



# City of Madison Economic Development Committee

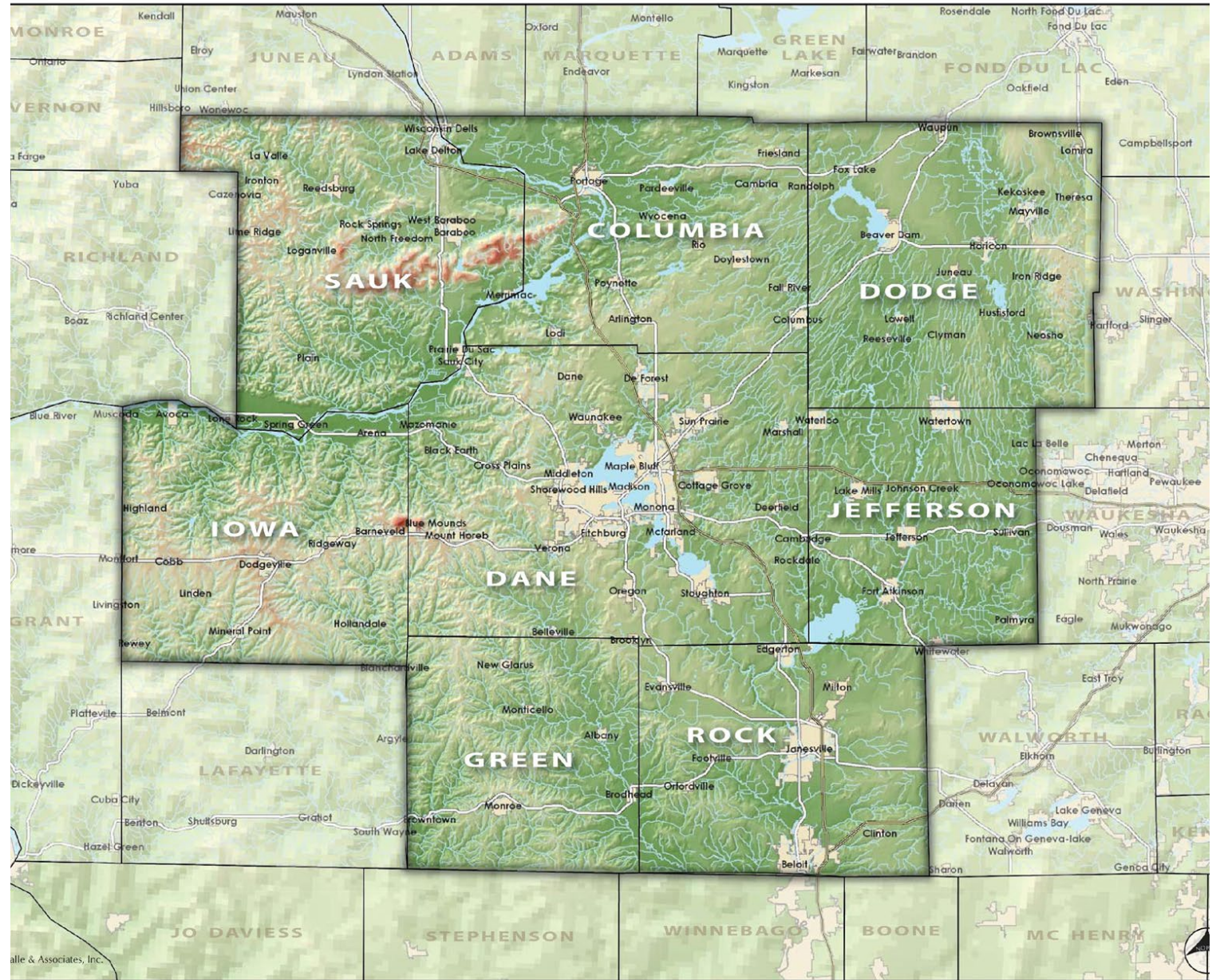
March 20, 2024

MADISON REGION ECONOMIC PARTNERSHIP



# Who We Are

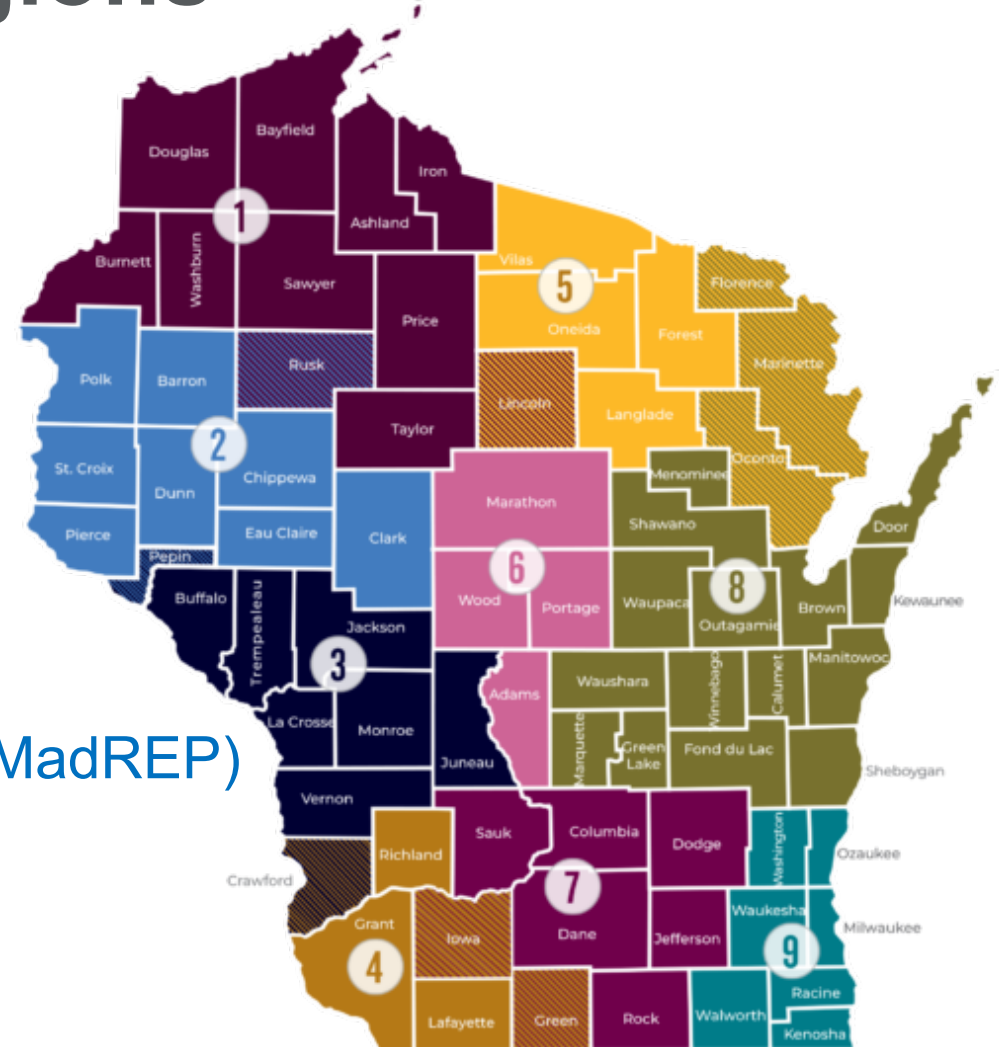
The Madison Region Economic Partnership (MadREP) is the economic development organization for the eight-county Madison Region of south-central Wisconsin.





# Wisconsin's Economic Development Regions

- 1.) Visions Northwest
- 2.) Momentum West
- 3.) 7 Rivers
- 4.) Prosperity Southwest
- 5.) Grow North
- 6.) Centurgy
- 7.) [Madison Region Economic Partnership \(MadREP\)](#)
- 8.) New North
- 9.) Milwaukee 7 (M7)





# The Regional Approach to Economic Development

*Today's global marketplace requires competition on a larger regional stage.*



Companies make decisions on an international scale.

- The assets of our region put us on the map.

