of Tomorrow 23
9.11.5 Discovery to Product (D2P) Program 23
9.11.6 Doyenne Group 23
9.11.7 Growth Wheel Business Assessments 23
9.11.8 Merlin Mentors 23
9.11.9 Service Corp of Retired Executives 23
9.11.10 Small Business Development Center 23
9.11.11 Start In Wisconsin 23
9.11.12 UW-Madison Law & Entrepreneurship Clinic 23

9.11.13 WARF Accelerator Program 23
9.11.14 Wisconsin Manufacturing Extension Partnership 23
9.12 Reverse Pitches 23
9.13 Senior Entrepreneurs 25
9.13.1 Entrepreneurial Thought and Action 25
9.13.2 Field Center for Entrepreneurship 25
9.13.3 Global Institute for Experienced Entrepreneurship 25
9.14 Shared Use Equipment Grant Program 25
9.15 Sources of Capital 25
9.15.1 Doyenne Evergreen Fund 25
9.15.2 • Madison Development Corporation (MDC) 25
9.15.3 • WARF Start-up Portfolio (Internal Seed and Venture Fund) 25
9.15.4 • Wisconsin Economic Development Corp (WEDC) 26
9.15.5 • Wisconsin Women's Business Initiative Corp (WWBIC) 26
9.15.6 • Angel and Venture Capital Funds 26
9.15.7 1. Badger Fund of Funds Program 26
9.15.8 2. Wisconsin Investment Partners (WIP) 26
9.15.9 3. Venture Investors (VI) 27
9.16 Stoughton FFA Alumni 28
9.17 Summer Youth Employment Program 28
9.18 Tech Council Innovation Network 28
9.19 Tech Council Investor Networks 28
9.20 Technical Assistance 28
9.21 Technology Transfer 28
9.22 Training 28
9.23 Wisconsin Governor's Business Plan Contest 28
9.24 Workshops 28
9.24.1 Business Planning 28
9.24.2 Creative Problem Solving 28
9.24.3 Innovation 101 28
9.24.4 Innovation 102 28
9.24.5 Innovation 103 28
9.24.6 Marketing 28

9.24.7 Product Development 28
9.24.8 Scenario Planning Workshops 28
9.25 Yellow Ribbon 28
9.26 Youth & Family Job Fair 28
9.27 Youth Employment Network 28
10 Industry Sectors Served 29
10.1 Agriculture 29
10.2 Construction 29
10.3 Manufacturing 29
10.4 Mining 30
10.5 Services 30
11 Benefits 31
12 Infrastructure 32
12.1 Facilities 32
12.1.1 Hub Facility 32
12.1.2 Building Options 32
12.2 Other Networked Community Shared-Use Facilities 33
12.2.1 Library 33
12.2.2 Hospital 33
12.2.3 Senior Center 33
12.2.4 Youth Center 33
12.2.5 Makerspaces 33
12.2.6 Art Galleries 33
12.2.7 Coffee Shops 33
12.2.8 WTSO Media Production Space 33
12.2.9 Opera House Performance Stage 33
12.2.10 Flex/Pop-up Retail & Food Service 33
12.2.11 Community Gardens 33
12.2.12 Greenhouse 33
12.2.13 Second Harvest Food Bank 33
12.2.14 Food Preparation 33
12.2.15 Conference Rooms 33
12.2.16 Training Rooms 33

12.2.17 Prototyping Space 33
12.2.18 Production Space 33
12.2.19 Photo/Visual Arts Studio 33
12.3 Equipment 33
12.4 Broadband Connectivity 33
13 Financing 34
13.1 Initial Funding Strategy: 34
14 Theory 37
14.1 Accelerating Digital Economic Growth and Entrepreneurship 38
14.2 Business Stages 38
14.3 Entrepreneurial Development Arc 38
15 Dictionary 38
15.1 Business Incubator 38
15.2 Entrepreneurial Development Arc – 38
15.3 Innovation Center 38
15.4 Innovation District 38
15.5 Maker Space 38
15.6 Start-up Accelerator 38

2 PROJECT OVERVIEW

Ten years ago, the Stoughton School District was the first in the State to propose a FabLab - a space dedicated to students learning how to take ideas and turn them into real life products and businesses. Local industry quickly realized the benefit of such a facility and began asking the School District how the FabLab could be expanded to serve them as well. After considerable thought, planning, and discussion a concept for a community innovation center and lifelong learning network has emerged.

