PARTNERSHIP

Madison Region Economic Partnership (MadREP) is an eight-county economic development region based in Madison and engaged in the delivery of 21st century services related to a comprehensive economic development strategy known as Advance Now.

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, education and the private sector.

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

CORE FUNCTIONS

Under the umbrella of the Advance Now strategy for economic growth MadREP engages in:

- Proactive business retention & expansion
- Targeted business attraction
- Strategic development of target industries
- Expansion of exports & FDI opportunities
- Delivery and analysis of economic data
- Mapping of industry supply chains
- Support of innovative spaces
- Technical assistance to entrepreneurs
- Marketing the Region’s business assets
- Promoting diversity and inclusion
- Convening our partners in cities, counties & chambers of commerce to enhance collaboration
- Convening education & business representatives to address human capital needs

EXAMPLES OF MadREP ACTIVITIES & SUCCESS

CENTERS OF EXCELLENCE AND CLUSTER DEVELOPMENT

- Wisconsin Games Alliance (WGA): Created and managed by MadREP, WGA hosted area's first games development conference in 2017 and is moving toward Center of Excellence designation.
- Center for Dairy Research (CDR): Provided federal and state funding guidance to CDR in advance of development of a $48 million facility setting up Center of Excellence designation.
- StartingBlock: Assisted in designation by WEDC as a Center of Excellence and co-authored a half million-dollar EDA grant to underwrite operational costs. Opened in 2018.
- Investing in Manufacturing Communities Partnership (IMCP): Authored or co-authored 20 grants totaling $31 million as part of the Ag, Food and Beverage sector initiative. Continue to engage 65 partners in IMCP consortium as one of 24 regions with national designation.
- Cluster Analysis: All 5 target sectors will be profiled in 2019 in partnership with UW Extension and WEDC. State will use them as model for other regions. ICT was released in December 2018.

EXPORTS, TRADE & GLOBAL RELATIONS

- America's Competitiveness Exchange (ACE): Attended ACE IV in Argentina, followed by a trade venture to Mexico. Two of three participating regional companies generated contracts. ACE has connected us to 30+ Western Hemisphere countries.
- Argentina: Designated by US State Department and Embassy in Argentina as a national best practice in regional economic development leading to another visit to the Cordoba Region to provide technical assistance and to Argentina shadowing our strategy development.
- Madison International Trade Association (MITA): Senior Vice President serves as President of MITA and drives regional export programming to the business community. MadREP also vigorously promotes ExporTech™ training in partnership with the WMEP and WEDC.
- ExporTech™: Partner with WMEP to train the Region's businesses to act more globally.

WORKFORCE DEVELOPMENT

- Inspire Madison Region: Grew school district participation to 76 school districts in the Madison Region implementation. With the October 2018 integration of all regional implementations in the state, our students now have access to nearly 1700 career coaches representing hundreds of occupations over 1400 businesses working to connect youth to experiential learning opportunities and careers.
- Economic Development & Diversity Summit: Drew 575 people to 5th annual summit with Urban League. Unveiled 4th D&I Survey results tracking regional progress. MadREP's diversity work was cited as a case study by International Economic Development Council.
- Rural Summits: MadREP is actively engaged with industry and local ED partners at the county and village levels to address worker transportation and housing limitations.
- Airport Infastructure: Partnered with Dane County Regional Airport to bring daily, direct MSN to SFO, LAX and PHX flights while working to bring other direct routes.

AWARDS

- Performance: Recognized with State's Organizational Excellence Award by the Wisconsin Economic Development Association in 2016.
- Annual Report and Newsletter: Produced 5th annual Madison Region Economic Development Guide. Won "Best in Midwest" award in December 2017.
- Inspire Madison Region: Won Best in Midwest in December 2017.

UPDATED 2018-11.20

ED 101: MadREP has provided introductory economic development training to 14 communities (councils/boards and chambers) to date.

