



MADISON REGION ECONOMIC PARTNERSHIP

MadREP Report: December 2, 2015

Community Highlight: Rising Tides in Watertown

The [City of Watertown](#) is located at the northern border of Jefferson County, situated between Madison and Milwaukee. Jefferson County is home to major private sector employers like Trek Bicycle, Generac Power Systems, and Nasco International. Economic development in Watertown has been making headlines recently -- from a new city brand, to [Fisher Barton's](#) just-opened state-of-the-art technology center, to the 100,000+ square foot expansion of [Clasen Quality Coatings](#).

Another recent success story hailing from Watertown is [Johnsonville Sausage](#), a company that has called the city home for more than three decades and which recently broke ground at its new 63,000-square-foot facility that will create 30 jobs in the next year, with the potential for more. Back in May, Johnsonville experienced a loss when its facility on E. Division Street suffered a fire that caused extensive damage to the building and equipment. The fire caused a huge disruption for not only the company but its employees as well, and what Johnsonville did after that is really special. Anxious not to have any of its employees displaced while the building was being repaired and production was shut down, Johnsonville kept employees on the payroll while they completed training and education classes at Madison Area Technical College and participated in a host of volunteer projects in the community.

Watertown is built on solid partnerships like this one with Johnsonville, and the [Watertown Economic Development Organization](#) is excited to see partnerships like these continue and expand.

Thanks to Julie Olver, Marketing Manager at Watertown Economic Development Organization, for contributing to this week's feature.



*Construction begins at new Watertown
Johnsonville facility*

GROWTH OPPORTUNITIES

UNITED ARAB EMIRATES

Continued high per capita income and a growing role as a business hub for the Middle East and Indian Ocean basin, the United Arab Emirates (UAE) is a major market for both high-end consumer products and industrial equipment and supplies. Located in the broader region, the UAE developed itself into a leader in business services, effectively creating a high-level hub between the East and the West. Additionally, the country has recently enacted a variety of regulations and programs encouraging businesses to further utilize sustainable energy, creating great opportunities for Wisconsin companies that specialize in sustainable technologies, including energy storage and control, solar water technology. Other opportunities for companies looking to export to the UAE are in a number of industries including electrical and electronic machinery, vehicles and parts, and medical and scientific instruments.

2014 Top 10 Export Destinations for Wisconsin

Canada	12.1%
China	10.1%
Germany	7.1%
France	6.1%
Japan	5.1%
United Kingdom	4.1%
Italy	3.1%
Spain	2.1%
U.S.	1.5%
Other	47.8%

2014 Top 10 Import Sources for Wisconsin

China	12.1%
Germany	10.1%
France	7.1%
Japan	6.1%
United Kingdom	5.1%
Italy	4.1%
Spain	3.1%
U.S.	1.5%
Other	47.8%

Population: 5.5 million (2014) of 95 Area (2014) (2014-2015) (2014-2015) GDP: \$207 billion (2014) (2014-2015) (2014-2015) GDP per capita: \$37,172 (2014) (2014-2015) (2014-2015) Free trade zones: 10 (2014) (2014-2015) (2014-2015) Free trade zones: 10 (2014) (2014-2015) (2014-2015) Free trade zones: 10 (2014) (2014-2015) (2014-2015)

To learn more about growing your business in United Arab Emirates, visit www.usaemirates.gov.ae and 800-999-8222 (toll free).

A major market for both high-end consumer products and industrial equipment and supplies for the broader region, the United Arab Emirates (UAE) provides many opportunities for Wisconsin companies looking to break into Middle Eastern markets. A number of new regulations passed in the UAE create great opportunities for companies specializing in sustainable technologies in energy and water. Other industries with export potential include medical and scientific instruments, vehicles and parts, and electrical and industrial machinery. [Find out](#) all the information you need to know about exporting to the UAE.

EVENTS & OPPORTUNITIES

Evansville I&E Club
December 9, 6:30pm
Creekside Place,
Evansville
 The Evansville I&E Club's December meeting will feature two small business entrepreneurs who will address what it takes to be a new entrepreneur running a business from a historic home or a shop on Main Street. Contact [Sue Berg](#) or [Halina Zakowicz](#) for more info.

The Future Wisconsin Economic Summit 2015
December 9, 8:30am-3pm
Monona Terrace, Madison
 Attend the 2nd annual report on the state's future and what the Wisconsin Manufacturers & Commerce Foundation is doing to make Wisconsin irresistible. [Learn more.](#)

REGIONAL NEWS

Regional Economy:
UW-Whitewater athletics boost economy by \$7 million

University of Wisconsin-Whitewater's athletic program is not only winning national championships and conference titles, it is also injecting millions of dollars into the region. According to a study by the campus' Fiscal and Economic Research Center, the Warhawk athletic program and its events contribute more than \$7M to the economy and led to the creation of nearly 100 jobs. "The community supports us in so many ways, and we're proud of our department's ability to contribute to the region from an economic standpoint," said director of intercollegiate athletics Amy Edmonds. UW-Whitewater is the first and only university in NCAA history to win titles in football, men's basketball and baseball in the same year.

