

# MADISON AREA OPPORTUNITY ZONES

Proposal to create jobs and private investment in  
Wisconsin by including eligible Madison Area Census  
Tracts in the State's Opportunity Zone Designation

March 9, 2018

## Proposal Partners:



Submitted to  
Governor Scott  
Walker and the  
Wisconsin  
Housing and  
Economic  
Development  
Authority

Contact:  
Dan Kennelly  
608.267.1968  
dkennelly@cityofmadison.com

## Proposed Census Tracts:

### Priority 1 Areas:

1. **Oscar Mayer / Truax / North Madison**

Census Tracts: 55025002500, 55025002402, 55025002301, 55025002200,  
55025002100, 55025001804, 55025002601

2. **South Madison / Fitchburg / Town of Madison / Monona**

Census Tracts: 55025001200, 55025000600, 55025001402, 55025001401,  
55025001502, 55025001501

### Priority 2 Areas:

3. **Sun Prairie**

Census Tract: 55025011505

4. **UW Research Park / Meadowood**

Census Tracts: 55025000408, 55025000407

### Priority 3 Areas:

5. **East Madison**

Census Tracts: 55025003002, 55025002800

6. **Middleton**

Census Tract: 55025011101

## INTRODUCTION

The newly-created Opportunity Zones Program is a unique economic development tool designed to encourage long term private investment in high-need communities. The Madison Area offers Wisconsin an excellent opportunity to leverage this tool to attract private capital to create jobs and support Wisconsin businesses.

## PROGRAM BACKGROUND

The Opportunity Zone Program provides a federal tax incentive for investors who reinvest capital gains into Opportunity Funds established by States. These Opportunity Funds become investment vehicles to drive capital into designated areas. The zones must be comprised on Census Tracts that meet federal definition of “Low Income” status.

## RECOMMENDED STRATEGIES FOR ZONE DESIGNATION:

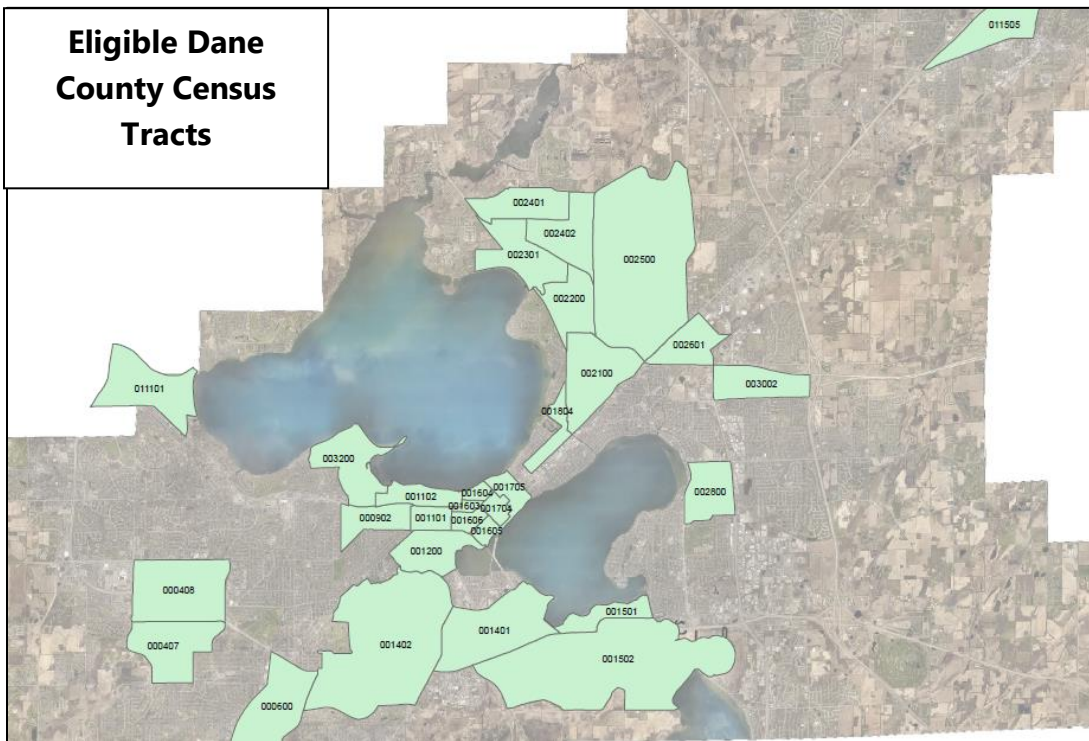
To take full advantage of this tool, there are factors to consider in the designation of the zones. The following Strategies are recommended to maximize the positive impacts of this tool for Wisconsin.

- **Balance Areas of Need with Areas of Opportunity** – Opportunity Zones are a market-oriented incentive. The designation alone does nothing. Rather, the designation creates an incentive for private investment. Wisconsin will achieve the most benefit from this program by designating areas that balance economic need with investment opportunity. The ideal locations for Opportunity Zone designation are places where low-income communities will benefit, while also being places where there is high potential for private investment to leverage the tool.
- **Focus on Areas with Large-scale Commercial Development Potential** – The Opportunity Zones program will have the greatest impact on areas with high-potential for large scale commercial development most likely to use the incentive. Many of Wisconsin’s eligible Census Tracts are predominantly rural or built-out residential areas. These tracts will have limited potential to leverage the Opportunity Zone tool. Where possible, Wisconsin should look for eligible areas that include places poised for large, job-creating business investment and redevelopment opportunities.
- **Overlay With State/Local Incentive Tools** – The Opportunity Zones program will work best when the incentive is overlaid with other tools such as Tax Increment Financing, brownfield funds, foreign trade zones, or business tax credits.

- **Cluster Tracts Together to create Larger Zones** – The Opportunity Zone Program allows for designation of individual eligible Census Tracts. However, the program will be most effective if multiple eligible Tracts are grouped together to create larger clusters of tracts. Wisconsin should avoid designating a “patchwork” of miscellaneous stand-alone tracts. Rather, Wisconsin should strive to delineate larger areas with clusters of multiple tracts. These Opportunity Zone Clusters should then have maps, communication tools, and marketing campaigns to communicate their readiness for investment. This will create a stronger signal to the investment community about where Wisconsin has designated Opportunity Zones and this will make the tool more powerful.

### WHY INCLUDE MADISON AREA

The Madison area is a high-growth region with a strong economy and increasing population. At the same time, areas within Madison have some of the highest levels of poverty and unemployment in the State. The Madison Area offers Wisconsin an opportunity to designate Opportunity Zones that are likely to draw reinvestment that can create jobs and address economic challenges.



## PROPOSED MADISON REGION OPPORTUNITY ZONES

The Madison Area Partners would like to propose the inclusion of Dane County Census Tracts in Wisconsin's Opportunity Zone designation. We feel that the Madison Region offers the State the opportunity to create a positive statewide economic impact from the Opportunity Zone program by including areas where the designation is likely to spur private investment.

The proposed areas include major redevelopment opportunities, prime industrial development sites, statewide destinations, and high-need communities. **This is a regional proposal that includes seven jurisdictions (City of Madison, Dane County, Town of Madison, City of Fitchburg, City of Monona, City of Sun Prairie, and City of Middleton) as well as support from the Madison Region Economic Partnership (MadREP).**

Dane County includes 32 eligible census tracts. The proposal identifies 19 tracts to be considered for OZ Designation. We have grouped these census tracts into Priority 1, 2, and 3 areas. Each of these areas provides specific opportunities to leverage the Opportunity Zone designation to support projects and spur business investment. Based on levels of needs and opportunities for investment, we have ranked the seven areas by level of priority for designation.

### Priority 1 Areas:

1. **Oscar Mayer / Truax / North Madison** (Census Tracts: 55025002500, 55025002402, 55025002301, 55025002200, 55025002100, 55025001804, 55025002601)
2. **South Madison / Fitchburg / Monona / Town of Madison** (Census Tracts: 55025001200, 55025000600, 55025001402, 55025001401, 55025001502, 55025001501)

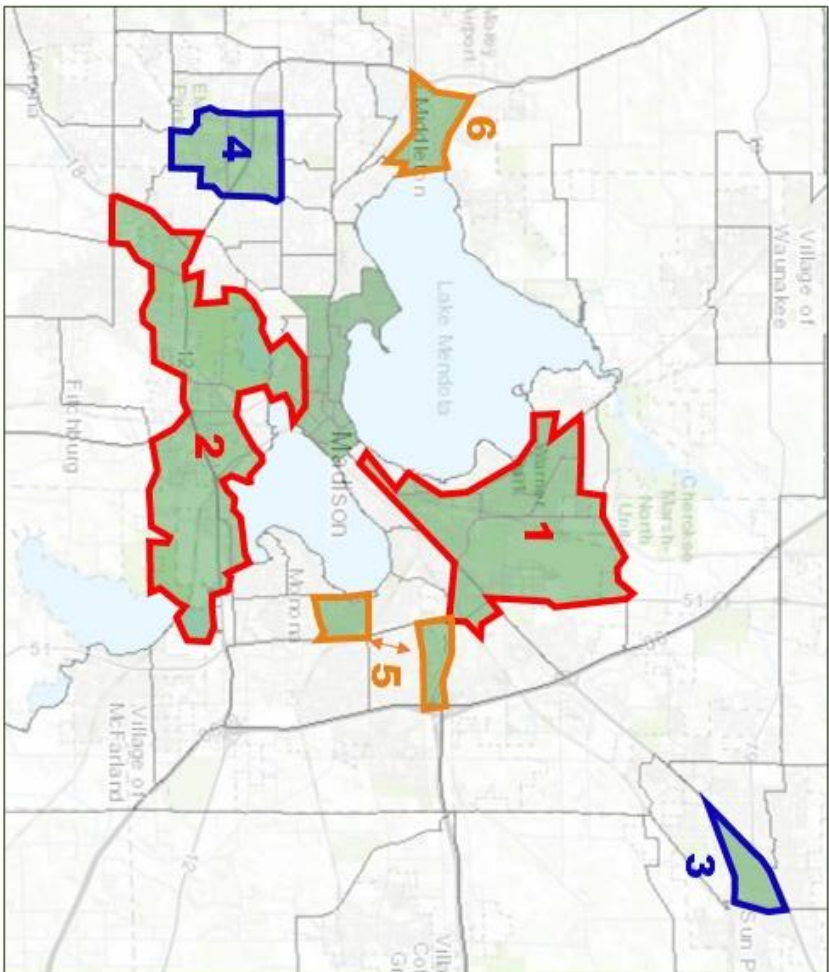
### Priority 2 Areas:

3. **Sun Prairie** (Census Tract: 55025011505)
4. **UW Research Park / Meadowood** (Census Tracts: 55025000408, 55025000407)

### Priority 3 Areas:

5. **East Madison** (Census Tracts: 55025003002, 55025002800)
6. **Middleton** (Census Tract: 55025011101)

## Madison Area Census Tracts Eligible for Opportunity Zone Program Proposed Designated Areas



■ Eligible Tracts

### Priority 1 Areas:

- Area 1: Northside / Oscar Mayer/Truax Field
- Area 2: South Madison / Fitchburg / Monona / Town of Madison

### Priority 2 Areas

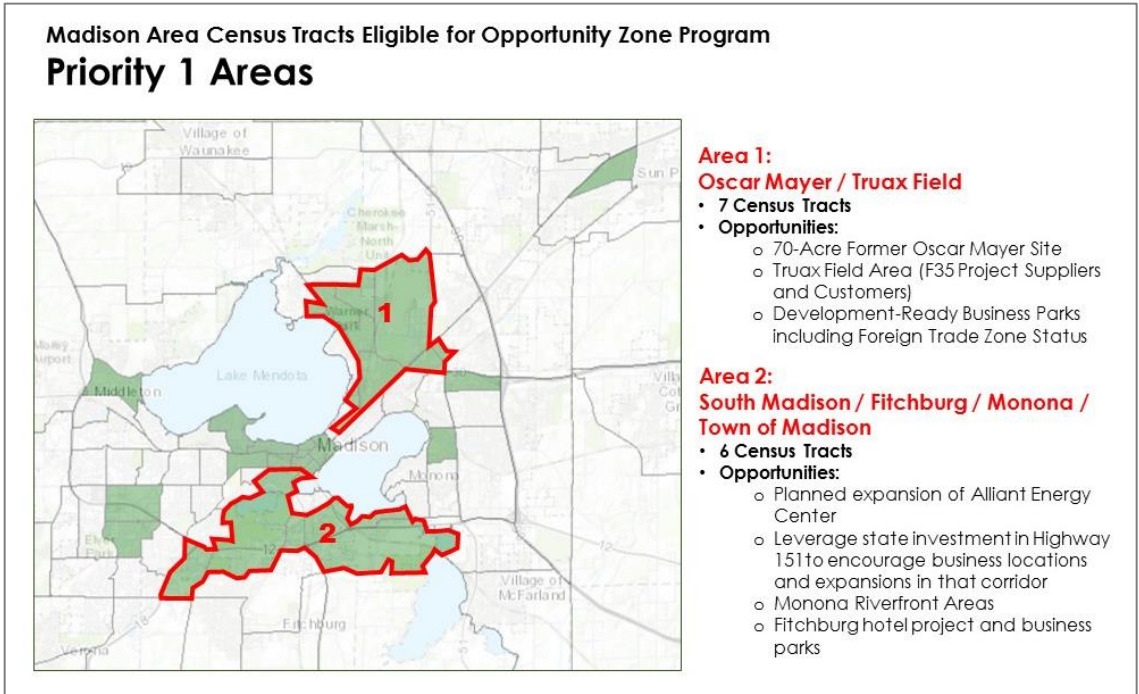
- Area 3: Sun Prairie
- Area 4: Meadowood / UW Research Park

### Priority 3 Areas

- Area 5: East Madison
- Area 6: Middleton

# PRIORITY 1 AREAS

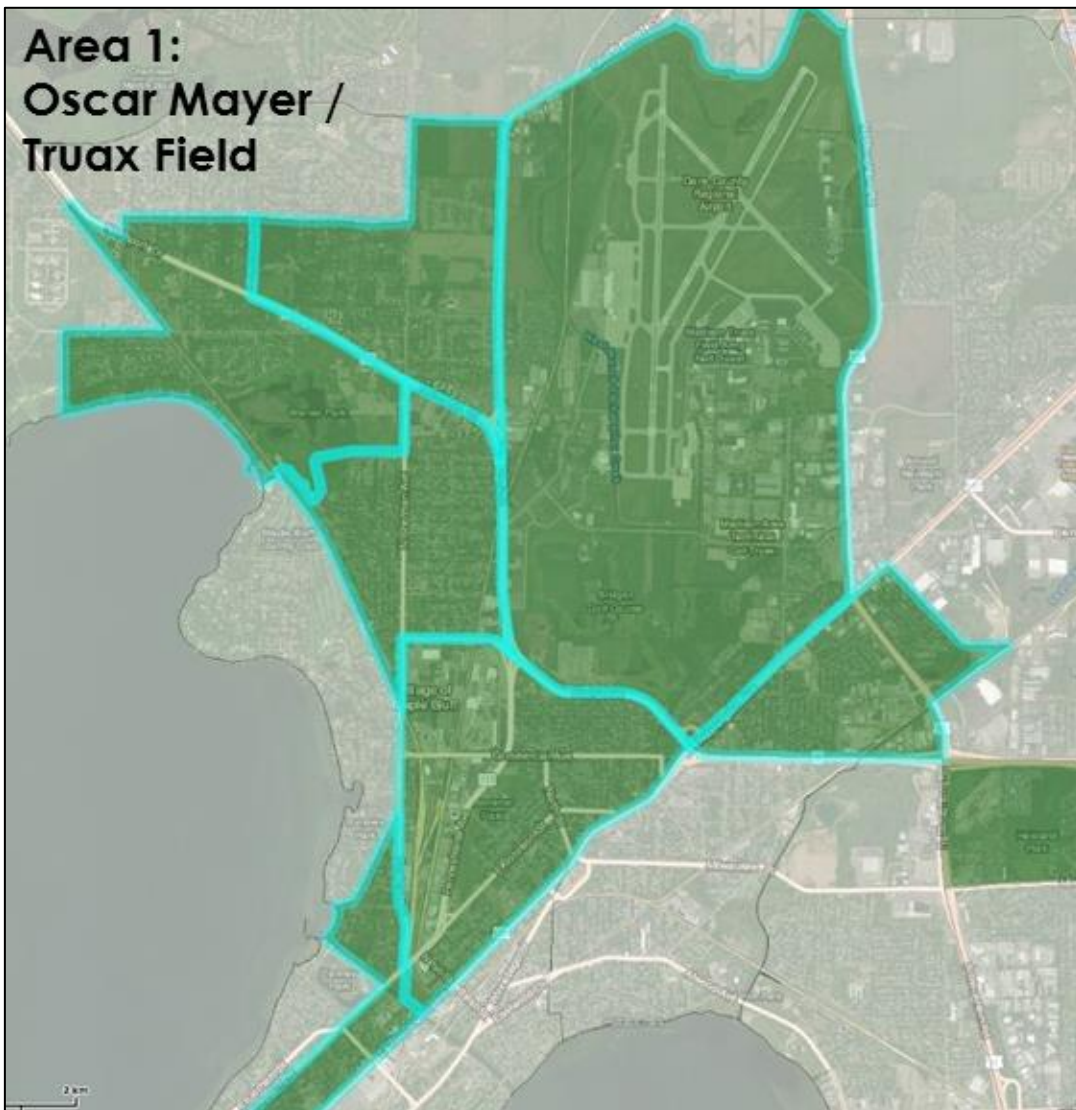
The Priority 1 Areas are the Census Tracts in Dane County that are the highest priority to be included in the Opportunity Zone Designation. These areas includes the most economically challenged neighborhoods in the region, as well as several key redevelopment and business investment opportunity areas.



# Area 1: Oscar Mayer / Truax

## Proposed Census Tracts:

Census Tracts:	Med HH Income	% Unemp for those >=16	% People in Poverty
001804	37,386	8.3%	15.9%
002100	40,000	7.3%	20.5%
002200	41,635	9.9%	13.0%
002301	43,071	14.8%	25.9%
002402	35,375	13.4%	23.0%
002500	26,220	11.1%	36.6%
002601	36,400	12.5%	17.9%





## Potential Impacts of Designating this Area

The Truax/Oscar Mayer/Capitol East Opportunity Zone Area includes seven Census Tracts. This area brings in major redevelopment sites, low-income neighborhoods, and large-scale greenfield commercial development opportunities. The assets of this area include:

- A regional workforce training center (Madison College)
- A major high-tech federal investment in the F-35 squadron at Truax Field
- A large industrial redevelopment opportunity at the former Oscar Mayer site
- Development-ready business parks including Foreign Trade Zone designated areas

These assets create opportunities for related private investment in business and real estate. At the same time, this area is adjacent to some of Madison's most impoverished neighborhoods. This area is a prime opportunity to leverage the Opportunity Zone program to spur new job-creating private investment in a low-income designated community.