WINS SINCE 2016

SITE SEARCHES

- **Attraction Program**: Managed 37 site searches in 2017; Will do over 50 in 2018 (6 in 2013). Participated in 4 site selector familiarization tours reaching over 50 consultants including hosting Business Facilities Magazine's LiveXchange with 21 site selectors.
- **Eurofins** : European Food Research Corp, 400 jobs; $33M capex; 100k SF building, Madison
- **Phoenix**: New HQ and radiology testing facilities; 70-120 jobs; $13-15M capex, Fitchburg
- **MacDon/Linamar**: Engineering division of a Canadian manufacturer; 15K SF, 20 jobs Sun Prairie
- **Little Potato Company**: Canadian Ag Company; $15M capex; 130 jobs in DeForest
- **Tribe 9 Foods**: $10 million acquisition of Madison's RP's Pasta and Yumbutter and attraction of Ona Treats from Colorado. 48 jobs; Madison
- **Drexel**: Midwestern Distribution Center; 40 jobs; $3M capex; Columbus
- **Gold Shovel**: Implemented a second-tier shovel-ready program which complements the State's Certified Sites Program (our region has 8 of the 20 sites). Verified first Gold Shovel site in 2017 with 3 in process. Also mapped 8 counties' business parks on our website.

Total Impact

2,765 Total Jobs

$527.5M+ in Capex

OUR TEAM

You will find that the staff assembled at MadREP possess an exceptional background in economic, business, community and workforce development along with special skills in finance, research, marketing and project management which uniquely position us to address your deliverables. For a comprehensive undertaking such as this we would be prepared to dedicate specific staff on a regular basis in a manner which would satisfy your needs while guaranteeing that MadREP has an appropriate point person with whom to work as we attempt to develop better collaboration throughout the region on such things as business retention and expansion, Main Street programming, research, marketing, business attraction and TIF assistance.

Staff who would be available to support the community include CEO, Paul Jadin; Senior Vice President of Economic Development, Michael Gay; Vice President of Talent and Education, Gene Dalhoff; Enterprise Development Director for Innovation & Entrepreneurship, Craig Kettleson; and Research Analyst/Project Specialist, Jessica Reilly. Please see the attached bios to better understand the quality of the team we have assembled. All our economic development professionals possess master's degrees and two of us are Certified Economic Developers while another is a Certified Planner.

Paul Jadin, CEcD ***President***	Paul Jadin joined MadREP as President in November 2012. Prior to that, Paul served as both the Secretary of Commerce and Secretary/CEO of the new Wisconsin Economic Development Corporation since January 2011. From April 2003 until 2011, he was president and CEO of the Green Bay Area Chamber of Commerce, which has 1,400 members employing 93,000 workers.

	From 1995-2003, Paul served two terms as Mayor of Green Bay. He led economic development efforts that yielded a 50 percent increase in the tax base over his two terms in office. He also represented the city in all private and intergovernmental negotiations, including the Lambeau expansion agreement with the Green Bay Packers. Prior to his terms in office, Paul spent 14 years in human resources management. Paul earned a B.A. in Political Science from Northwestern University in Evanston, IL, and an M.S. in Public Administration from Florida State University in Tallahassee, FL and is a Certified Economic Developer (CEcD).
Michael Gay, CEcD ***Senior Vice President of Economic Development***	Michael P. Gay joined MadREP in 2013 after serving as the Director of the Center for New Ventures (CNV) at UW-Platteville from 2011-2013. The CNV was created in May 2011 to help the university and its expansive educational resources become more entrepreneurial, promote research, and increase grant relationships. Before his tenure at UW-Platteville, Michael worked for the City of Madison for over a decade as the Business Development Coordinator, serving as the official liaison between city government and the Madison business community. Michael's time and resources were focused on technology transfer, innovation, and the creation of new economy employment centers and business incubators. Other various functions of his City position include brownfield redevelopment, marketing real estate, providing technical and financial assistance to small business start-ups, business retention and expansion, major employer attraction, and business district planning. Prior to working for the City of Madison, Michael directed an office of a private Midwest architectural / engineering / planning consulting firm (MSA Professional Services, 1993-2000) as well as administered business development programs for the State of Wisconsin Department of Development (now Wisconsin Economic Development Corporation). Michael holds the Certified Economic Developer classification (CEcD) by the International Economic Development Council. He has a B.S. in Public and Environmental Administration (UW-Green Bay) and an M.S. in Urban and Regional Planning (UW-Madison). Michael is fluent in Spanish.
Gene Dalhoff, IOM ***Vice President of Talent and Education***	Gene Dalhoff joined MadREP in February 2013. In his role with the organization Gene oversees strategic-related activities in the arenas of education, workforce development, diversity and inclusion, and fostering communication among the private sector, education and workforce development communities. He is also responsible for driving MadREP's business retention and expansion efforts in partnership with economic development partners, ensuring that the region's database for people, place and prosperity information is maintained, and serving as the primary MadREP liaison with local chambers of commerce, educational institutions and workforce development boards. Prior to joining MadREP, Gene served as executive director of the Sauk County Development Corporation (SCDC). In that role, he promoted economic development efforts in Sauk County by facilitating business start-ups, job retention, company expansions, and recruitment of businesses. Gene has also served as the executive director of the Baraboo Area Chamber of Commerce. Gene's education includes a M.A. in anthropology and B.B.A. in business administration/marketing, both from the