One idea for the first phase would be to rehabilitate the 1892 School Building to serve as the hub for an innovation network – an expanded FabLab. The network would connect other spaces and resources in the community and region that will support the mission of the Network – to ***engage community members, businesses, workers, students and entrepreneurs in nurturing creativity, innovation and exploration of ideas for mutual benefit, community enhancement and a sustainable local economy.***

Members of the Network would have access to the resources of the network - shared-use equipment and space to serve employers, workers, entrepreneurs, and households across all local sectors as well as basic and advanced skills training, classes, workshops, mentors, business planning, and support for development of new products and services.

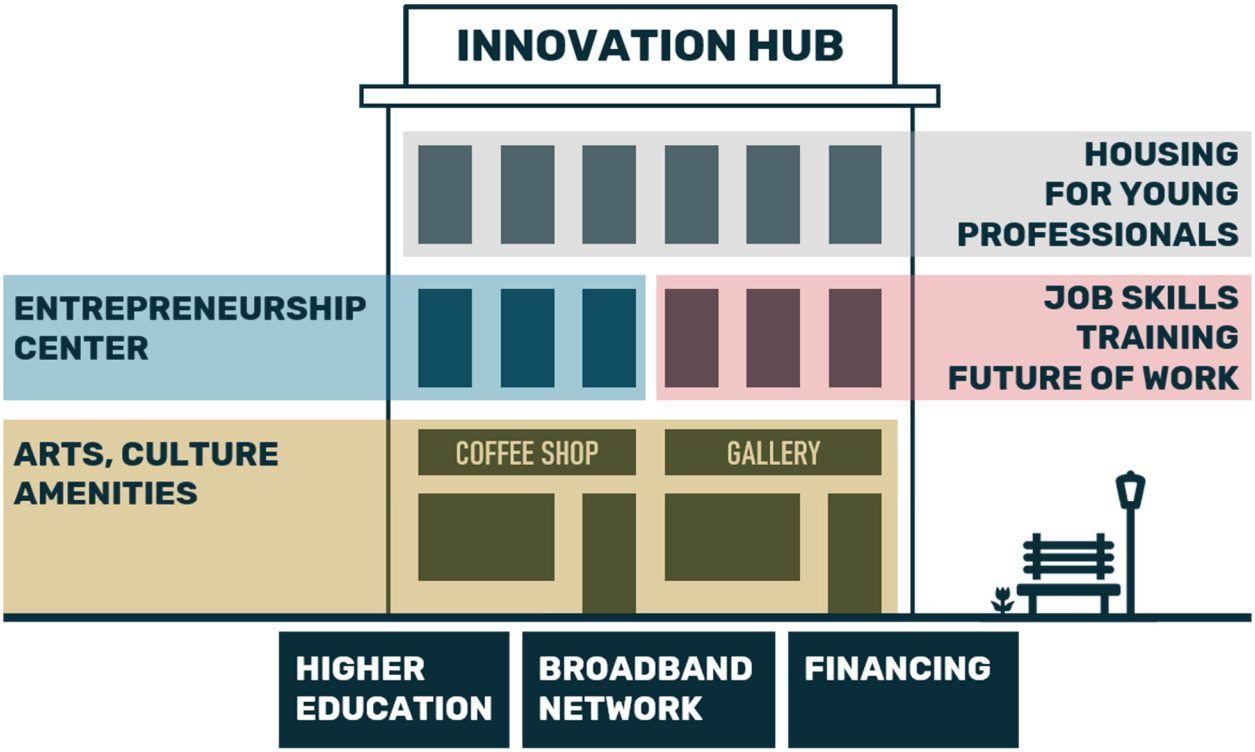
Consider a local business that has an idea for a new product or service. They would meet confidentially with an advisor to match resources in the region to the needs of the entrepreneur. The Network could then support development, financing, marketing, and scaling the product to market. All these activities may or may not occur in Stoughton, rather they are resources within the region that can be applied to focus on developing new skills, growing business, or simply finding your pathway in life.