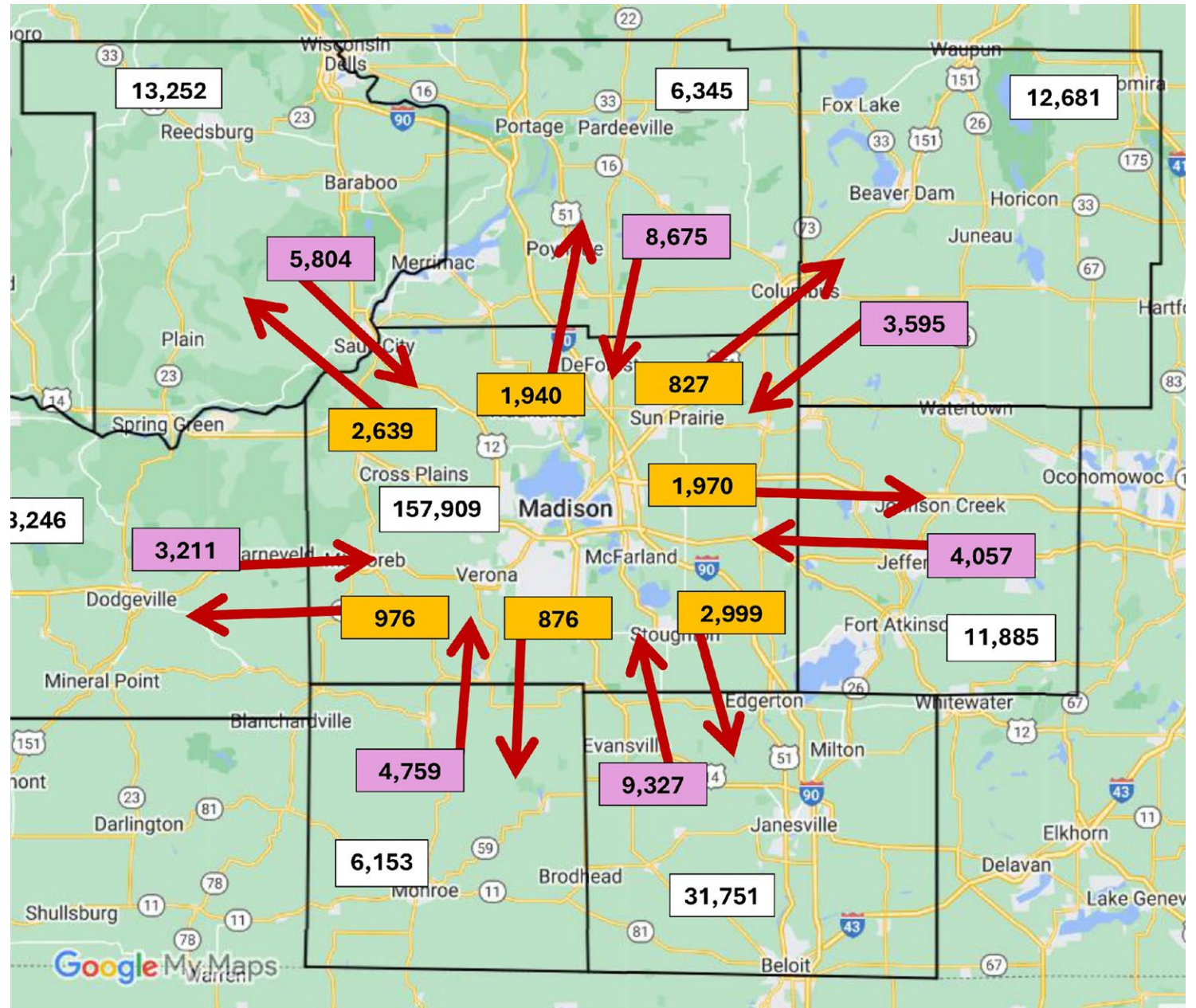
The economy functions as a region:

- Laborshed
- Infrastructure
- Supply chain



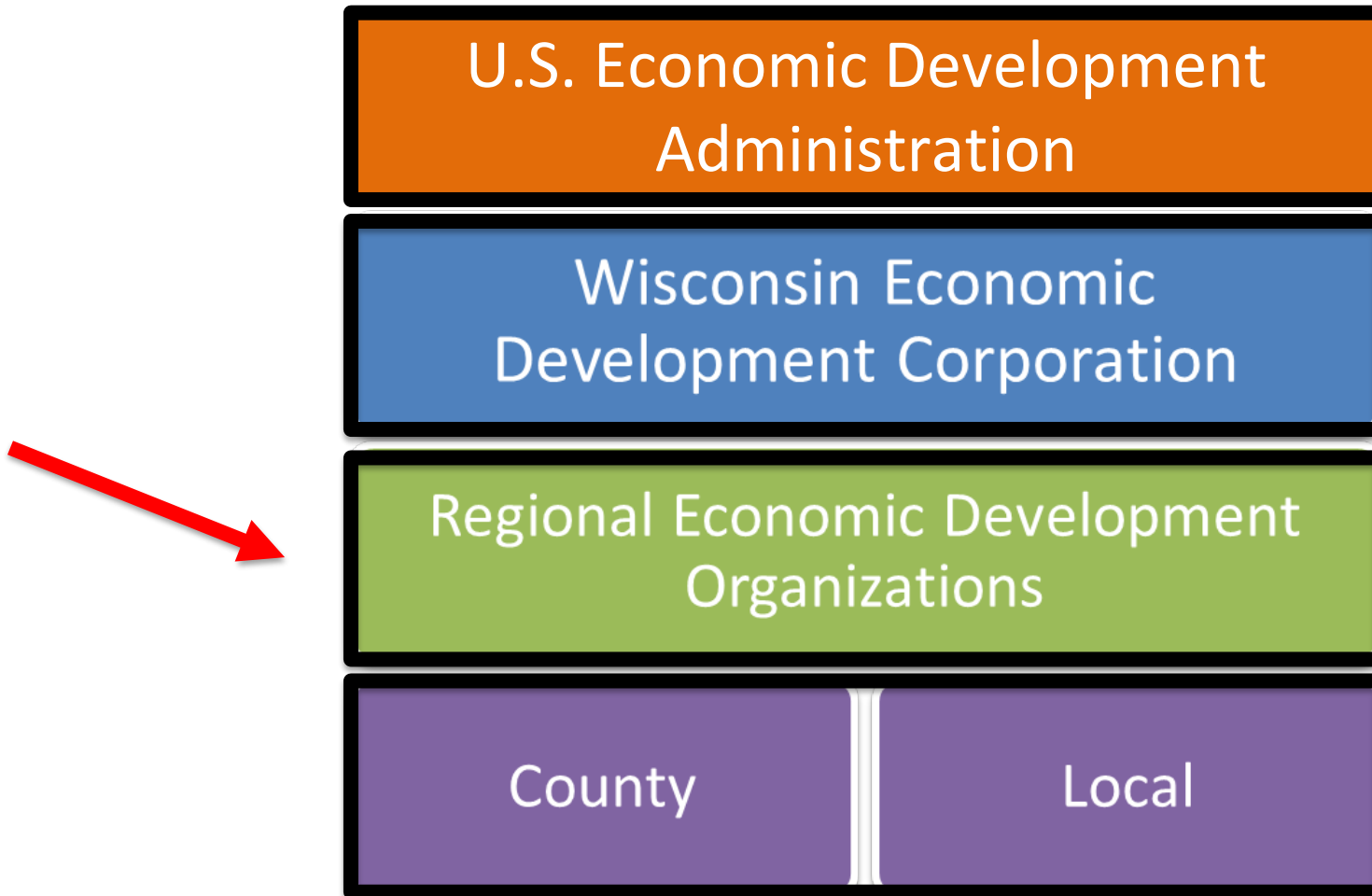
# Dane County Commuting Patterns Within the Madison Region

