



THE 7 RIVERS ALLIANCE SITE SELECTION SUMMIT

June 18, 2015

Wade Goodsell, WEDC Business Attraction

SITE-SELECTION CRITERIA



Access to Talent & Labor Pools

Factors: availability, cost, skills talent pipeline, on-going education/skills training

Site/Facility Costs

Factors: avail. of custom space (e.g. food processing) or cost to own, lease and/or develop sites in targeted locations

Access to Market(s)

Factors: proximity to population clusters, suppliers & vendors, transportation & logistics (also connectivity and ease-to-access)

Operational Costs/Ease

Factors: utilities, regulations, tax climate, unions

Tie-breakers: Quality of Life

Schools, lifestyle, amenities, housing, recreation, etc.



WEDC ATTRACTION STRATEGY



- Build a quality sales team
- Build relationships with commercial real estate decision-makers
- Proactively recruit within targeted industry and Wisconsin supply chain sectors
- Leverage international business development
- Effectively deploy the executive branch
- Host events or participate in trade shows that ‘Showcase Wisconsin’ to our target audiences



IT'S A TEAM EFFORT



It takes a team of partners to realize our potential

- Regional and local EDOs partner in nearly every attraction, as well as are drivers in game-changing economic development programs
- State agencies, including DOT, DNR, DATCP, DSPS, DWD and WHEDA are common partners
- Other service providers: lenders, SBDCs, technical colleges and universities, WIB, business & manufacturing associations, etc.
- Wisconsin business leaders provide the most qualified leads because their testimonial is priceless



MANUFACTURING AND AGRICULTURAL TAX CREDIT



The Manufacturing and Agriculture Tax Credit is available to individuals and entities for taxable years that begin on or after January 1, 2013, for manufacturing and agricultural activities in Wisconsin. As the credit is phased in, the effective tax rate will be:

- Tax year 2013 = **6.0%**
- Tax year 2014 = **4.15%**
- Tax year 2015 = **2.37%**
- Tax year 2016 = **0.4%**



WEDC INCENTIVES & RESOURCES >

- Tax Credits
- Low Interest Loans
- Industrial Revenue Bonds
- Clean Energy Revolving Loan Fund
- Export Assistance
- Early Stage Entrepreneurial Development
- WEDC Certified Site Program
- Locate in Wisconsin



WISCONSIN SUCCESS STORIES



- Dynamic Recycling—Expands in Town of Onalaska adding 110 jobs
 - WEDC Incentive--\$360,000 in refundable tax credits

- Saint Gobain—Expands in Portage adding 46 jobs
 - WEDC Incentive--\$700,000 in refundable tax credits

- Pratt Industries—Sites new facility in Beloit creating 140 jobs
 - WEDC Incentive--\$4M in tax credits and low interest loans

- FNA Group—Relocates to Pleasant Prairie creating 180 jobs
 - WEDC Incentive--\$700,000 in tax credits



CONTACT INFORMATION



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