



## MADISON REGION ECONOMIC PARTNERSHIP

*MadREP Report: November 18, 2015*

### Despite Disappointment, Optimism Surrounds Oscar Mayer News

The [news of Oscar Mayer's closing](#) hit our community hard, but good news lies in the strength of the region's current economy and the commitment of our leaders to **ensure a successful transition for the workers and the facility**. We are fortunate to have a team of partners in place -- leaders in economic and workforce development, as well as officials at city, county, and state levels -- leading this coordinated, collaborative effort.



*Image Source: Milwaukee Journal Sentinel*

[City of Madison](#) Mayor Soglin has connected with Governor Walker, discussing among other things a renewed interest in pursuing development of a regional food hub centered around the Madison Public Market. The [Workforce Development Board of South Central Wisconsin](#) is leading the effort to connect displaced workers from Oscar Mayer with new opportunities. And, MadREP is assisting in many ways, including exploring federal funding from the Economic Development Administration for a study of the economic impact of the plant closure and/or a feasibility study of re-purposing the building.

**66,000+**   
EMPLOYED

 **1,400+**  
ESTABLISHMENTS

While Oscar Mayer has long been a mainstay of the region's food manufacturing industry, its departure does not negate our continued strength in this industry. Wisconsin consistently ranks among the top states for manufacturing, with the second highest employment concentration in manufacturing of any state in the nation. And the Madison Region is no exception, home to **diverse manufacturers who employed more than 66,000 people in 1,400 establishments in 2014**.

In the past few months alone, we have celebrated **expansion announcements from several major manufacturers** in the region, including [John Deere Horicon Works](#), [Sub Zero Group](#), and [Johnsonville Sausage](#). Companies are growing and hiring in the Madison Region, and although the Oscar Mayer news undoubtedly makes a mark, we are confident in our collective ability to rebound, find opportunities for the displaced workers and facility, and continue moving forward together.



## WEDC Insights: International Opportunities in Japan

As one of Wisconsin's top five export destinations for more than a decade, Japan presents many opportunities for companies looking to expand their global reach. Current advancements in Japanese industry have created a demand for products from countless industries including aerospace manufacturing, medical and scientific devices, dairy products, and more. Find out all the information you need to know for exporting to Japan [here](#).

### EVENTS & OPPORTUNITIES

**Exploring Entrepreneurship: Do you have what it takes?**

**December 2, 9:30am-12pm**

**Dane County Job Center, Madison**

Join WWBIC to discover if becoming an entrepreneur is for you. [Learn more.](#)

**Wisconsin Creative Summit**

**December 3, 10am-4pm**

**Chestnut Center for the Arts, Marshfield**

With increasing interest from decision-makers about the value, benefits and impact of the arts and creativity for Wisconsin communities, join Arts Wisconsin to get other perspectives to strengthen the work of bringing arts to your community, as well as share successes and challenges. [Find out more.](#)

### REGIONAL NEWS

#### Business Expansion:

**Ground broken for Madison-Kipp expansion in Sun Prairie Business Park**

Madison Kipp-Corp will expand its 75,000 square-foot facility in Sun Prairie and add jobs as part of a \$3.5M expansion. Headquartered in Madison with more than 500 employees, president/CEO Tony Koblinski said the expansion is a sign of the company's strong future. Expected to be completed in summer of 2016, Madison Kipp has committed to adding at least 10 new jobs, but expects more hiring at the Sun Prairie location. City officials said keeping businesses in the city and encouraging expansion makes sense instead of having to go out to recruit more, but success stories like this and Inform Product Development's announcement will be part of the city's marketing plans.

[Read more.](#)

#### Company Profile:

**Cellular Dynamics lands big contract with a major pharmaceutical company**

Cellular Dynamics International (CDI) has landed a contract with Swiss pharmaceutical giant Roche to supply stem cell products that could bring

#### Talent & Training:

**BTC manufacturing training boosts student opportunities**

Phase II of Blackhawk Technical College's advanced manufacturing training center in Milton was completed this fall, giving students better laboratories, more space and updated curriculum and equipment. "We are really excited about the opportunities we are able to offer for students, potential students and displaced workers," said Dean of Advanced Manufacturing and Transportation Garry Krause. The advanced manufacturing training center features modern science laboratories where students can learn practical science which can be applied to industry. There are 225 students this year, with BTC's new partnership with the Milton School District offering students in the district more opportunities.