	University of Wisconsin-Madison, and he is a graduate of the U.S. Chamber of Commerce's Institute for Organizational Management program.
Craig Kettleson ***Enterprise Development Director***	For the last decade prior to joining MadREP, Craig Kettleson served as VP of Finance, Principal, Chief Financial Officer, respectively, for U.S. Foods and Pharmaceuticals, Inc. (USFP), Eslabon Consulting and Investments, LLC and Woodridge Venture Group, LLC. Craig's expertise with USFP centered on the fiscal side of the business. With Eslabon, Craig analyzed several real estate projects on behalf of a syndicate for potential acquisition and financial investment in the Madison market, as well as provided business planning assistance for a computer web portal business, incubator management services for the Portage Enterprise Center, and business retention and expansion services for the City of Waterloo. From 1998-2003, Craig assisted in the development and implementation of the Wisconsin Rural Enterprise Fund (a venture capital style funding tool for tech-led businesses in rural areas). Craig was also a Lead Planner for MSA Professional Services in Beaver Dam, WI, managing community and land use planning projects, creating 25 Tax Increment Financing (TIF) Districts, and securing millions in business development and infrastructure grants from the federal and state government that ultimately led to company formations, expansions, private investment leverage and job creation. Craig was also a planner and business development specialist with the State of Wisconsin, Department of Development and Southeast Wisconsin Regional Planning Commission from 1988-1994. Craig holds the American Institute of Certified Planner (AICP) title by the American Planning Association (APA). He is a GrowthWheel Certified Advisor® and was recently designated a certified Incubator manager by the National Business Incubation Association. He has a B.A. in Political Science with an emphasis in architecture and economics (UW-Milwaukee) and an M.S. in Urban and Regional Planning (UW-Madison). Craig was also a Board Member of the Wisconsin Business Incubator Association, formerly serving as their Treasurer and as Executive Committee Member.
Jessica Reilly ***Marketing & Communications***	Jessica Reilly joined MadREP in March 2018. She came to MadREP from the healthcare industry, where she gained 10 years of knowledge working in marketing and communications roles for corporate, startup, and nonprofit organizations. Most recently, she was a member of the marketing team at SSM Health where she provided effective writing, design and project management functions that served consumer and business customers. In her role she interacted with internal managers and staff to guide, coordinate, and execute strategic marketing plans through print and web media to effectively communicate with SSM Health of Wisconsin and its related entities' audiences. She specifically oversaw marketing and branding of Madison metro region, women's health, emergency services, and hospital foundations. Prior to joining SSM Health she served as marketing director for Restore Health, where she completed the 2014 (achieving #36) & 2015 (achieving #8) applications for Inc 500 list of fastest growing private companies.

THE MADISON REGION ECONOMIC DEVELOPMENT JOURNAL

MadREP's annual publication answers the question, "Who is the Madison Region today?" Our 2018 issue featured inspiring success stories from our eight-county region focused on five key industries: Advanced Manufacturing, Agriculture, Food & Beverage, Health Care, Life Sciences and Information Technology.

The publication allows MadREP to market the Region to prospective companies and talent. We feature data around job growth, GDP and our tax base that demonstrate the Madison Region is outpacing the state and, in many cases, the U.S. while also showcasing the Region's exceptional talent.

Check out our latest issue here. We will unveil the 2019 publication on May 17, 2019 at our 6th Annual Madison Region Economic Development & Diversity Summit.

PLAN

MadREP has outlined below our analysis of the services we would expect to undertake as they relate to deliverables.

B. BUSINESS RETENTION & EXPANSION

Before seeking new employers, it is vitally important to identify and address the needs of companies that have already invested in your local community and workforce. MadREP addresses BRE through three levels of activity:

1.) Business Blitzes are an entry-level BRE activity which feature a half-day blitz where dozens of volunteers fan out over a community (or portion of a community for larger municipalities) to visit businesses and ask them 3-4 key questions to determine if they are facing challenges or opportunities that an ED partner could assist with.

2.) At the intermediate BRE level are mailed (and online) surveys. These surveys feature 15-20 questions, the majority of which are standardized but a few of which are topical. This format allows for more data collection than Business Blitzes.

