



MADISON REGION ECONOMIC PARTNERSHIP

MadREP Report: July 29, 2015

Madison Region Welcomes New Business with Seven Certified in Wisconsin Sites *North Mendota Energy and Technology Park announced as newest certified site last week*



The [Certified in Wisconsin program](#), launched in 2012 by Wisconsin Economic Development Corporation (WEDC), provides consistent standards for the certification of industrial sites so that **expanding businesses can enjoy faster turnaround times, quick approvals, and low risk**. When a site goes through the Certified in Wisconsin process, potential occupants know that all the key reviews, documents, and assessments are in place to guarantee a development-ready location.

Last week, WEDC announced that Westport's [North Mendota Energy and Technology Park](#), developed by Reudebusch Development has earned the Certified in Wisconsin designation. **The Madison Region now boasts half of the state's 14 certified sites**, with the following seven locations: Gateway Business Park, Beloit; DeForest Business Park; RDC Fitchburg Technology Campus; Highway 11 Business Park, Janesville; Liberty Business Park, Verona; Beaver Dam 151 Business Park; and the North Mendota Energy and Technology Park, Westport.

As a certified site, North Mendota Energy and Technology Park meets certain development criteria, providing a clear signal to site selectors and companies looking to build new facilities that the site is shovel-ready. During MadREP's recent Fam Tour, national site selectors had the opportunity to visit North Mendota Energy and Technology Park as well as many of the region's other certified sites.

The 57-acre site boasts many development assets, including a location less than five minutes away from I-94, less than 10 minutes away from three other major highways, and less than 10 minutes away from Dane County Regional Airport. Additionally, the site features high-quality utility infrastructure adjacent to the property, including an electric substation, a high-pressure natural gas line, and an adjacent rail line providing two rail spur options.



*Lt. Governor Rebecca Kleefisch
applauds the newest certified site*



The state's Certified in Wisconsin sites, as well as all available sites and buildings, are promoted through the online tool [Locate in Wisconsin](#).



WEDC Insights: International Growth Opportunities in Mexico

Mexico is a prime export market for Wisconsin and one of the state's top trading partners. More than \$2.8 billion in Wisconsin products were exported in 2014, and with Mexico's growing economy, that number stands to grow even higher. Opportunities abound for companies looking to export products in a variety of industries including automotive, aerospace, medical and scientific instruments, and renewable energy. Interested in exporting to Mexico? Learn more: <http://bit.ly/1CJzI0W>.

EVENTS & OPPORTUNITIES

Businesses Urged to Apply for 2015 Marketplace Governor's Awards Deadline: July 30

WEDC is seeking nominations for the 2015 Marketplace Governor's Awards to recognize outstanding Wisconsin businesses owned by minorities, women and service-disabled veterans. [Learn more.](#)

Ad 2 Madison Offering Free Marketing Expertise to Local Nonprofits Deadline: July 31, 5pm

Ad 2 Madison -- a local chapter of a national organization for communications professionals -- will select a Dane County nonprofit to offer pro-bono advertising and marketing assistance. [Find out more.](#)

REGIONAL NEWS

Startup Scene: Gener8tor Launches Free Accelerator for WI College Startups

Wisconsin startup accelerator gener8tor has launched gBETA -- a new initiative to nurture young companies with ties to Badger State universities. Essentially a truncated version of gener8tor's three month accelerator, the inaugural session is underway in Madison and will culminate with a pitch event in August. gBETA will run six-week sessions specifically targeting startups led by faculty, staff, students or recent graduates from Wisconsin universities and colleges. "We want to see more startups percolating up through the Wisconsin ecosystem," says gener8tor co-founder Troy Vosseller. "And we think that we're uniquely positioned to help support that."