In addition to supporting the process of growing a business from conception of an idea to initial public offering, the Innovation Network intends to work with local businesses to provide resources for skills development and employee training. This is one aspect of the FabLab that has caught the attention of local employers - students graduating from Stoughton High School who have been involved in the FabLab end up being significantly better employment candidates than the average high school graduate. The benefit of such a facility in nurturing young people to be both creative problem solvers and productive workers is viewed as critical in having a local workforce that can meet the skills and critical thinking needs of local business. The Innovation Network can

work with local businesses to bring their workforce development training to the next level.

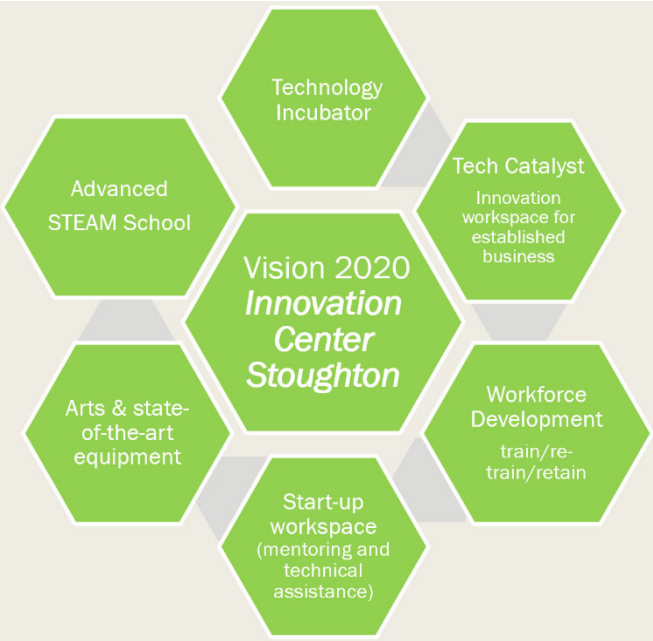
Another important role in the community for a facility like this is to support community members in transition. All of us have transitions in life - it is part of growing up. We graduate from high school and must decide what to do next. After spending a career working someplace, we retire but do not want to stop being productive - what do we do next? After a couple of bad breaks, someone finds themselves out of a job and homeless - how do they transition out of this situation? An error in judgment may place someone in prison for a few years - but having a record affects your ability to be a productive member of society again - how do they overcome that? We currently do not do a good job at this and we feel a Network like this can be an important part of getting people headed in the right direction in life.

The Innovation Network will also be accessible to community members. We expect to have several "maker spaces" available for community members to have access to tools, equipment, and guidance for personal maker projects, along with classes and workshops. It can also connect entrepreneurs who are ready to move off their kitchen table and out of their garage into a low-cost space linked to the Innovation Network.



3 VISION

Create an innovation center that builds the community's technological capabilities and interest in Science, Technology, Engineering, Art, and Math (STEAM) careers. Engage community members, business, workers, students and entrepreneurs in nurturing creativity, innovation, and exploration of ideas for mutual benefit, community enhancement and a sustainable local economy.



An ***outgrowth*** from Fab Lab Stoughton which has become a showcase in and around our community.