**39,428 into Dane**  
**12,227 out of Dane**





# Where Regions fit into the Economic Development Hierarchy





# Other Players in the Economic Development Landscape





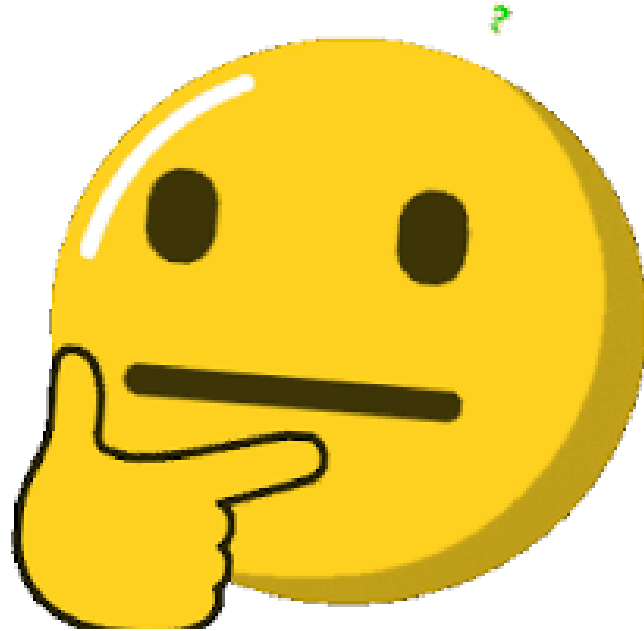
# MadREP's Commitment to Regional Economic Development Partners

- Collaborative colleague (not superior or subordinate)
- Supplement not duplicate current practices
- Partner or “get out of the way”
- Leverage existing resources before creating new ones
- All economic development partners will have a voice
- Adaptive to change and open to new directions
- Regional focus to include all 8 counties





# What Does MadREP Do?





# Business Attraction

**Each year MadREP responds to several dozen Requests For Information (RFIs) from companies considering locating in the Madison Region.**

Requested information generally focuses on:

- Site availability (if greenfield site request)
- Building availability (if looking to utilize existing structure)
- Workforce availability
- Workforce training availability
- Site infrastructure relative to power and water
- Supply chain availability from supporting industries
- Rail availability (for some RFIs)
- Incentives (State and Local)



# Industry Sector Development

## EDA Sector Strategy Report



MADISON REGION  
ECONOMIC PARTNERSHIP





# EDA Sector Report Recommendations

1. Establish an inventory of shovel-ready sites for regional and national-scale projects to serve target-sector industries.
2. Increase supply and reduce the risk to investors and institutional actors of preparing and holding sites for larger economic development projects.
3. Increase the capacity of public and institutional entities in the region to invest in sites, infrastructure and site amenities.
4. Increase Regional Organizational Alignment
5. Further Develop Regional Marketing Presence



**BD  
OZ**  
INITIATIVE



# Industry Support Focus: Ag., Food & Beverage - BDO Zone

The **BDO Zone Initiative** certifies regional readiness for bioenergy manufacturing, creates global connections with project developers, and ignites an influx of clean energy opportunities.

A **BDO Zone rating** is a standards-based assessment of biomass feedstock and infrastructure attributes of a region with respect to development potential of new biofuel, renewable chemical, biogas or bioproduct manufacturing plants.