## Specific Opportunities in this Area Include:

- **Former Oscar Mayer Property** – The proposed area includes the former Oscar Mayer property. This 70-acre site was purchased last year and the City is currently working with the new property owner on redevelopment plans. The property offers a unique opportunity to reposition a large industrial property for new economic uses. The City and developer are committed to keeping this property as an employment site and drawing new businesses. The property is extremely well-served by road, rail, water, and power infrastructure. The Opportunity Zone designation could be a powerful tool to help incent new economic activity and jobs on this important industrial property. The City is currently working with WEDC to prepare a grant to the Idle Sites program to support redevelopment of this site. The City is also laying the groundwork to create a new Tax Increment District for the property to support reinvestment in the site.
- **Truax Field, Airport Commercial Areas, and Foreign Trade Zones** – The proposed area includes the Dane County Regional Airport and surrounding airport-related development areas. The site includes commercial areas within Foreign Trade Zones, creating the opportunity to leverage the Opportunity Zone incentives with Foreign Trades Zones tool to spur international business development. In addition, the airport includes the planned Truax Field F-35 base. This major Federal investment in this specific location has the potential to create new demand for suppliers, contractors, and other businesses related to air

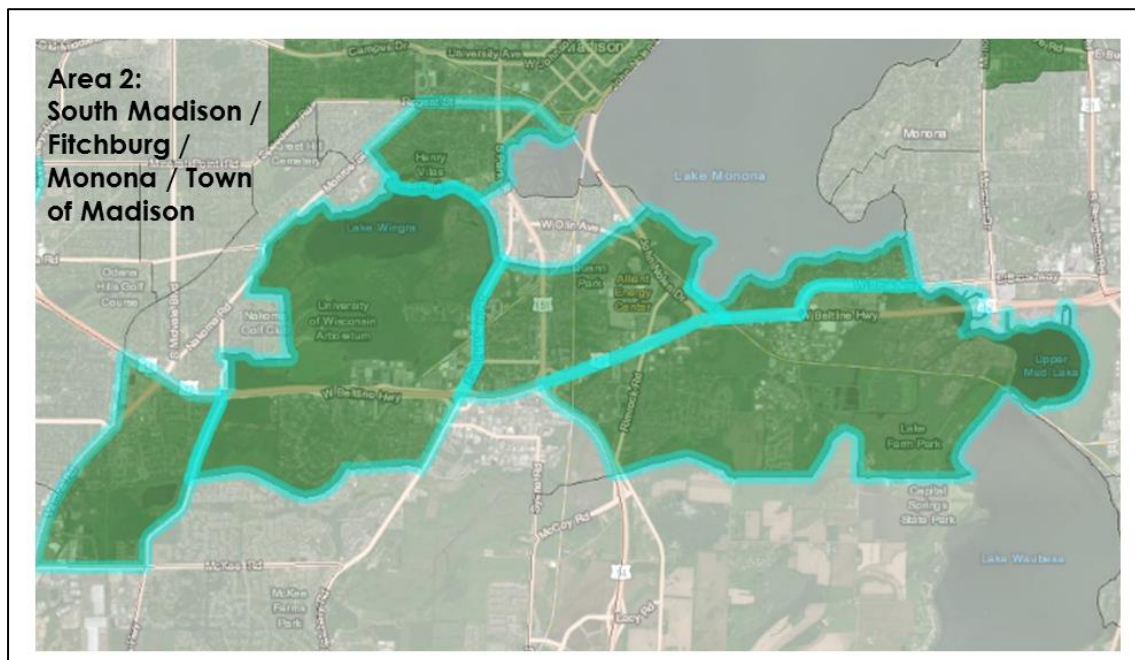
defense modernization. The Opportunity Zones tool will be a value-add to these State and Federal investments in this area.

- **Development-Ready Industrial Property** – The proposed area includes development-ready sites for commercial and industrial businesses. This area is primed for large scale, job-creating investments and the Opportunity Zone tool will help drive business development to this area.
- **Madison College** – The area includes the main campus of southcentral Wisconsin’s regional technical college. The Opportunity Zone designation will help encourage related private investment in this area.
- **Capitol East District** – The area includes a portion of the City’s Capitol East District. This burgeoning part of Madison is transforming vacant and under-used sites and creating new housing and commercial space.

## Area 2: South Madison / Town of Madison / Fitchburg / Monona

### Proposed Census Tracts:

Census Tracts:	Med HH Income	% Unemp for those >=16	% People in Poverty
000600	30,979	9.3%	35.4%
001401	26,222	9.2%	33.4%
001402	45,724	5.4%	16.3%
001501	58,269	11.6%	18.5%
001502	37,583	11.1%	19.1%
001200	32,348	7.9%	35.6%



### Potential Impacts of Designating this Area

Designating this area has the potential to create a significant statewide positive economic impact. This area spans five local jurisdictions (Dane County, City of Madison, City of Fitchburg, City of Monona and Town of Madison). The zone includes one of Wisconsin's most important visitor facilities (Alliant Energy Center), the site of one of Wisconsin's largest recent infrastructure investments (Highway 151 project), and a planned regional expansion of Madison College. The area also includes economically struggling neighborhoods in north Fitchburg, south Madison, and the Allied

Neighborhood. With the right incentives, this area is primed for investment. The potential capital investment spurred by the Opportunity Zone designation for this area can help

This area is overlaid with City of Madison Tax Increment Districts 42, 43, 38, 35, and 29, as well as City of Monona Tax Increment Districts 2 and 8, and Fitchburg Tax Increment Districts 6 and 10. Clearly, this is an area that these municipalities are prioritizing for development. The Opportunity Zone designation will help unlock opportunities for business and real estate investment in this area.

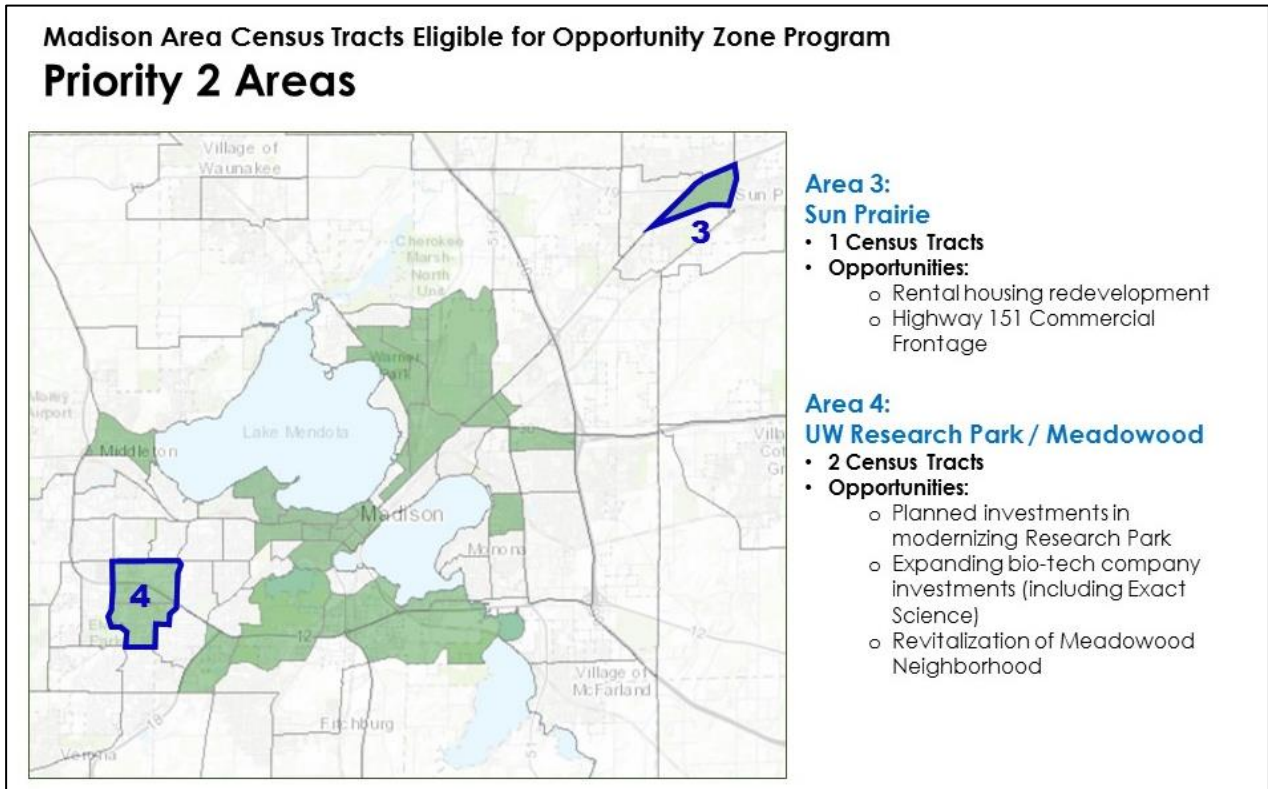
### **Specific Opportunities in this Area:**

- **Alliant Energy Center** – The Alliant Energy Center is one of Wisconsin’s leading event destinations. It hosts major international events such as the World Dairy Expo, Midwest Horse Fair, and Crossfit Games. These events bring international visitors and millions of dollars to Wisconsin’s economy every year. A public/private coalition is currently evaluating opportunities to update the Alliant Energy Center. The preliminary plans include not only updated event facilities, but also using surrounding land for supporting commercial development. The Alliant Energy Center will position this important Wisconsin destination for long term success, while also creating opportunities for job-creating businesses to locate in this area.
- **Novation Campus and Southdale Neighborhood** – The Novation Campus is a 62-acre, master-planned project being developed by the Alexander Company. The project is bringing commercial and residential development to Wisconsin, including job-creating biotech and healthcare facilities. With several phases of development in the pipeline, this area is an excellent opportunity for the Opportunity Zone designation to be put to good use. In addition, this area includes land that is currently within the City of Fitchburg, the Town of Madison, and the City of Madison. Over the next several years, the Cities of Fitchburg and Madison will be absorbing the Town. This annexation process is likely to unlock additional development opportunity that can leverage the OZ designation.
- **Madison College Expansion** – To better serve all of southern Wisconsin, Madison College has proposed to construct a new Campus at the intersection of Park Street and Highway 12/18/151. This regional workforce training and education destination will be an important asset to Wisconsin. The Opportunity Zone Program will bring the potential for additional investment in this area.

- **Highway 151 Corridor and Allied Neighborhood** – Wisconsin is currently making a massive investment in the Highway 151/Verona Road Project. This megaproject will reconstruct and reconfigure this critical State transportation corridor. The proposed Opportunity Zone would include the adjacent Allied Neighborhood of Madison and Fitchburg as well as surrounding potential redevelopment sites. The Opportunity Zone program would create opportunities to leverage the state infrastructure investment to attract new businesses and jobs to sites along the newly-constructed roadway.
- **Monona Waterfront** – The area includes the Monona Waterfront area. This part of Monona has the potential to transform a large and currently under-used waterfront area into a major mixed use project including housing and employment.
- **Fitchburg Hotel Project and Industrial Areas** – This zone includes a site within the City of Fitchburg that has been planned for a major hotel project, as well as several major business park areas within Fitchburg that would benefit from this designation.
- **Allied Neighborhood** – Spanning the City of Fitchburg and the City of Madison, the Allied Neighborhood is an area with a concentration of low income and unemployed residents. Both Madison and Fitchburg have made major investments in improving this area and the Opportunity Zone designation will help increase the impact of these efforts.

# PRIORITY 2 AREAS

The Priority 2 Areas are the Census Tracts in Dane County that are the second highest priority for inclusion in the Opportunity Zone Designation.