[Read more.](#)

On the Move: Janesville City Council strikes deals to bring in metal fabrication company

This week the Janesville City Council approved agreements with two

Business Expansion: Oklahoma sensor development lab opens in Madison

HSI Sensing has selected Madison for its first location outside its corporate headquarters in Oklahoma, with the help and connections of MadREP and other local experts. The 5,800-square-foot development lab, which will focus on manufacturing technology, processes and efficiencies in the design and precision manufacturing of sensor technology, opened earlier this month. Three engineers currently staff the Madison office, and the company plans to add another 15 jobs in the next two to three years. "With the company's focus on innovation, R&D and precision manufacturing, it is a perfect fit for this region," said MadREP President Paul Jadin.

[Read more.](#)

Community Highlight: Monroe Arts Center breaks ground for building addition

Construction will begin soon on a two story addition to the Monroe Arts Center. The addition will offer art galleries,

The View from THEIR: Cultural Competency Training August 5 and 7, 8:30-9:30am

Madison area

The Davis Group -- a coalition of diversity and inclusion professionals -- will host two sessions in August to offer local businesses and organizations the opportunity for their employees and leadership to attend cultural competence training that is positive, interactive, and focused on solutions. [Learn more](#) and receive a discounted rate by mentioning MadREP.

Exploring Entrepreneurship: Do you have what it takes?

August 5, 9:30am-12pm

Dane County Job Center, Madison

Discover whether becoming an entrepreneur is for you in this session presented by WWBIC. [Learn more.](#)

Encore Entrepreneurship August 18, 6-7pm FEED Kitchen, Madison

Are you over 50 and thinking about starting a new career as an entrepreneur? Attend this WWBIC session to

companies to bring metal fabrication company A.M. Castle along with 90 jobs to city. The deals, worth about \$2.5M in tax incentives, will relocate A.M. Castle to Janesville, as it closes operations in Chicago and Twin Cities areas. "I think this is a really exciting endeavor, especially when we can take business from Illinois," council member Sam Liebert said. The city will hand over 22.7 acres of land for the new 208,000-square-foot-facility, which will be owned and leased to A.M. Castle by 3800 Enterprises Inc.

[Read more.](#)

Community Highlight: Waterloo accepted into statewide program to improve downtown

Jefferson County's City of Waterloo has been accepted into WEDC's Connect Communities Program, an initiative that works to advance downtown and urban corridor revitalization efforts. Waterloo is one of 18 communities added to the program this year, bringing the total number of participants to 52. The program -- which since its inception in 2014 reports having added 175 net new businesses, more than 500 jobs, and \$30M in private investment -- provides access to resources and training to help communities pursue revitalization and redevelopment efforts.

[Read more.](#)

classrooms for adults and children, and a gift shop with local artists' work as well as space for administrative offices. Monroe Arts Center president John Baumann and Center Foundation president Chuck Wellington said the project represents the largest capital campaign ever attempted in Monroe and "the most significant cultural and community investment ever made."

[Read more.](#)

Startup Scene: Madison equipped to become a startup city

In case you haven't noticed, a startup scene is surging all across Madison. There weren't many startups a mere five years ago, or even three, but that's not the case anymore -- a very good turnabout in startup density is a leading indicator of what's known as an entrepreneurial ecosystem. And the evidence gathered is now crystal clear: communities that notice and nurture emerging businesses will be the best places to live, work and play well into the future. If local entrepreneurs and civic and business leaders capitalize on the city's size, location and unique culture -- and make inclusivity a priority -- Madison has all the makings of becoming a startup city.

[Read more.](#)

get the tools you need to determine whether it's right for you. [Find out more.](#)

Researching Your Business Idea
August 18, 6:30-8:30pm
Madison Central Library

Join WWBIC to learn how to explore the potential of your business idea by conducting market research. [Learn more.](#)

2015 UW-Madison Corporate Open House
August 19, 8:30am-5pm
1308 Dayton Street, Madison

Connect with business and industry liaisons from across campus, learn about existing opportunities, and discover what's possible when you work with UW-Madison. [Register today!](#)

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