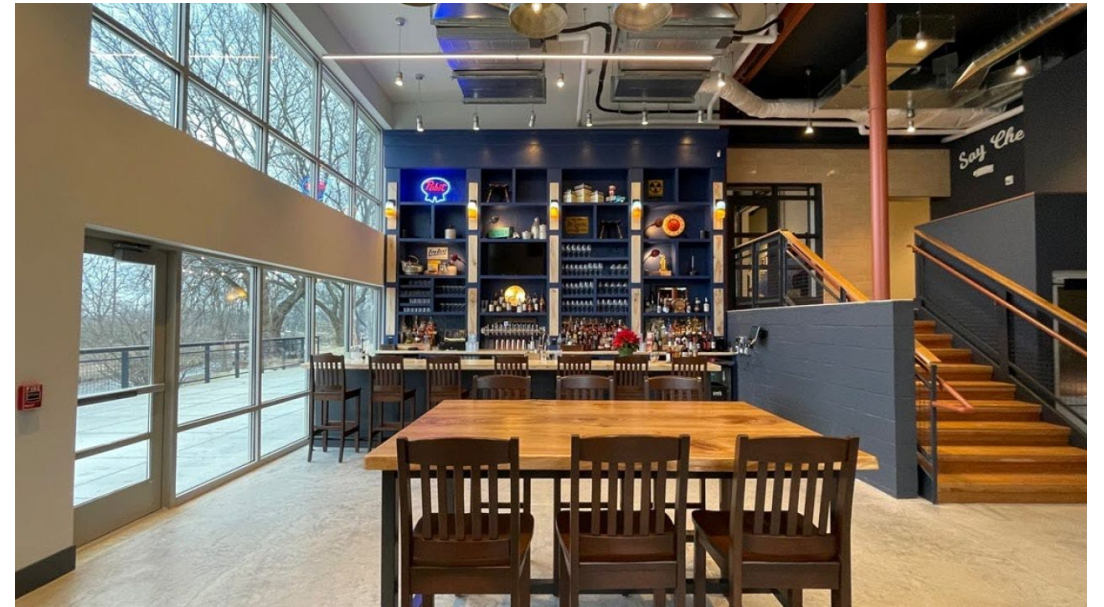
**Investment grade ratings** attract new bio-based manufacturing plants to the areas where they are most likely to succeed-- and create jobs.



[www.bdozone.org](http://www.bdozone.org)



# Business Support: Revolving Loan Fund



**SEVEN ACRE**  
DAIRY COMPANY



# Business Support: Main Street Bounceback Grants



## County Breakdown Funded

Columbia: 68

Dane: 733

Dodge: 78

Jefferson: 95

Rock: 176

Sauk: 82

Total: 1232





# Broadband Infrastructure Development: GeoPartners/OptiMap Speedtest & BEAD Local Planning Grant

- Launched crowd-sourced broadband initiative to test broadband in the region
  - Test data gathered to more accurately map underserved areas.
  - Results may be used by internet providers and communities to justify new or additional infrastructure buildout in grant applications.



- 
- Awarded PSC BEAD Local Planning Grant to help counties understand their broadband infrastructure development needs in anticipation of upcoming BEAD grants.
    - MadREP participating counties: Sauk, Columbia, Dodge, Jefferson & Dane
    - PSC expected to open BEAD grant applications in late Spring or early Summer 2024 for the \$1.05B in funding allocated to WI (from the \$42.5B nationally)







# Talent Pipeline Development

## Regional Career Pathways & Inspire Madison Region

- MadREP leads a cooperative effort with the DPI, our region's Workforce Development Boards, CESAs, K12 partners and nearly 60 school districts to promote career pathways in high schools focused on high-demand careers in our region.
- Pathways offered: Architecture & Construction, Direct Patient Care, Advanced Manufacturing, Information Technology, Education & Training, Hospitality, Tourism & Culinary, and Agriculture, Food & Natural Resources.
- Inspire Madison Region uses a career exploration program available at all WI high schools to connect students to career-based learning experiences at employers throughout the region.





# Diversity & Inclusion Efforts

## Economic Development & Diversity Summit & Workplace D & I Survey

- Summit sponsored in partnership with the ULGM
- 500+ attendees annually
- 11<sup>th</sup> Annual Summit Scheduled for May 2, 2024



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

- Workplace Diversity & Inclusion Survey - eight years
- Hundreds of randomly selected businesses participated each year from across the region
- The survey has helps to inform content for the Summit

UNIVERSITY OF  
WISCONSIN **River Falls**  
SURVEY RESEARCH CENTER

Madison Region Economic Partnership  
Diversity & Inclusion Survey Report  
2016 – 2021

David Trechter  
Shaheer Burney  
Denise Parks

Survey Research Center Report 2021/9  
June 2021

2021 Madison Region Workplace Diversity & Inclusion Survey sponsored by:  
 Associated Bank



# Workforce Transportation

## Commute with Enterprise Pilot

- MadREP running pilot project with Commute with Enterprise to encourage businesses to use vanpools to attract and retain employees.
- Effort is to address the lack of reliable transportation as a barrier to employment.
- Goal to use our pilot as proof of concept for grant applications.
- Currently working with other partners (including Madison MPO) to explore other options to expand workforce vanpool availability.