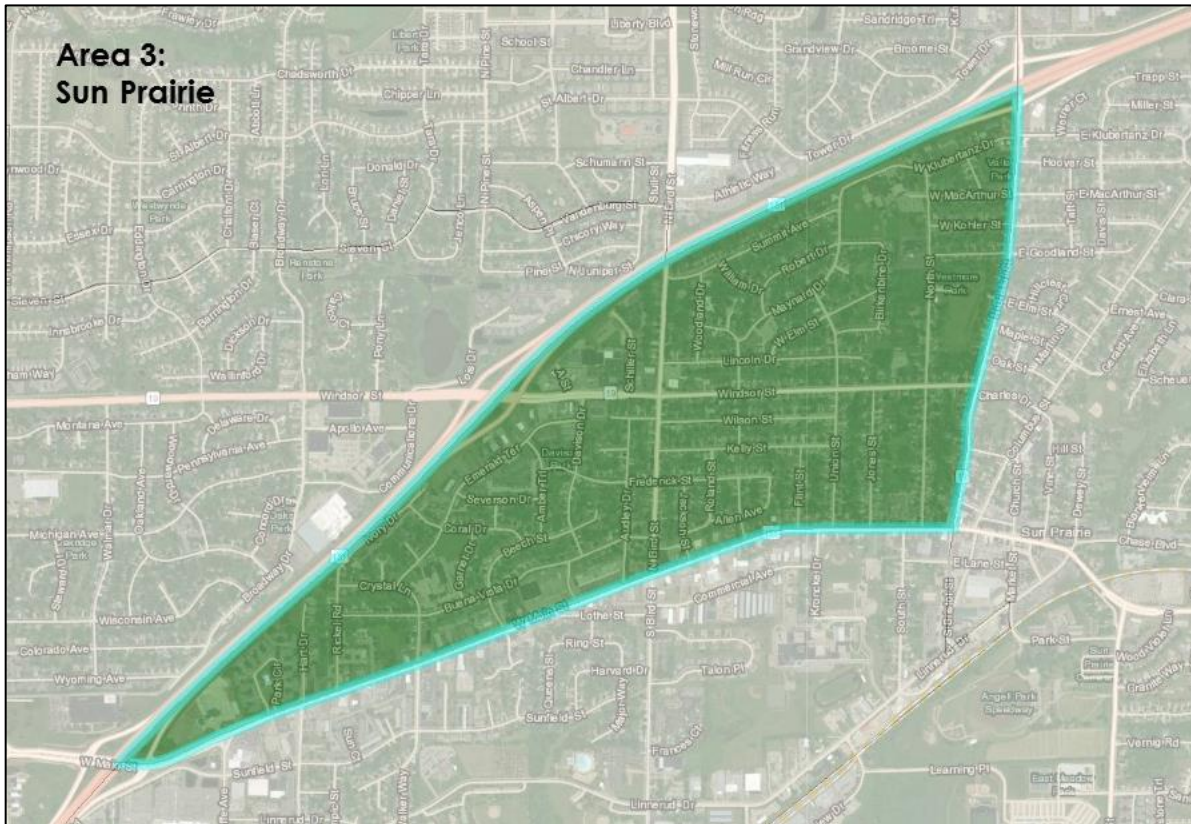


# Area 3: Sun Prairie

## Proposed Census Tracts:

### 1. 55025011505

Census Tract	Med HH Income	% Unemp for those >=16	% People in Poverty
011505	43,641	8.6%	13.6%



### Potential Impacts of Designating this Area

This is a federally-designated low income area within the City of Sun Prairie. The Census Tract includes much of Sun Prairie’s affordable housing stock, some of which is nearing the end of its useful life and primed for redevelopment. The area also include several

commercial sites. The Census Tract has extensive frontage on Highway 151, providing excellent visibility to key sites in this area.

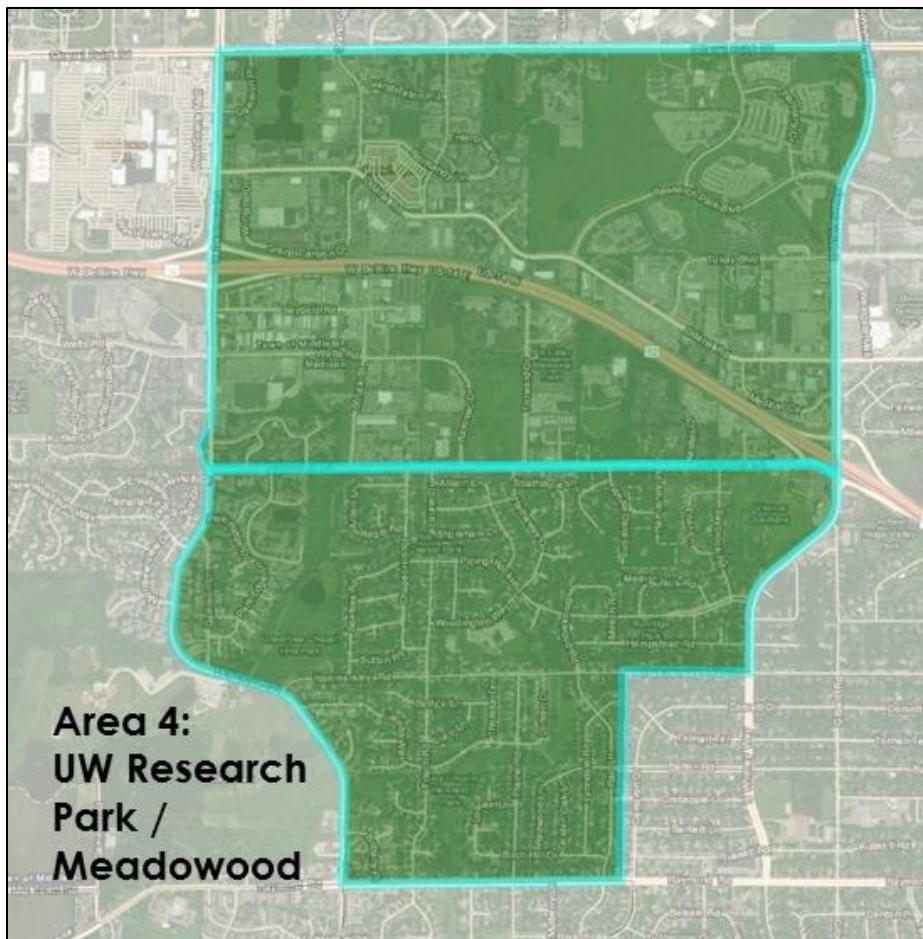
### Specific Opportunities in this Area

- Housing redevelopment
- Highly-Visible Commercial Sites along Highway 151

## Area 4: Meadowood / UW Research Park

### Proposed Census Tracts:

Census Tracts	Med HH Income	% Unemp for those >=16	% People in Poverty
000407	56,339	5.4%	11.8%
000408	40,529	2.2%	8.0%





## Potential Impacts of Designating this Area

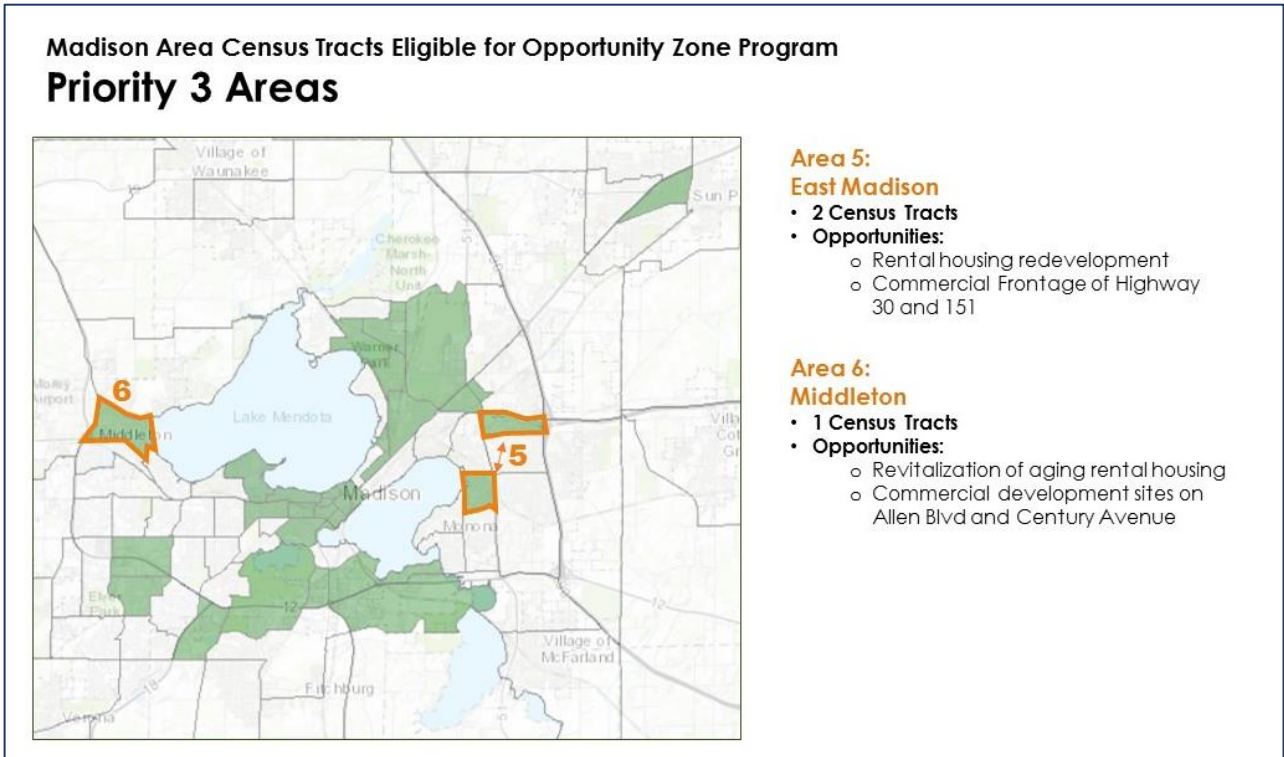
The University of Wisconsin Research Park is the epicenter of biotechnology business growth and investment in Wisconsin. The UWRP is creating a neighborhood of ideas, entrepreneurship, and opportunity with its cutting edge facilities and strong ties to the ingenuity and entrepreneurial spirit of the University of Wisconsin-Madison, City of Madison, and State of Wisconsin. The Park is home to several expanding companies that are creating Wisconsin Jobs. Innovative biotech companies such as Exact Sciences, Illumina, and Stratatech, have recently invested in large expansions within UWRP. Many companies in UWRP are primed for large investment of outside capital. The Opportunity Zone Incentive will help ensure that Wisconsin-Grown Biotech Companies continue to flourish in the state.

