



“Four years ago, when I was running for governor, a survey of employers found that just 10 percent thought we were headed in the right direction. At the beginning of 2014, the same survey said that 95 percent of our employers think we’re heading in the right direction. I’d like to know what’s up with the other 5 percent.”

—Gov. Scott Walker, Site Selection, May 2014

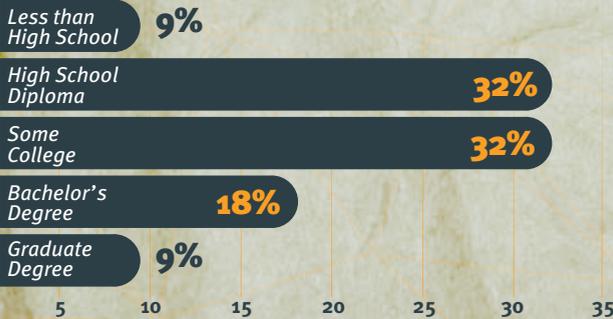
Gov. Scott Walker (R)

inwisconsin.com

Wisconsin

Pop. (2014): 5,762,381 Pop. growth 2014–2019: 2.34%
Median household income: \$59,852 Median age: 38.2
Right-to-work state: No

Workforce Education by Percentage



Rankings that Matter

GDP.....	20 (\$264,126*)
Business Tax Climate.....	43
Small Business Policy.....	30
ACT Career Readiness Certificates.....	24 (11,283)
High School Graduation.....	3 (92%)
Incentives Transparency Index.....	16

*Real GDP in US millions

Legislative Update

• On March 24th, Gov. Walker signed his Blueprint for Prosperity into law, directing the Dept. of Revenue to adjust withholding tables to reflect tax cuts and inflationary adjustments to the standard deductions and withholding brackets. It also provides \$406 million in property tax relief and cuts income taxes by \$98.6 million.

Another Blueprint component is a \$35.4-million increase in funding for the Wisconsin Fast Forward program, which supports education and workforce-training initiatives. A total of \$28 million in grants will help Wisconsin’s 16 technical colleges train more than 4,900 workers for jobs employers need to fill.

DID YOU KNOW?

Wisconsin is the nation’s leading producer of cranberries, harvesting more than 60 percent of the country’s crop. Originally called “crane berry” because of its blossom’s resemblance to the sandhill crane, the fruit was first harvested in Wisconsin around 1860. Today, more than 250 growers produce cranberries in the state.

In fall 2013, University of Wisconsin System institutions received the green light to deploy \$22.5 million in one-time funding over two years to support increased economic growth, a stronger Wisconsin workforce and improved college affordability. Twelve incentives grant recipients were selected for projects, including UW-Madison’s “Discovery-to-Product” initiative’s Igniter project and the UW Extension/WEDC Capital Catalyst seed and early-stage funding program.

Sheboygan has 22 breaks on its five-mile Lake Michigan coastline. The “Malibu of the Midwest” is considered one of the top spots for freshwater surfing in the world.

Selected Corporate Facility Projects 2014

Company	City	County	Type	New/Expansion	Product	Investment (\$ millions)	Employment
Meijer	Pleasant Prairie	Kenosha	DW	E	Grocery Stores	\$146	300
Nemak	Sheboygan	Sheboygan	MF	N	Aluminum Auto Parts	100	
Amazon.com	Kenosha	Kenosha	DW	E	Retail Merchandise	62	575
Agropur	Weyauwego		MF	E	Cheese	55	22
Cooper Power Systems/Eaton	Waukesha	Waukesha	MF	E	Transformers	54	200
InSinkErator	Racine	Racine	MF	N	Process Control Instruments	44	
Coca-Cola	Milwaukee	Milwaukee	MF	E	Soft Drinks	30	16
Georgia-Pacific	Madison	Dane	MF	E	Lumber	26	
Ball Corp.	De Forest	Dane	MF	E	Metal Cans	18	40
Thermal Spray Technologies	Sun Prairie	Dane	MF	E	Metal Coating	12	200
Medline Industries	Harland		MF	N	Medical Supplies	8	200

MF = Manufacturing OF = Office DW = Distribution/Warehouse



The Harley-Davidson Museum in Milwaukee offers a glimpse of American history and culture through the lens of an iconic American company. Photo courtesy of Wisconsin Dept. of Tourism

INDUSTRIAL SITES REVIEWED, APPROVED AND READY FOR YOU IN WISCONSIN.

Businesses that open their doors in Wisconsin know they are opening themselves up for unique advantages. Our state creates new opportunities for business growth by taking a bold approach to economic development, policies and initiatives.

One example of this forward thinking is found in our Certified In-Wisconsin program. **It's designed to create and enact consistent standards for certification of development-ready sites across the state.** In simpler terms, we have in place all

the key reviews, documents and assessments most commonly required for industrial use. This means a great reduction in time and risk for businesses eager to grow in Wisconsin.

Take the next step and discover how your business will succeed in Wisconsin. Contact our **Business Attraction Account Manager, Wade Goodsell**, at **608.210.6813** or wade.goodsell@wedc.org. Learn more by visiting Certified.InWisconsin.com