- A ***collaborative*** effort by local and regional partners to bring a technology sector feel to our local and regional economy.
- A ***dedicated*** interactive place and space for the educational development of creative minds of all ages. Learn-Play-Invent-Repeat
- A ***hands-on*** gathering place for entrepreneurs, businesses, and educators to build community ties and support.
- A ***chance*** to spur technological advances and create jobs in and around Stoughton.
- A ***place*** to train, re-train, and retain those employed or under employed who might be feeling left out or left behind by technical advances.
- An ***advanced STEAM*** School for students from K-Gray.
- A ***gift*** to our region and community.

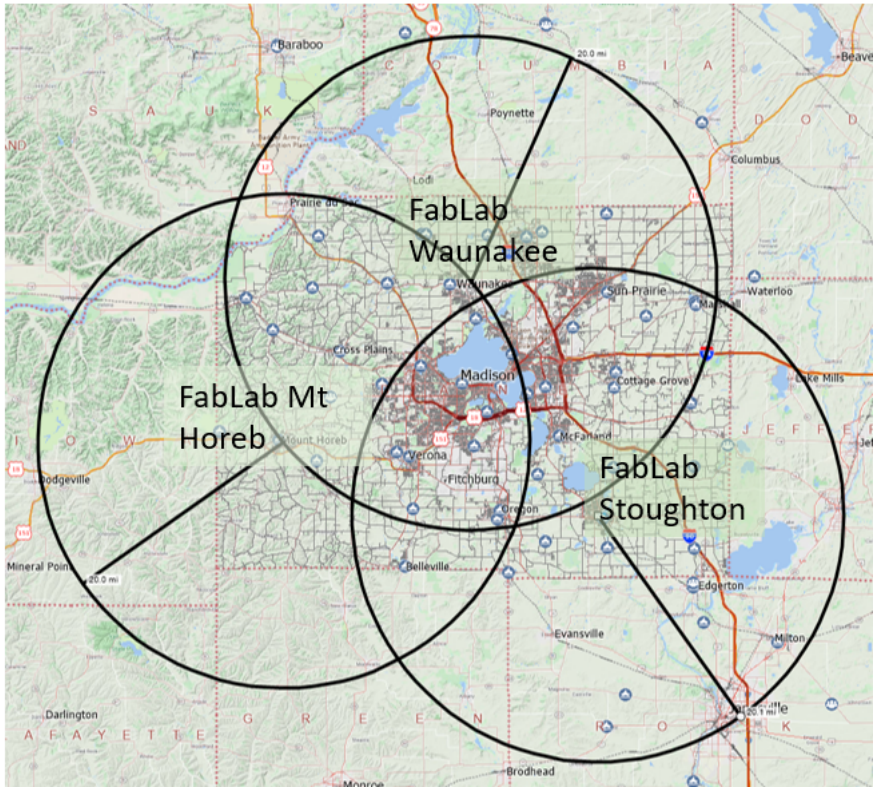
Purpose: To advance the growth of a connected, innovation-centric local economy that increases job growth, enables the workforce of tomorrow, enhances global competitiveness, and fosters global competitiveness through technology commercialization and entrepreneurship.

The purpose of innovation is to come up with new ideas and technologies that increase productivity and generate greater output with the same input.

The purpose of the Innovation Center Stoughton is to connect the human, educational and technological resources of the Stoughton area into a network focused on strengthening our capacity for innovation and for connecting people in community around the idea of exploring new connections and ideas.