## Specific Opportunities in this Area:

- **UWRP Strategic Planning and Reinvestment** – UW Research Park is a 260-acre campus with 142 companies and 3,800 employees. UW Research Park is in the process of planning its next phase of growth. This includes looking at investments to densify and urbanize the campus to position it for long term success. This will lead to continued business growth as well as real estate investment in this area in the years ahead.
- **Exact Sciences Expansion** – Exact Sciences is a rapidly growing biotech company located in the UW Research Park and adjacent properties. The company is continuing to plan for expansion in this area and the Opportunity Zone designation could help ensure continued growth and investment by this company in Wisconsin.
- **Westgate Shopping Center** – Westgate Mall and the properties around it is an aging shopping area located at a key commercial intersection that is just off the Madison Beltline, and adjacent to UW Research Park, a Madison Metro bus station, and choice west Madison neighborhoods. The Opportunity Zone designation could help unlock the redevelopment potential of this area.

# PRIORITY 3 AREAS

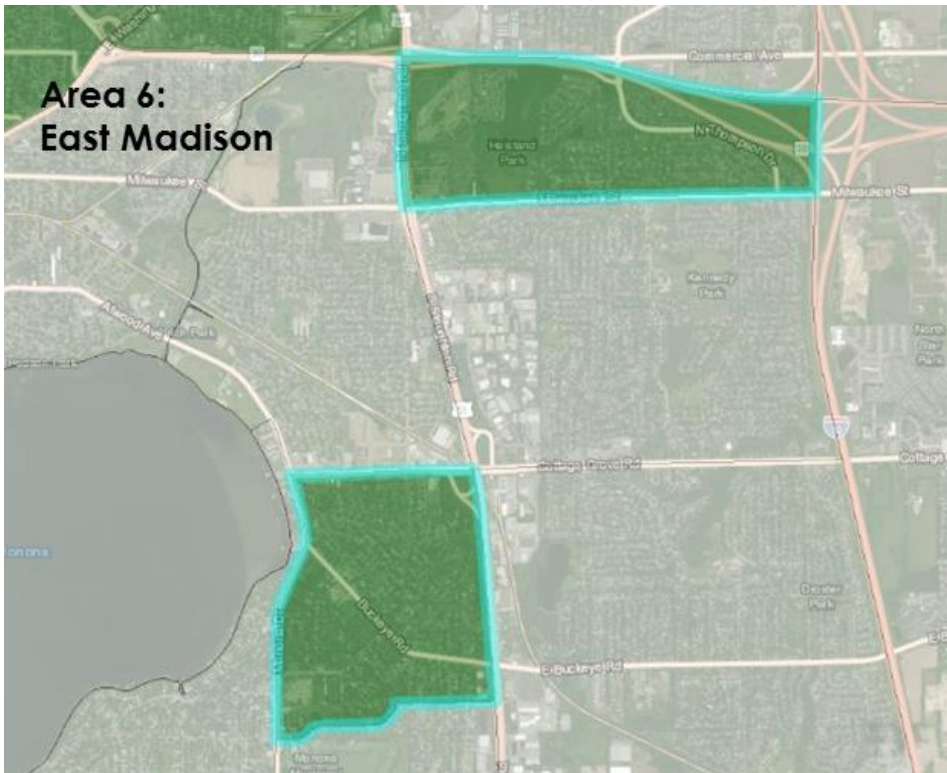
The Priority 3 Areas are the Census Tracts in Dane County that are eligible for the Opportunity Zone Designation and include many opportunities to take advantage of the tool.



# Area 5: East Madison

## Proposed Census Tracts:

Census Tracts	Med HH Income	% Unemp for those >=16	% People in Poverty
002800	57,229	10.4%	10.5%
003002	41,981	5.5%	19.4%



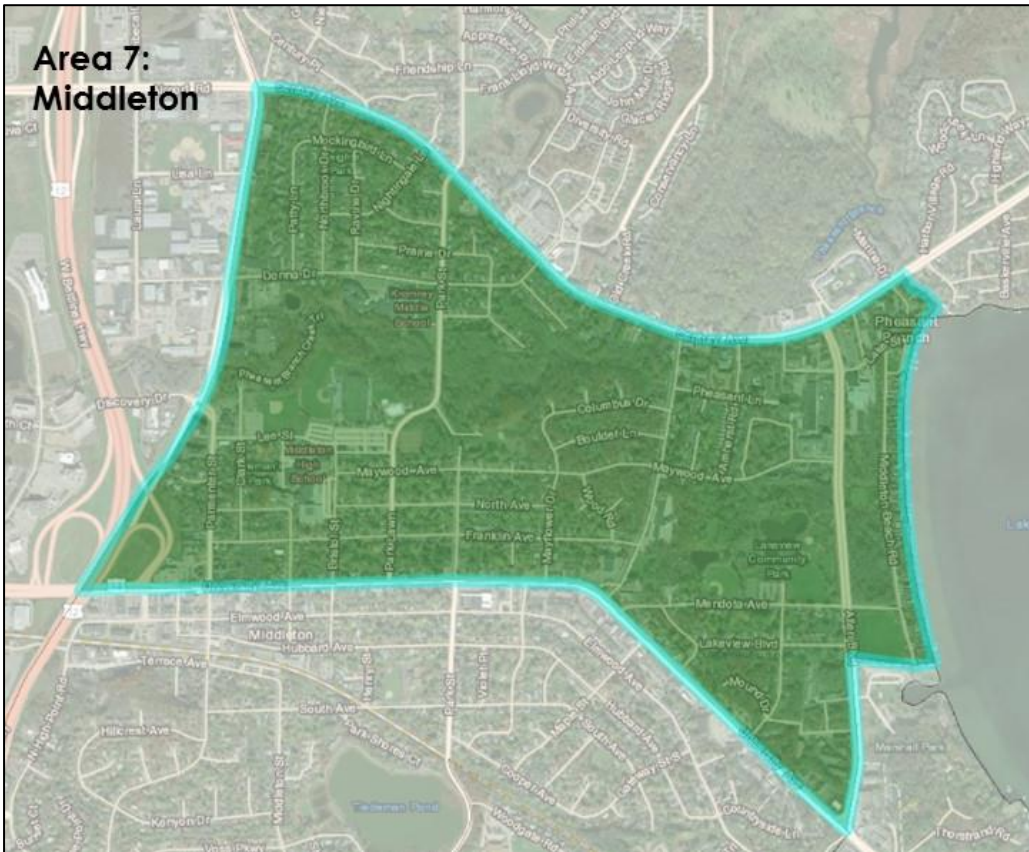
### Potential Impacts of Designating this Area

This area includes low and moderate income housing, as well as some redevelopment sites along major highways. Much of the housing stock is aging and some would be ready for redevelopment. This area is well suited to corporate investments and development that would take advantage of the site's excellent Interstate access and connections to Milwaukee.

# Area 6: Middleton

## Proposed Census Tract:

Census Tract	Med HH Income	% Unemp for those >=16	% People in Poverty
011101	47,760	5.4%	9.8%



### Potential Impacts of Designating this Area

This area includes low and moderate income rental housing that would benefit from reinvestment. Commercial areas along Allen Boulevard and Century Avenue would benefit from investment in the businesses and facilities in this area.

## **LEVERAGE:**

The Opportunity Zone program is a private sector, investment-driven tool. It will only have an impact in areas where other resources are brought to bear. The areas included in this proposal are overlaid with additional state, local, and federal programs and resources that will leverage the Opportunity Zone tool. The municipalities in the Madison Area have development projects in the pipeline in these areas, close partnerships with the private sector, Tax Increment Districts in place, expanding companies, and other local economic development programs and resources that will help unlock the full potential of the Opportunity Zone program. The proposed Census Tracts include all or portions of 11 Tax Increment Financing Districts in the Cities of Madison, Monona, Fitchburg, Sun Prairie, and Middleton. In addition, working with MadREP and other partners, this area has a proven record of accomplishment in leveraging other state and federal resources to drive economic development. This is an area where the Opportunity Zone designation will be utilized and will help drive private investment in Wisconsin.

## **SUMMARY:**

Including Dane County in Wisconsin's Opportunity Zone designation provides the State with a great opportunity to take advantage of this new federal incentive program to bring jobs and private investment into the State. By clustering the designation into strategic areas with high needs combined with high potential investment opportunities, we believe our region can maximize the positive economic impact of this new program. The proposed Priority 1, 2, and 3 areas of Dane County each offer unique opportunities to take advantage of this powerful economic tool. Please get in touch if you have questions or need more information.

### **Contact:**

**Dan Kennelly**

**City of Madison**

**608.267.1968**

**[dkennelly@cityofmadison.com](mailto:dkennelly@cityofmadison.com)**



## Office of the Mayor

Paul R. Soglin, Mayor

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March 8, 2018

Dear Governor Walker and WHEDA Selection Team,

The City of Madison is pleased to join with our regional partners in submitting a proposal for Census Tracts to be included as part of Wisconsin's Opportunity Zone Designation.

The Madison area offers the state the opportunity to fully-leverage this new economic development tool to drive private investment in Wisconsin. The areas included in our proposal are not only neighborhoods with high economic needs; they are areas with investment opportunities that can use the Opportunity Zone designation to spur job creation, business development, and real estate investment in Wisconsin.

The proposal highlights the opportunities presented by nearly 30 individual Census Tracts in our region. Working together with the Madison Region Economic Partnership, Dane County, and five municipalities in the region, our proposal has prioritized these areas according to the highest-impact opportunities to leverage the Opportunity Zone tool.

Within the City of Madison itself, our two highest priority areas are:

1. The Northside Census Tracts including the former Oscar Mayer facility and its soundings (Tracts 002100, 002500, 002402, 002402, and 001804)
2. The South Madison Census Tracts that include the Alliant Energy Center, Alexander Company Novation Campus, portions of the City of Fitchburg, the Park Street Corridor, and Allied Neighborhood (Tracts 001401, 001502, 001402, and 000600).

We believe these two areas on Madison's North and South sides are particularly exciting opportunities for the Opportunity Zone Program to support community development and achieve a positive statewide economic impact for Wisconsin.