# Regional Marketing Efforts

## Madison Region

Analytics Overview - August 2022-23 *Analytics include Livability.com and social media data*



**331.2K**

TOTAL REACH  
Livability Marketing Program

**301.7K**

PEOPLE REACHED  
(Social)

**29.5K**

PAGEVIEWS  
(Livability)

**17.7K**

TOTAL USERS  
(Livability)

**26K+**

ENGAGEMENTS  
(Social)

**3K**

POST CLICKS  
(Social)

### Key Points

- More than **13K NEW users** visited the site since August 2022.
- Madison **TOP 5** social media posts have reached **301K+ people** with over **26K+ engagements** to date.
- The Livability article "Why Madison, WI is a Top 100 Best Place to Live" ranks **#8 in Google search** for "living in Madison, WI."

### Top Content *By pageviews*

1. "Why Madison, WI is a Top 100 Best Place to Live"
2. "Not So Plain Jane: Why Janesville, WI is a Great Place to Live"
3. Moving to Madison, WI | Living in Madison, WI
4. "These Charming Towns Turn Tourists into Residents"
5. Madison, WI Top Employers | Livability.com/Madison-Region

### National Media Mentions

**July 2023 Marketwatch.com | Syndicated Article**  
2023 Livability Top 100 Best Places to Live

**June 2023 Marketwatch.com | Syndicated Article**  
5 College Towns To Live In After Graduation

**April 2023 Marketwatch.com | Syndicated Article**  
Top 25 Best Places to Live in the Midwest

**April 2023 6AM City | Syndicated Article**  
Best Hidden Bars





# Where are we Going? CEDS Development

Throughout 2023 and into early 2024, MadREP worked on our third 5-year Comprehensive Economic Development Strategy (CEDS).

*A CEDS is an economic development plan supported by the EDA for the purpose of providing guidance for future public investment in regional economic development.*



***What will our Region have in place in 3-5 years to be the most competitive and attractive place to do business in the Upper Midwest?***



# Strategic Vision

**Growing a  
Sustainable,  
Resilient, Regional  
Economy**



**There is a Regional Focus on  
economic development and  
opportunity**

**Reducing Barriers  
for Workforce  
Participation**



**Flexible and reliable  
transportation**



**Adult, teen, and childcare  
that meets demand**



**Housing that meets the  
needs of all income levels**



# Strategic Vision



**D.E.I.A. -Diversity, Equity, Inclusion, and Access as a source of strength**

Madison Region leads in equitable representation by BIPOC individuals in leadership

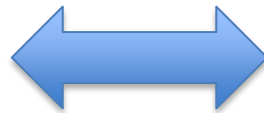
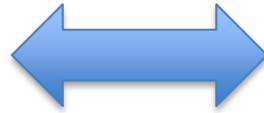
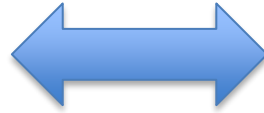
All peoples feel welcome, safe, and prosperous



# Where Does MadREP's CEDS Vision Dovetail with CARPC's Regional Development Framework?

## MadREP CEDS Objectives

- Growing a Sustainable, Resilient Regional Economy
  - Reducing Barriers to Workforce Participation
  - Accelerating Strategic Business Growth
  - Cultivating Strong Talent Development & Retention
- DEI consideration is pervasive in all we do.



## CARPC RDF Opportunity Objectives

- Increase percent of development that is compact, walkable, and where feasible, transit supportive.
- Generate Housing supply to meet demand
- Increase physical access of residents to jobs and services
- Grow **business** and jobs in targeted sectors
- Grow business and **jobs** in targeted sectors
- Decrease racial disparities





# Questions & Discussion

MADISON REGION ECONOMIC PARTNERSHIP