



Date: October 17, 2014

To: City of Madison, Matt Mikolajewski, OBR and Judy Olson, Grants Coordinator

From: Michael Gay, MadREP

Subject: Supplement Information for SBM Project.

The Madison Region Economic Partnership (MadREP) is working collaboratively with the City of Madison, University of Wisconsin-Madison, University Research Park, BioForward, and Starting Block Madison on applications for two U.S. Economic Development Administration (EDA) programs. The two applications are:

1. Starting Block Madison (SBM), Inc., a Madison-based non-profit, proposes to use EDA i6 Challenge dollars to partially fund the first three years of operations. The first two years of funding are proposed to hire an executive director, begin programming and implement events for inventors and entrepreneurs, have a professional engaged with the developer of the new facility during construction, and acquire temporary leased space during the construction of their permanent facility. The temporary facilities and operational assistance will facilitate ramping up the organization's operation in time for the third year/inaugural year in the new facility, once open.
2. The University Research Park (URP) of UW-Madison proposes to use Science and Research Park Development Grant dollars to fund a planning and market assessment study for URP II lands located in west Madison off of Mineral Point Road. If funded, the URP will a) investigate detailed industry sector market opportunities for this greenfield land development coming from both academia and the private sector, b) update land use planning based upon new sector intelligence, and c) integrate and coordinate with synergistic private sector initiatives and developments throughout the city and region.

The coalition of entities involved with these two grant proposals have strategically defined and integrated their submittals to build upon regional strengths, leverage local assets, support innovation and entrepreneurship, collaborate, and align with the city and region's economic vision, planning, and investments. SBM and URP are two leading innovative spaces for Madison's future. Spin-outs from SBM could find homes in URP II, both facilities could bring technologies from divergent sectors together (i.e. genetics and databases), and investment capital will find opportunities and new collaborative technologies at both sites. City support for these unique but integrated submittals is vital to the collective success.

MadREP Background: MadREP is the economic development agency for the eight-county Madison Region with a mission to create a dynamic environment where people and businesses thrive. MadREP fills an important role in Wisconsin's landscape, serving as a partner and collaborator to counties, municipalities, chamber of commerce, academia and the private sector. Under the umbrella of the *Advance Now* Strategy, MadREP's services include: a) proactive business retention and expansion efforts, b) targeted business attraction, c) strategic development of targeted industries, d) delivery, analysis and marketing of economic data that affects the Madison Region, e) talent and diversity programming, f) support of innovative spaces and expansion of entrepreneurship resources, g) financial & technical assistance to entrepreneurs, h) international marketing, exports and FDI initiatives, and, i) convening of the region's economic development professionals to collaborate and leverage resources to achieve common goals.