Thank you for considering the Madison area in Wisconsin's Opportunity Zone Designation.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul R. Soglin".

Paul R. Soglin  
Mayor



March 6, 2018

Governor Scott Walker  
State Capitol, Room 115 East  
P. O. Box 7863  
Madison, WI 53707

Dear Governor Scott Walker,

I am writing to encourage you and your State of Wisconsin Opportunity Zone interagency team to include eligible Census Tracts within the greater Madison Area as part of the State's Opportunity Zone federal designation.

The newly created federal Opportunity Zone Program offers Wisconsin a powerful economic development tool focused on bringing private investment to some of our most economically challenged neighborhoods. The program gives states the authority to designate Census Tracts that meet federal low-income standards. Investors can then use the tax incentive for investments in these designated areas. This program would provide an **opportunity for private investment leading to economic growth that will spur new development and job creation.**

The County of Dane has a number of Census Tracts that are eligible for participation and present the State of Wisconsin with a great opportunity for this new program to be used effectively. The Madison area's eligible tracts are comprised of low-income neighborhoods, high growth business parks, large-scale commercial development sites, and vacant industrial properties. The region's eligible areas include disadvantaged places with high economic needs, as well as places with specific opportunities for investments that can leverage this new incentive. Two of the top priorities areas have Madison College campuses. Eligible Census Tracts in Dane County span across six municipalities and include key specific opportunities for investment and job creation, such as the beltline corridor and the vacated 70-acre former Oscar Mayer site that recently saw the loss of 1,400 jobs.

The Madison Area regional submittal profiles eligible census tracts with support and collaboration from the jurisdictions of Dane County, the Cities of Madison, Sun Prairie, Fitchburg, Middleton and Monona, and the Town of Madison. Priority areas, partnership programs and opportunities have been outlined in the proposal to assist your interagency team.

The Madison Area Opportunity Zone regional proposal highlights several areas that are economically challenged in and around greater Madison where the Opportunity Zone designation will be put to good use attracting private investment in Wisconsin to generate development, create jobs and support businesses. I strongly encourage you to include the Madison region eligible census tracts within the State's Opportunity Zone designation. Thank you for your consideration.

Best regards,

A handwritten signature in black ink, appearing to read "Paul F. Jadin", is written over a circular stamp or seal.

Paul F. Jadin, CEO  
Madison Region Economic Partnership



GREATER MADISON  
CHAMBER of COMMERCE

March 7, 2018

The Honorable Scott Walker  
115 East State Capitol, PO Box 7863  
Madison, WI 53707

Dear Governor Walker:

On behalf of the Greater Madison Chamber of Commerce Board of Directors, I am writing to encourage that eligible Census Tracts within Greater Madison be included as part of the state's Opportunity Zone designation.

The newly created federal Opportunity Zone Program offers Wisconsin a powerful economic development tool focused on bringing private investment to high-need areas. Dane County includes a number of Census Tracts that are eligible for participation. Greater Madison's eligible Tracts are comprised of low-income neighborhoods, high-growth business parks, large-scale commercial development sites and vacant industrial properties.

We are particularly encouraged by the potential transformative impact this program could offer to sites including the former Oscar Mayer plant, UW Research Park and the south gateway into the central city, where we currently are part of a formal steering committee exploring future multi-uses for the Alliant Energy Center campus. These are the areas in and around Madison where the Opportunity Zone designation will be put to good use attracting private investment to Wisconsin to create jobs and support businesses. I am confident that the reinvestment of capital gains in these areas will create wealth and spur new centers of commerce and entrepreneurship in Wisconsin.

Again, I strongly encourage that Greater Madison is included in the state's Opportunity Zone designation. Please feel free to contact me with any questions.

With high regard,

Zach Brandon  
President  
Greater Madison Chamber of Commerce





Jack E. Daniels, III, Ph.D., President

March 2, 2018

The Honorable Scott Walker  
Governor of Wisconsin  
Office of the Governor  
PO Box 7863  
Madison, WI 53707

**RE: Operation Zone Designation**

Dear Governor Walker,

I am writing to encourage you and your team from WHEDA to include eligible Census Tracts within the Madison Area as part of the State's Opportunity Zone Designation.

The newly created federal Opportunity Zone Program offers Wisconsin a powerful economic development tool focused on bringing private investment to high need areas. The program gives states the authority to designate Census Tracts that meet federal low-income standards. Investors can then use the tax incentive for investments in these designated areas.

Dane County includes a number of Census Tracts that are eligible for participation and a great opportunity for this program to be used effectively. The Madison Area's eligible Tracts are comprised of low-income neighborhoods, high growth business parks, large-scale commercial development sites, and vacant industrial properties. The region's eligible areas include places with high economic needs, as well as places with specific opportunities for investments that can leverage this new incentive. Eligible Census Tracts in Dane County span across six municipalities and include key specific opportunities for investment and job creation, such as the vacated 70-acre former Oscar Mayer site that recently saw the loss of 1,400 jobs.

Madison College is geographically close to both the South Madison and Oscar Mayer sites. Madison College is strongly committed and has substantiated evidence of providing educational and training opportunities for those who live in in these eligible Tracts. Further, our work with business and industries in their growth and sustainability as well as providing well-trained students for their industries is a hallmark of our college and our mission.

Our regional proposal highlights several areas in and around Madison where the Opportunity Zone designation will be put to good use attracting private investment to Wisconsin to create jobs and support businesses. Again, I strongly encourage that the Madison areas is included in the State's Opportunity Zone designation.

Sincerely,

Jack E. Daniels, III, Ph.D.  
President



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

March 7, 2018

The Honorable Scott Walker  
Governor  
115 East, State Capitol  
Madison, WI 53702

Dear Governor Walker,

The newly created federal Opportunity Zone Program offers the State a powerful economic development tool focused on bringing private investment to high need areas. I am writing to encourage you to include eligible Census Tracts encompassing University Research Park and areas around the UW-Madison campus, along with the other eligible tracts in the Madison Region that qualify for this program, as part of the State of Wisconsin's "Opportunity Zone" designation.

An important area for development that would benefit from this designation is around University Research Park (designated as Area 4 in the Madison Area Opportunities Zones submission). University Research Park, an organization affiliated with the University of Wisconsin-Madison, manages a campus on Madison's west side that is home to more than 140 companies employing approximately 3,800 workers. The companies that call the park home are on the cutting edge of technology (many commercializing UW research) and offer high wages across a variety of skill and education levels. As chair of the Research Park Board, I've recently overseen the development of a new strategic plan that calls for additional development, greater density, and further investment in this successful model. Some of that investment, in both companies and real estate, will necessarily require private sector partners. Designating the area around University Research Park an Opportunity Zone could help attract capital to unlock this area's strong potential to grow jobs, create wealth, and translate more research into commercial applications.

Another part of the city rich with potential is the Regent Street and Camp Randall area (part of Area 6 in the Madison Area Opportunities Zones submission). The university has been involved in a number of efforts in this area ranging from revitalizing owner-occupied housing in the area south of Regent Street as a way to provide and encourage work-force housing for young faculty & staff on campus and at the local hospitals, to promoting targeted redevelopment along the Regent Street corridor. All of these planning initiatives are focused on adding density to this area as well as revitalizing the retail offerings, adding more diversity to the available shops, and adding more housing either for students, young professionals or both. There are many

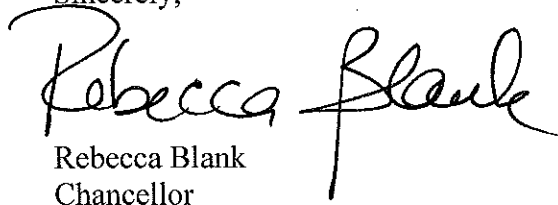
**Chancellor Rebecca M. Blank**  
**Morgridge Friends Distinguished Chair of Leadership**

Bascom Hall University of Wisconsin-Madison 500 Lincoln Drive Madison, Wisconsin 53706  
608-262-9946 Fax: 608-262-8333 TTY 608-263-2473

opportunities for private development and designating this area as an Opportunity Zone would almost certainly attract investment capital.

The Madison Area Opportunity Zone submission highlights several areas in and around greater Madison where the Opportunity Zone designation will be put to good use attracting private investment. This investment will in turn generate development, create jobs and support businesses. I encourage you to include the Madison region eligible census tracts within the Opportunity Zone designation.

Sincerely,

A handwritten signature in black ink that reads "Rebecca Blank". The signature is written in a cursive style with a large initial "R" and a long, sweeping underline.

Rebecca Blank  
Chancellor

March 5, 2018

Governor Scott Walker  
115 E Capitol  
Madison, WI 53702

Dear Governor Walker,

I am writing to encourage you and your team from WHEDA to include eligible Census Tracts within the Madison area as part of the State's Opportunity Zone Designation.

Wisconsin has a great chance to compete for and attract private sector investment through the new Opportunity Zone Program that will fuel the creation of good-paying Wisconsin jobs. While there are many wonderful opportunities for growth in the Madison area, including the adaptive reuse and reinvention of the Oscar Mayer site, I wanted to specifically mention two opportunities:

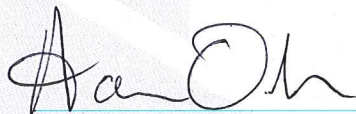
1. The University Research Park/Meadwood Area (Area 5 on Madison's proposal)
2. The University of Wisconsin – Madison campus (Area 4 on Madison's proposal)

University Research Park is the Wisconsin Idea in action. We are dedicated to helping companies commercialize new technology to create jobs, wealth, value, and life-saving benefits. We currently have 3,800 employees on our campus working at more than 140 companies ranging from one-person startups to major corporations. We are embarking on an ambitious plan, having won support from our board and the UW Board of Regents, to develop additional density within the park. The Opportunity Zone Program could be critical in attracting private-sector investment to help implement this vision. Investment fueled by Opportunity Zones would not only create jobs in Wisconsin, but could also enable the University Research Park to grow and contribute more resources back to University of Wisconsin – Madison. In addition, I would hope that some investors may seek to create an Opportunity Zone to provide much needed venture investment in University Research Park companies.

At a time when the University of Wisconsin needs to be creative about finding new ways to generate revenue, we should encourage partnerships with the private sector. While there are many considerations, I can imagine opportunities whereby the University of Wisconsin – Madison might partner with the private sector to unlock real estate-based investment opportunities that generate resources for the UW and investment returns in the private sector. We have the opportunity now to be proactive about fostering this vision by designating the land around the University of Wisconsin – Madison as eligible for this new program.