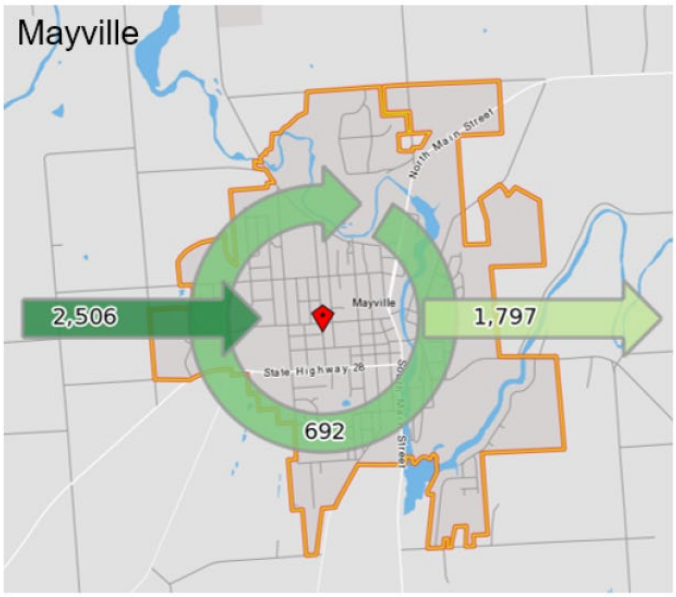
3.) MadREP's top-level BRE exercise features completion of the 30+ question Synchronist survey via in-person visits to individual employers. This exercise is the most time intensive but yields the most information. MadREP works in partnership with local municipal representatives to conduct these surveys and respond to opportunities and threats identified by businesses.

C. RESEARCH

MadREP pulls relevant data and statistics from the following sources in addition to generating original data based on our interviews with key companies and institutions:

- BEA, Regional Data
- BLS, Local Area Unemployment Statistics Indicators
- BLS, Occupational Employment Statistics
- BLS, Quarterly Census of Employment and Wages
- Census
- Census, American Community Survey
- Census, Building Permits Survey
- Census, County Business Patterns
- Census, On the Map
- Census, Quarterly Workforce
- Decennial Census
- EMSI Developer
- International Trade Administration
- IRS, SOI Tax Stats
- U.S. Patent and Trademark Office
- Wisconsin Realtors Association

Watertown will have access to these data and our researcher to be better able to assess its assets and liabilities. Below is a sample of commuting information.



	Count	Share
Mayville	692	27.8%
Hartford	159	6.4%
Horicon	155	6.2%
Beaver Dam	112	4.5%
Fond du Lac	98	3.9%
Madison	88	3.5%
West Bend	67	2.7%
Milwaukee	53	2.1%
Juneau	49	2.0%
Oshkosh	35	1.4%

D. TIF COORDINATION, ANALYSIS & COUNSEL

Staff help communities with ad-hoc reviewing and underwriting TIF funding requests. This process includes the following major steps or deliverables:

- Review applications for TIF funding submitted by local businesses or developers.
  - Ground truth project assumptions.
  - Document TIF eligibility.
  - Determine project funding gap.
- Complete TIF financial analysis.
  - Determine financial viability of the TIF request.
  - Determine maximum TIF award based upon TIF policy and financial assumptions.
- Negotiate the Developer's Agreement used to secure the TIF award.
- Support the Community's fiduciary in the issuance of TIF supported debt (i.e., general obligation bonds, revenue bonds, etc.).
- Be available to council all parties on TIF law.

E. MARKETING & SOCIAL MEDIA

MadREP promotes the economic development assets of the region, marketing it to both internal and external constituencies as a distinctive place for business, talent, and quality of life. MadREP helps tells the story of communities and businesses within it, as well as each community's position within the broader eight-county region. MadREP helps each community within the Region for talent and business.

MadREP can support the community in the establishment of and strategy development for an attraction-based online presence, which may include web development, social media and search engine optimization.

F. SUPPORT FOR NON-COMMUNITY FUNDING RESOURCES

MadREP will take advantage of its knowledge of State and Federal funding, as well as its contacts at both jurisdictions, to access grants that may be applicable to the services listed above. It will also advise communities on other sources of revenue that may be germane to this effort, including Business Improvement Districts, TIF and fundraising. If warranted and desired, MadREP could also serve as a conduit to other similarly-situated communities nearby to create a collaborative, cost effective sub-regional approach to economic development.