[Read more.](#)

Capital Connection:
Dairyvative Technologies clinches funding for super-concentrated lactose-free milk

Dairyvative Technologies, a south-central Wisconsin startup that's looking to jazz up the market for milk, has clinched the funding it needs to get its product commercialized in 2016. A past

Startup Scene:
New startup hub @1403 opening in heart of UW-Madison campus

Madison is about to get another startup hub, and it will be nestled in the heart of UW-Madison's campus. "We're basically trying to create a space on campus where the entire community can come together and collaborate and innovate," said University Research Park managing director Aaron Olver. The facility houses UW-Madison's Discovery to Product program, and has added the UW-Madison Law and Entrepreneurship Clinic as well as Madworks Accelerator in the past several months. "When you have hubs like this, it gets in people's heads. It's a place that they gravitate toward," said gBETA program manager Maggie Brickerman. And stakeholders say that gravitational pull of entrepreneurially-minded individuals will benefit the entire startup ecosystem.

[Read more.](#)

Business Expansion:
Promega's newest building, the Kepler Center, opens for business

In contrast to some of Promega's buildings known for their aesthetic extras, the Kepler Center is all business. Located outside of Promega's campus in Fitchburg, the 126,000 square-foot Kepler Center will serve as the company's global supply

**2015 BioForward
Annual Member
Meeting
December 9, 5-
7:30pm
Wisconsin Institutes
for Discovery,
Madison**

Join BioForward for its annual member meeting with keynote Dr. James Thomson. [Find out more.](#)

**Funding Opportunity:
Idle Industrial Site
Competition
Deadline: December
11**

Grants of up to \$1M will be awarded for implementation of redevelopment plans for large commercial or industrial sites that have been idle, abandoned or underutilized for at least 5 years. [Learn more.](#)

**gener8tor Madison
2016
Early Application
Deadline: December
13
Final Deadline:
January 2**

Applications are now being accepted for gener8tor's next program, Madison 2016. [Learn more.](#)

**Request for
Proposals:
Entrepreneurship &
Small Business
Development
Resource Fund
Deadline: December
21, 2pm**

product commercialized in 2015. A past winner of the Wisconsin Governor's Business Plan Contest, the company makes a super-concentrated, lactose-free milk that doesn't have to be refrigerated and, when water is added, tastes just like fresh milk. Dairyvative currently has 8 employees, but will be able to hire more and boost production with its new \$2.5M investment from two unnamed Wisconsin dairies and Brightstar Wisconsin Foundation.

[Read more.](#)

**Company Profile:
Propeller Health announces
development agreement and R&D
collaboration with GSK to develop
a digital sensor for the Ellipta
inhaler**

Propeller Health announced a development agreement and R&D collaboration with GSK for its Ellipta inhaler. Under the terms of the agreement, Propeller Health will develop and manufacture a custom sensor for the Ellipta inhaler for use in certain GSK clinical studies in asthma and COPD. "We are pleased to announce a collaboration with GSK, a global leader in the treatment of respiratory disease. Together we aim to combine our expertise to empower patients and positively impact care," said David Van Sickle, CEO and co-founder of Propeller.

[Read more.](#)

center, sending inventory to its branches and distributors worldwide. When the \$30M project is finished and fully operational in spring 2016, it will consolidate and reorganize Promega's warehouse and distribution facilities currently spread among several locations. About 75 employees will work at the Kepler Center, though for now, no new workers have been hired.

[Read more.](#)

**Regional Economy:
Young professionals step into
Boomer roles**

Three years after starting at Dental Associates of Baraboo when a retirement opened up an opportunity, thirty-four-year-old Dr. Amber Quinlan Scarborough has been named a partner and represents a generation of young professionals Baraboo business leaders hope to attract. Quinlan Scarborough "couldn't wait to get back home" after receiving training at Marquette University and completing a residency at Denver Health Hospital. "As baby boomers age and retire from the workforce, it is becoming more and more crucial to attract and retain the next generation to live and work in Sauk County," said Keri Olson of the Sauk County Development Corporation.

[Read more.](#)

This City of Madison program will provide \$300,000 in 2016 and 2017 to catalyze investment in early stage business. It is open to all entrepreneurs and small business owners, with a strong focus on technology businesses owned and operated by women and/or people of color. [View the RFP.](#)

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Thanks to [UW Hospitals and Clinic](#) and all of our [investors](#).

MADISON REGION ECONOMIC PARTNERSHIP

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