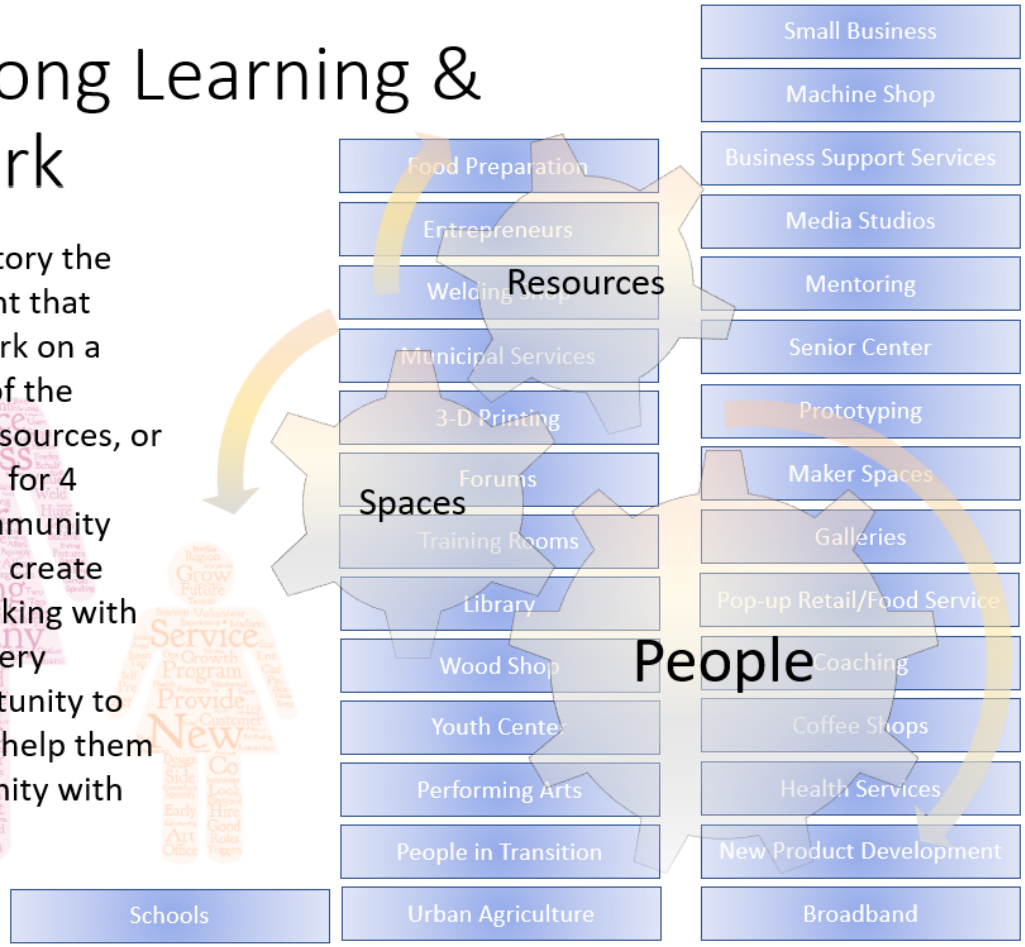
Dane County Lifelong Learning & Innovation Network

Dane County currently has three state-of-the art FabLabs. They are proving to be critical to not only engaging students in the "design – creation – production" cycle but also engaging local industry and households with the latest technology whether for prototyping or simply making things. And they are spurring an entrepreneurial mindset among the students who use them. There are more FabLabs being planned in Dane County. There is tremendous economic development and human development potential in the opportunity to connect these FabLabs or Innovation Centers with workforce development, training, entrepreneurial, mentoring and mental health services through a ***Dane County Lifelong Learning & Innovation Network***.



Dane County Lifelong Learning & Innovation Network

Each FabLab/Innovation Center would inventory the diverse variety of spaces, land and equipment that could be available to members of the Network on a shared-use basis – such as devoting a nook of the Library to lifelong learning and innovation resources, or a piece of equipment that could be available for 4 hours of programming each month, or a community garden plot. Each Center would be staffed to create programming and coordinate resources, working with the Network toward the goal of providing every community resident and business the opportunity to engage in experiences and learning that can help them grow as individuals, enterprises and community with the resources to bring ideas to fruition.