Many of the good-paying jobs of the future will be secured by UW graduates or by translating university research into the private sector. We can maximize the benefits of our public investments by promoting such spillovers wherever possible. Please consider including the census tracts identified by Madison as potential Opportunity Zones.

Sincerely,



Aaron Olver  
Managing Director

510 Charmany Drive  
Suite 250  
Madison, WI 53719

P. 608.441.8000  
F. 608.441.8010

[universityresearchpark.org](http://universityresearchpark.org)



Patrick Marsh | Administrator  
City Hall, 5520 Lacy Road, Fitchburg, Wisconsin 53711  
Ph: 608.270.4209 | Fx: 608.270.4212 | fitchburgwi.gov

March 7, 2018

Governor Scott Walker  
State Capitol, Room 115 East  
P. O. Box 7863  
Madison, WI 53707

Dear Governor Scott Walker,

I am writing to encourage you and your interagency team from the Governor's office, the Wisconsin Housing and Economic Development Authority (WHEDA), the Wisconsin Economic Development Corporation (WEDC), the Department of Administration (DOA), and the Department of Children and Families (DCF), to include eligible Census Tracts within the greater Madison Area as part of the State's Opportunity Zone Designation.

The newly created federal Opportunity Zone Program offers Wisconsin a powerful economic development tool focused on bringing private investment to some of our most economically challenged neighborhoods. The program gives states the authority to designate Census Tracts that meet federal low-income standards. Investors can then use the tax incentive for investments in these designated areas. This program would provide an opportunity for private investment leading to economic growth that will spur new development and job creation.

Dane County includes a number of Census Tracts that are eligible for participation and a great opportunity for this program to be used effectively. The Madison area's eligible Tracts are comprised of low-income neighborhoods, high growth business parks, large-scale commercial development sites, and vacant industrial properties. The region's eligible areas include disadvantaged places with high economic needs, as well as places with specific opportunities for investments that can leverage this new incentive. Eligible Census Tracts in Dane County span across six municipalities and include key specific opportunities for investment and job creation, such as the vacated 70-acre former Oscar Mayer site that recently saw the loss of 1,400 jobs.

The City of Fitchburg is part of two Eligible (LIC) census tracks (55025001402, 55025000600) and two Eligible (contiguous) census tracks (55025000503, 55025000501) identified as Priority 1 area within the Madison Area Opportunity Zone proposal that would benefit greatly from an Opportunity Zone designation. The tax incentives from the Opportunity Zone program would be the catalyst to finalize a \$16 million hotel/restaurant development proposed for the west side of north Fish Hatchery Road in census track 55025001402, an economically distressed neighborhood. Including the vacant Thermo Fisher Scientific campus land within census track 55025000600 adjacent to Allied Drive, as part of an Opportunity Zone, would provide a prime location for manufacturers to invest along the newly reconstructed U.S. Hwy 18/151 Verona Road corridor with close proximity to an available supply of labor.

An Opportunity Zone designation would also provide tax incentives to encourage investment in the Southdale Neighborhood and the Novation Campus in the Eligible (LIC) census track (55025001502), that is currently in the Town of Madison, but will become part of the City of Fitchburg by 2022. The Novation Campus is only half complete with the potential for over 2,000 additional jobs created with new office, hotel and residential development and the prospect for \$100 million new investment.

The Madison Area Opportunity Zone regional proposal highlights several areas that are economically challenged in and around greater Madison where the Opportunity Zone designation will be put to good use attracting private investment in Wisconsin to generate development, create jobs and support businesses. I strongly encourage you to include the Madison region eligible census tracks within the Opportunity Zone designation. Thank you for your consideration.

Best regards,

A handwritten signature in cursive script that reads "Patrick S. Marsh".

Patrick Marsh, ICMA - CM  
City Administrator  
City of Fitchburg, Wisconsin



## OFFICE OF THE CITY ADMINISTRATOR

CITY OF MIDDLETON  
7426 HUBBARD AVENUE  
MIDDLETON, WI 53562-3118

PH 608.821-8358  
E-MAIL: [mdavis@ci.middleton.wi.us](mailto:mdavis@ci.middleton.wi.us)  
WEB: [www.CityofMiddleton.us](http://www.CityofMiddleton.us)

March 5, 2018

The Honorable Scott Walker  
Governor of Wisconsin  
115 East, State Capitol  
Madison, WI 53702

Dear Governor Walker:

On behalf of the City of Middleton, I am writing to support the Opportunity Zone nomination for Dane County submitted by the Madison Regional Economic Partnership. Middleton is identified in the application in the Priority 3 category as Area 7.

For the following reasons, we advocate your favorable consideration of this area:

- Middleton has Tax Increment District #5 through which the City can partner with the benefits of the Opportunity Zone to create highly favorable leveraging of resources for commercial and housing redevelopment in about 2/3 of the Opportunity Zone. In the district are older buildings already identified in the City's TID plan that would be ideal for such redevelopment, including what is probably the oldest commercial area in the State (Historic Pheasant Branch) with active buildings from the 1840s era of early Wisconsin.
- Middleton has a net influx of nearly 9,000 workers coming from surrounding areas, including Madison, every day (2010 Census). With this growing job center on the west side of Madison, we have created well-paying jobs, community amenities and workforce housing essential to these workers, and the Middleton-Cross Plains Area School District is enticing as one of the top Districts in the State of Wisconsin for academic, athletic and extracurricular activities.
- Workers from more rural areas commute significant distances for Middleton's jobs, and consequently, incomes from Middleton employers help to sustain rural communities in at least 5 different counties.
- Middleton is a proven economic development partner with the State of Wisconsin. We have worked with WEDC and your office to keep Spectrum Industries in the State, and we are doing the same for PPD, a major bio-pharmaceutical company.

Sincerely,

Mike Davis, City Administrator



CITY OF  
**SUN PRAIRIE**  
*Wisconsin*

**Department of Economic Development**

300 East Main Street  
Sun Prairie, WI 53590-2227  
(608) 837-2511  
FAX (608)825-6879  
[www.cityofsunprairie.com](http://www.cityofsunprairie.com)

March 5, 2018

The Honorable Scott K. Walker  
Office of Governor  
115 East Capitol  
Madison, WI 53702

Governor Walker:

I am writing to encourage you and your team from WHEDA to include eligible Census Tract within the City of Sun Prairie, along with the other eligible tracts in the Madison Region as part of the State of Wisconsin's "Opportunity Zone" designation. The newly created federal Opportunity Zone Program offers Wisconsin a powerful economic development tool focused on bringing private investment to high need areas. The program gives states the authority to designate census tracts that meet federal low-income standards as areas where investors can realize tax incentives for qualified investments in these zones.

The Madison Region includes a number of census tracts that qualify for this program, all of which are areas where this program would be effective. The region's income eligible areas include places with specific opportunities for investments that can leverage new private sector investment that can take advantage of the economic benefits offered by this new program. Eligible census tracts in Dane County span across six municipalities and include key specific opportunities for investment and job creation.

One Sun Prairie census tract (55025011505) is eligible for this designation based on income limits. The area is bounded by four of the primary traffic routes in the City—U.S. Highway 151, State Highway 19, Main Street and County Highway N. This central area of the City is home to our most income challenged elementary school (Westside Elementary) and middle school (Cardinal Heights). The area also includes several opportunities for commercial redevelopment, affordable housing, and small business growth, and is a priority redevelopment area for the City.

I strongly encourage you to include these Madison area census tracts, including Sun Prairie's income eligible tract, in the designation of the State of Wisconsin Opportunity Zone.

Sincerely,

Neil Stechschulte  
Director of Economic Development

CC: Mayor Paul Esser  
Aaron Oppenheimer, City Administrator  
Michael Gay, Madison Region Economic Partnership