[Read more.](#)

#### Business Expansion:

**Janesville City Council approves deal with private jet company**

Monroe-based SC Aviation, whose parent company is Colony Brands, will double the size of business based out of Southern Wisconsin Regional Airport in Janesville. The company plans to double the size of its fleet to 24 jets, hire 31 additional employees, and build a new 36,720

**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](#) and [sign up](#) for one-one-one office hours or [RSVP](#) to one of gener8tor's meetups in Madison, taking place 11/18 and 12/2.

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

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

more than \$80M to CDI and play a role in the addition of more than a dozen jobs. "Our partnerships with established leaders in the pharmaceutical industry, now including Roche, demonstrate that CDI products are increasingly becoming important tools for efficient drug discovery," said CDI chairman and CEO Kaz Hirao. CDI was founded by UW-Madison stem cell pioneer James Thomson. The company currently employs 156 at its Madison and California locations, and hopes to be up to 175 by next March.

[Read more.](#)

**Industry Profile:  
Study: Osteopathic college would  
have positive impact**

Jefferson County Economic Development Consortium Executive Director Genevieve Coady has just completed a detailed economic impact study on The College of Osteopathic Medicine (TOCM), a project being considered for the City of Jefferson. According to her analysis, TOCM would bring positive local and statewide impacts, including job growth and filling the gap of primary care doctors needed statewide. In addition, 3,725 permanent jobs would be created along with an increase in annual economic activity of \$520.6M throughout the state. The estimated total impact of TCOM could mean 316 jobs in Jefferson County, and an annual increase in economic activity of \$49.4M.

[Read more.](#)

square-root nangar -- a \$37M investment for which it will receive \$100,000 in TIF assistance from the city. SC Aviation charters jets to connect with Milwaukee, Madison, Minneapolis, Chicago and other Midwestern locations. Economic Developer Gale Price said business should pick up for SC Aviation with the presence of SHINE and incoming Dollar General. Colony Brands also has 1,000 employees across the state who can use the planes.

[Read more.](#)

**Startup Scene:  
Pegasus Sustainability Solutions  
links cleanup businesses to spill  
sites**

Fitchburg-based Pegasus Sustainability Solutions (known as PegEx) helps small companies in the environmental hazardous waste cleanup business expand their business through thinking a little more like eBay and Uber. The company's service links those needing waste remediation services with vendors ready to bid for the work. PegEx has raised \$1.3M as of last week, and is poised to raise \$1.5M by the end of the year according to company founder Mark Hope. According to Wisconsin Technology Council executive director Tom Still, the company impressed investors during last week's Early Stage Symposium.

[Read more.](#)

small business owners, with a strong focus on technology businesses owned and operated by women and/or people of color. [View the RFP.](#)

### CONGRATS ARE IN ORDER:

- \* Sam Blahnik of DeForest, Thomas Harrigan of Whitewater [receive Bob Ady Scholarship](#)
- \* Livability names Sun Prairie #2 among [top economic cities](#)
- \* [Madison](#) reaches platinum level, [Fitchburg](#) scores silver level Bike Friendly Community status from League of American Bicyclists

### IN CASE YOU MISSED IT:

- \* MadREP president Paul Jadin participated in a [discussion about economic development on WORT](#) this week

### SUBMIT YOUR NEWS

[Send us](#) your business and economic news.

## SPONSOR SPOTLIGHT



Thanks to [Madison Gas and Electric](#) and all of our [investors](#).

**MADISON REGION ECONOMIC PARTNERSHIP**

[www.madisonregion.org](http://www.madisonregion.org) | [info@madisonregion.org](mailto:info@madisonregion.org) | 608.571.0420