Dane County Lifelong Learning & Innovation Network

Partnerships are critical to the success of the Network. Dane County is fortunate to have a plethora of resources to fuel sustainable, human-oriented development. We have the resources in the County, let's get them working together for the benefit of our residents, businesses and communities.

UniverCity Alliance
UNIVERSITY OF WISCONSIN-MADISON

Extension
University of Wisconsin-Madison

WORKFORCE DEVELOPMENT BOARD
OF SOUTH CENTRAL WISCONSIN

MADISON REGION ECONOMIC PARTNERSHIP

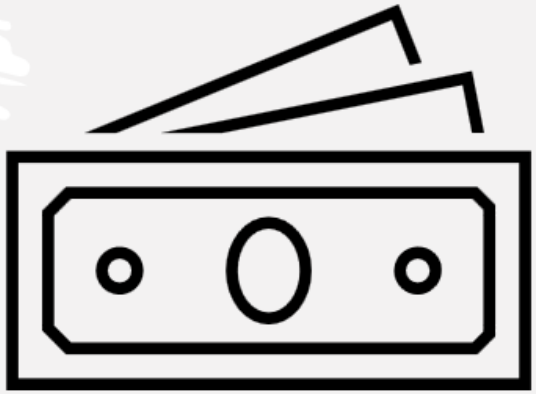
Funding Opportunities

- April 2021 - Build2Scale EDA Grant - $750,000: *Innovation Center Stoughton and Lifelong Learning Network Pilot*; 50% Match – provided by Stoughton Area School District, Wahlin Foundation and Bryant Foundation.

- May 2021 – submit application to UniverCity Alliance for *5 projects related to the Network pilot project*.

- June 2021 – Targeted Industry Program WEDC Grant - $1,000,000: *align County advanced manufacturing industries with County Innovation Centers and workforce training programs to build advanced training facilities in each Innovation Center. Establish a shared-use equipment grant program.*

- April 2022 – Build2Scale EDA Grant - $1,500,000: *Scale Stoughton Pilot to County.*



4 IMMEDIATE GOALS

- Acquire partners
- Define the concept
  - Scale – local or County
- Secure grant funds
- Define the functions, components, and spaces
- Define the programming.
- Develop delivery of services agreements with partners
- Engage architect & engineer
- Evaluate space needs and options
- Select building option
- Test & evaluate program delivery
- Building renovation/construction

5 PARTNERS

- Alliant Energy Foundation *
- American Family Foundation
- Bryant Foundation*
- City of Stoughton
- Stoughton Redevelopment Authority
- Cummins Foundation*
- Dane County
- Fiskars Corporation
- National Science Foundation (NSF)
- Service Corp of Retired Executives (SCORE) of Madison
- University of Wisconsin – Madison
- Wahlin Foundation
- Madison Region Economic Partnership (MadREP))
- Wisconsin Economic Development Corp (WEDC)
- U.S. Economic Development Administration
- Capital Area Regional Planning Commission (CARPC)

5.1 POTENTIAL PARTNERS

- Accountants
- Alliant Energy
- Alliant Energy Foundation
- American Family Insurance
  - American Family Foundation
  - American Family Insurance Institute for Corporate and Social Impact
- Area Agency on Aging

- Ascendium Education Group
- Attorneys
- Capital Area Regional Planning Commission
- Catalyst BioConsulting
- City of Stoughton
    - Stoughton Library
    - Stoughton Redevelopment Authority
- Cummins
- Dane County
- Department of Public Instruction
    - Pathways Wisconsin
- Doyenne Group
- Durr Universal
- Economic Development Administration
- Edwin & Janet Bryant Foundation
- Epic Foundation
- Fiskars Corp
- Forward Service Corporation
- Job Center of Wisconsin
- Kegonsa Partners
- Latino Academy of Workforce Development
- Lenders
- Literacy Network
- Madison College
- Madison Gas & Electric
- MadREP
- Nelson Global
- Operation Fresh Start
- People Helping People
- Rainbow Project
- Service Corp of Retired Executives
- Stoughton Chamber of Commerce
- Stoughton Hospital
- Stoughton School District
    - Stoughton FabLab
- Stoughton Senior Center
- Stoughton Trailers
- Stoughton Youth Center
- SwanLeap
- UniverCity Alliance
- University of Wisconsin
    - Center for Dairy Research
    - University of Wisconsin - Extension
    - UW Madison College of Engineering