### Legend

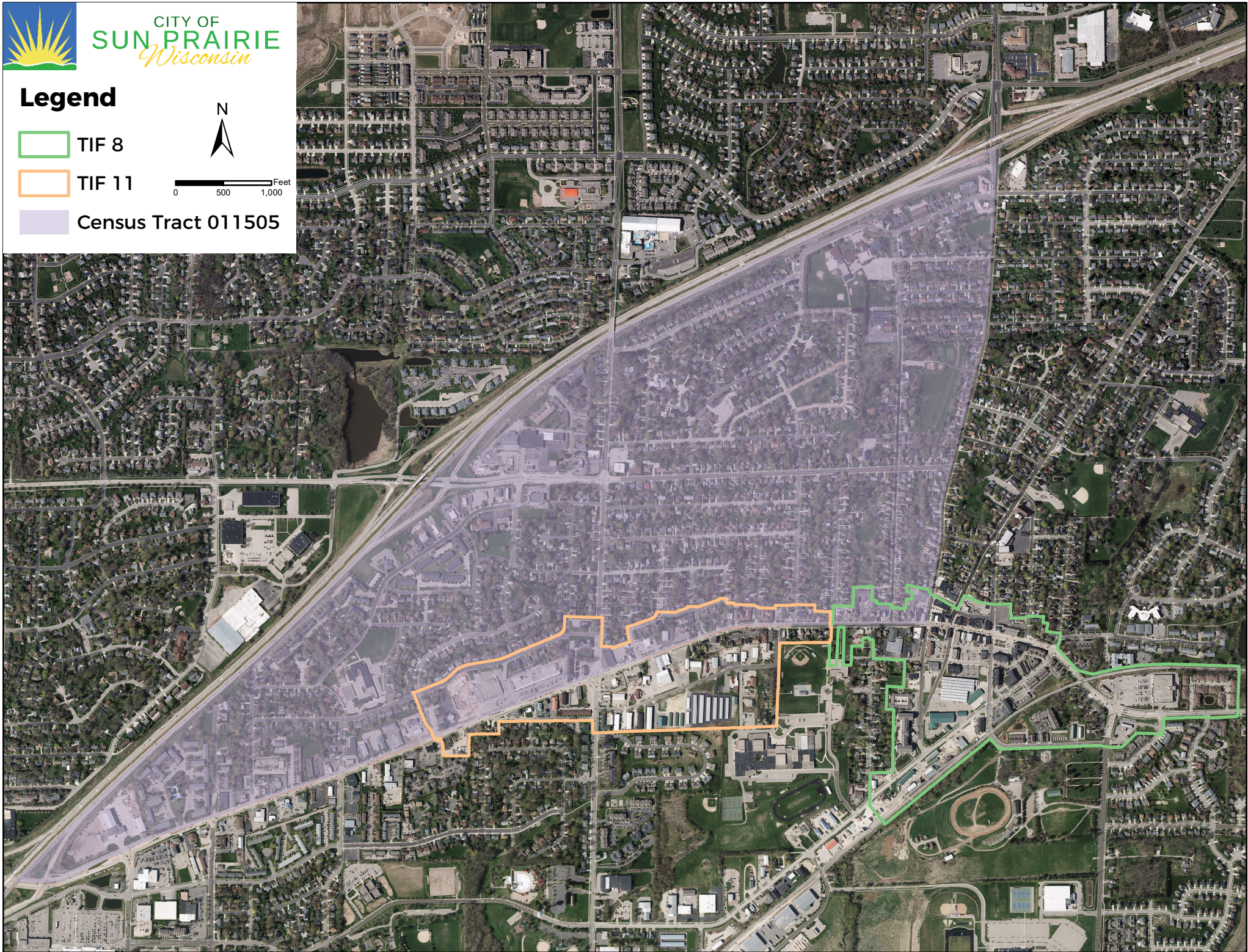
 TIF 8

 TIF 11

 Census Tract 011505



0 500 1,000 Feet





# Town of Madison

2120 Fish Hatchery Road • Madison, Wisconsin 53713-1253  
General Business Office: (608) 210-7260 • Fax: (608) 210-7236  
[www.town.madison.wi.us](http://www.town.madison.wi.us)

The Honorable Scott Walker  
Governor of Wisconsin  
P.O. Box 7863  
Madison, WI 53707

Dear Governor Walker,

I am writing to join with our regional partners in supporting the regional proposal for Opportunity Zone designation. I encourage you and your team to include eligible tracts in the Madison Region as part of the State of Wisconsin's "Opportunity Zone" designation.

The new federal opportunity zone program offers a unique tool to focus economic development in high need areas. Eligible census tracts in the greater Madison area span across six municipalities. The regional proposal highlights several areas where the Opportunity Zone designation could generate new economic growth and development and provide job creation.

Specifically, I want to call your attention to the priority 1 area that includes the Town of Madison and cities of Fitchburg, Madison and Monona. This area includes the Alliant Energy Center, Alexander Company Novation Campus, along with other potential sites for development. I strongly encourage you to include these Madison area census tracts in the designation of the State of Wisconsin Opportunity Zone.

Thank you for consideration.

Best Regards,

Renee M. Schwass, CPA  
Business Manager  
Town of Madison



The Honorable Scott Walker  
Governor of Wisconsin  
115 East State Capitol  
P.O. Box 7863  
Madison, WI 53707

March 8, 2018

RE: Madison Area Opportunity Zones

Dear Governor Walker,

Ruedebusch Development & Construction is pleased to support the Madison Area's request for the inclusion of Census Tracts as part of Wisconsin's Opportunity Zone Designation.

The areas identified in the proposal include buildings and properties owned by our company. Ruedebusch is an experienced full service commercial real estate company with a long record of accomplishment in developing property to help grow Wisconsin businesses. As such, we are very interested in leveraging the Opportunity Zone designation.

Thank you for considering the Madison Area in Wisconsin's Opportunity Zone Designation.

Respectfully,

Ruedebusch Development & Construction, Inc.  
Jeff Ruedebusch  
Vice President



March 7, 2018

Governor Scott Walker  
State Capitol, Room 115 East  
Madison WI, 53707

RE: Opportunity Zones

Dear Governor Walker:

I am writing to seek your support for the designation of Opportunity Zones in the Madison area as proposed by the Madison Area Partners, a multi-jurisdictional collaborative approach that includes seven local units of government in Dane County.

For over 35 years, the Alexander Company has earned national recognition specializing in historic preservation, urban revitalization, adaptive reuse, and urban infill development in economically-challenged neighborhoods in Wisconsin and across the Nation. The Opportunity Zone status will help us create jobs and bring new investment in these areas.

To the extent you chose tracts with significant economic development potential, or with proposed projects that could become reality with the opportunity zone designation, the State could maximize the economic impact and encourage substantial new investment in Wisconsin. The State may also do well to consider those with teams that are actively interested in utilizing this tool.

In that regard, the prioritized tracts identified in the above-mentioned proposal are spot-on. In particular, the Alexander Company is working on a number of projects within these areas.

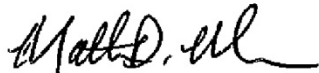
For example, tract 55025001502 includes the Novation Campus, a 75 acre urban infill redevelopment along the Beltline and Rimrock Rd. The Novation Campus is a mixed-use campus planned primarily for commercial employment. Already the new home of dozens of businesses including Zimbrick European, Exact Sciences, Summit Credit Union, Cardinal Health (Fortune 500), Great Wolf Lodge, Meriter Health Services and many others, the campus now holds over 1,300 employees, the majority of which were newly created positions. However, the campus is only half complete with potential for over 2,000 additional jobs created, new office, industrial, hotel and housing development and new

investment of well over \$200 million. The Opportunity Zone designation would help us get this important project and many others like it completed.

As you know, the Alexander Company team is poised to leverage the tools provided by the Opportunity Zone status to maximize the economic impacts to the State.

Thank you in advance for your consideration and support.

Sincerely,  
THE ALEXANDER COMPANY, INC.

A handwritten signature in black ink, appearing to read "Matt D. Meier". The signature is fluid and cursive, with a long horizontal stroke at the end.

Matthew D. Meier  
V.P. Real Estate Development



**Jeffrey M. Keebler**

President and Chief Executive Officer  
608-252-7147

March 9, 2018

The Honorable Scott Walker  
115 East State Capitol  
P.O. Box 7863  
Madison, WI 53707

Dear Governor Walker:

Madison Gas and Electric (MGE) strongly supports the Madison Area's request to be included as part of Wisconsin's Opportunity Zone Designation. As the local provider of natural gas and electricity to over 150,000 customers in the Madison area, MGE recognizes the importance and the necessity of creating jobs and encouraging private investment in high-need communities.

The Opportunity Zone program brings strong private sector partners to the table, providing a powerful new economic development incentive for key areas served by MGE. The Madison Area is poised to fully-leverage the program to support redevelopment, job growth, and business investment that will improve disadvantaged neighborhoods while helping grow Wisconsin's economy.

I realize Wisconsin can only designate a portion of eligible Census Tracts and you need to make strategic decisions about where to apply this powerful tool. I am confident that the Madison Area will put the designation to good use attracting private capital and creating Wisconsin jobs.

Again, I strongly encourage you to include Madison Area Census Tracts in the Wisconsin's Opportunity Zone Designation. Thank you for your consideration and feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Jeff M Keebler". The signature is written in a cursive, slightly slanted style.

Jeffrey M. Keebler,  
President & CEO

sll



# WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

March 8, 2018

Governor Scott Walker  
Wisconsin State Capitol  
115 East Capitol  
Madison, WI 53703

Dear Governor Walker,

We are writing to support the City of Madison's regional proposal for opportunity zone designations.

The newly-created Federal Opportunity Zone Program offers Wisconsin a strong tool to focus private investment in high need areas. The program gives each state the authority to designate Census Tracts that meet federal low-income standards as opportunity zones. Investors can then use the tax incentive for investments in these designated areas.

Eligible census tracts in Dane County span across six municipalities. Madison, with the collaboration of all affected municipalities in the region, has submitted a regional proposal to WHEDA. The proposal highlights several areas in and around Madison where the Opportunity Zone designation could be leveraged to attract private investment, create jobs, and support businesses.

Our region's eligible tracts include areas with high economic needs, as well as places with specific opportunities for investments such as the vacated 70-acre former Oscar Mayer site that recently saw the loss of 1,400 jobs

We strongly urge you and your team from WHEDA to include the Madison area in the State's Opportunity Zone designation.

Sincerely,

Lisa Subeck  
State Representative  
78<sup>th</sup> Assembly District

Terese Berceau  
State Representative  
77<sup>th</sup> Assembly District

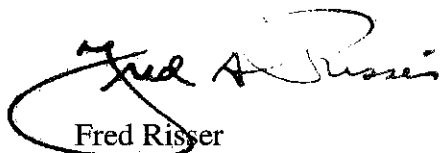
Chris Taylor  
State Representative  
76<sup>th</sup> Assembly District



Melissa Sargent  
State Representative  
48<sup>th</sup> Assembly District



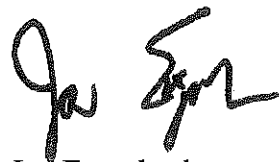
Dianne Hesselbein  
State Representative  
79<sup>th</sup> Assembly District



Fred Risser  
State Senator  
26<sup>th</sup> Senate District



Mark Miller  
State Senator  
16<sup>th</sup> Senate District



Jon Erpenbach  
State Senator  
27<sup>th</sup> Senate District





March 8, 2018

The Honorable Scott Walker  
115 East State Capitol  
P.O. Box 7863  
Madison, WI 53707

Dear Governor Walker:

910 Mayer, LLC is a partnership of Reich Brothers and Rabin Worldwide and is the owner of the former Oscar Mayer site in Madison Wisconsin. We've been working diligently on redevelopment plans that will bring back jobs to this currently vacant site; however, repositioning the site will require significant capital investment in utility infrastructure, selective demolition and improvements for new users. While the details of the Opportunity Zones have not been developed, we believe that the designation will assist us in leveraging existing capital and could provide much needed additional resources.

We support the Madison Area's request to be included as part of Wisconsin's Opportunity Zone Designation and we request that Census Tracts: 55025002500, 55025002402, 55025002301, 55025002200, 55025002100, 55025001804, 55025002601 be given priority for Opportunity Zone Designation.

We realize Wisconsin can only designate a portion of eligible Census Tracts and you need to make strategic decisions about where to apply this powerful tool. We are confident that we will put the designation to good use by attracting additional private capital and creating Wisconsin jobs at the site formerly occupied by Oscar Mayer. We are excited to be working and investing in the great state of Wisconsin and we look forward to many years of growth.

Thank you for your consideration and feel free to contact us if you have any questions.

Sincerely,

Adam Reich, Co-CEO  
Reich Brothers

Orlee Rabin, Principal  
Rabin Worldwide