    - UW Madison Odysey Behind Bars
    - Wisconsin Alumni Research Foundation (WARF)
        - Force for Positive Change Initiative
- Urban League of Greater Madison
- USDA Rural Development
- UW Makerspace
- Veterans Organizations
- Wahlin Foundation
- WHEDA
- Wisconsin Department of Corrections
    - New Lisbon Correctional Facility
    - Oakhill Correctional Facility
        - # Windows to Work
- Wisconsin Division of Vocational Rehab
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Long Term Care Workforce Alliance
- Wisconsin Public Power/Stoughton Utilities
- Wisconsin Senior Employment Program
- Wisconsin Technology Council
- Wisconsin Works
- Workforce Development Board of South Central Wisconsin
    - Made in Dane County Manufacturing Network
    - Windows to Work
- WorkSmart Network
- WRTP/Big Step
- WWBIC
- Zalk Josephs

6 USERS

- Artists
- Community
- Demographics
- Employees
- Families
- Needs
- Non-Profit Organizations
- People in Transition
- Public Bodies
- Stoughton Hospital
- Stoughton School District
- Stoughton Senior Center
- Types
    - Employers
    - Entrepreneurs
    - Hobbyists

7 GOVERNANCE

7.1.1 Board of Directors

7.1.2 Industry Advisory Group

7.1.3 User's Group

8 ADMINISTRATION

8.1 STAFFING

Preliminary

Staffing Plan

Name/Title	Annual Salary	Total Amount Charged to Project	Total Amount Charged to Project	Total Amount Charged to Project	Percentage of Dedicated Time	Total Federal Share	Total Non-Federal Share (Matching)	Total 3-year Staffing Budget
		Year 1	Year 2	Year 3				
Executive Director	$100,000	$100,000	$100,000	$100,000	100%			$300,000
Program Director	$80,000	$40,000	$80,000	$80,000	100%			$200,000
Innovation Coordinator	$70,000		$70,000	$70,000	100%			$140,000
Administrative Support	$40,000	$40,000	$40,000	$40,000	100%			$120,000
Total	**$290,000**	**$180,000**	**$290,000**	**$290,000**				**$760,000**

Fringe Benefits

Name/Title	Annual Salary	FICA	Health Insurance	Retirement	Total Fringe Benefits	Total Amount Charged to Project	Total Amount Charged to Project	Total Amount Charged to Project	Percentage of Dedicated Time	Total Federal Share	Total Non-Federal Share (Matching)	Total 3-year Fringe Benefit Budget
		7.5%		7%		Year 1	Year 2	Year 3				
Executive Director	$100,000	$7,500	$12,000	$7,000	$26,500	$26,500	$26,500	$26,500	100%			$79,500
Program Director	$80,000	$6,000	$12,000	$5,600	$23,600	$11,800	$23,600	$23,600	100%			$59,000
Innovation Coordinator	$70,000	$5,250	$12,000	$4,900	$22,150	$0	$22,150	$22,150	100%			$44,300
Administrative Support	$40,000	$3,000	$12,000	$2,800	$17,800	$17,800	$17,800	$17,800	100%			$53,400
Total	**$290,000**	**$21,750**	**$48,000**	**$20,300**	**$90,050**	**$56,100**	**$90,050**	**$90,050**				**$236,200**

8.1.1 Executive Director

8.1.2 Program Director

8.1.3 Innovation Coordinator

8.1.4 Administrative Support