



## MADISON REGION ECONOMIC PARTNERSHIP

*MadREP Report: August 26, 2015*

### Positioned to Win: Madison Region gaming industry headed toward first place

The **gaming industry is gaining momentum in the Madison Region**, and people are taking notice. The *Wisconsin State Journal* points to Middleton-based game developer Raven Software's role in [forging a local game development ecosystem](#), while the *Isthmus* reports that the [future of game development in Madison](#) has never looked brighter.

According to the Entertainment Software Association, the **video game industry directly employs more than 42,000 people in 36 states**, with average annual compensation of \$94,747. The industry experienced real annual growth of 9.7% from 2009 to 2012, compared to 2.4% for the U.S. economy as a whole. Last year alone, consumers spent more than \$22.4 billion on gaming content, hardware, and accessories.



*Image source: Isthmus*



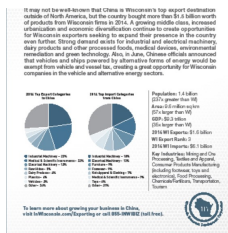
In addition to Raven and other big gaming industry names such as Human Head Studios, Filament Games, and PerBlue, there are at least 15 game development startups in the Madison area according to Constance Steinkuehler, co-director of [Games Learning Society](#) (GLS), a games-for-learning research program housed at UW-Madison. While each of these companies is a successful player in the local gaming ecosystem, and gaming programs at GLS, Madison College, Herzing, and Madison Media Institute continue to grow, the beginning of a Madison "game scene" could materialize at the [Video Game Industry & Higher Ed Meet-Up](#), a MadREP co-sponsored event taking place this evening with a capacity crowd as part of Forward Festival.

"We want to get everyone in a room to talk about everything that's here. What we're trying to do is build this cluster," says Michael Gay, MadREP's SVP of Economic Development. "We have very big national players here. This is a very intriguing time to have this discussion."



### WEDC Insights: International Growth Opportunities in China

China is Wisconsin's top export destination outside of North America and bought



more than \$1.5 billion in products from the state in 2014. Strong demand exists for industrial and electrical machinery, dairy products and other processed foods, medical devices, environmental remediation and green technology.

Interested in exporting to China? Opportunities abound for Wisconsin companies in electrical machinery, vehicle production, medical devices and more! Learn more here: <http://bit.ly/1UVchkk>.

## FaB Wisconsin Accelerator Now Accepting Applications

Deadline: September 4



FaBcap -- FaB Wisconsin's food finance and business accelerator -- is now accepting applications. The year-long accelerator is specifically designed for growing Wisconsin-based food and beverage companies, and includes one-on-one coaching from industry experts, quarterly meetings at area food companies, prepared company packaging for use in future financial requests, and \$10,000 seed financing for each "Fabcapper." Learn more and apply [here](#).

For more information, contact [Brad Rostowfske](#), FaB Wisconsin Director of Innovation & Finance.

### EVENTS & OPPORTUNITIES

#### WWBIC Webinar: Business Plan Basics

August 27, 6-7pm

Learn how to use your business plan as a platform to accelerate your success. [Register online](#).

#### 2015 WEDA Basic Economic Development Course September 8-11 Pyle Center, Madison

This intensive course is designed to provide an understanding of the basic concepts, theories, methods and practice of economic development. [Find out more](#).

### REGIONAL NEWS

#### Business Expansion: Horicon takes steps to aid Deere expansion

Horicon is making steps toward creating a new tax incremental finance district, the result of a recommendation from Mayor Steve Netzel to aid in the cost of city improvements on behalf of John Deere Horicon Works. According to the Mayor, the company is proposing an expansion at their plant on Horicon's west side, which could potentially create between 75-100 new jobs. "We have everything in place for doing the TIF. We are just trying to set up all the parts and pieces so that if John Deere decides to go through with this expansion, we won't slow the process down," Mayor Netzel said.

[Read more.](#)

#### Industry Spotlight:

#### Community Highlight: Waunakee among 2015 Best Towns for Families

Family Circle Magazine has named the Village of Waunakee one of the country's ten best towns for families in its August 2015 issue. "Waunakee is a haven for raising families," said Village President Chris Zellner. According to Village Administrator and Economic Development Director Todd Schmidt, residential neighborhoods are not all that makes Waunakee ideal for families. "The Village has seen revived interest in downtown commercial development in recent years, along with other commercial opportunities around the Village," says Schmidt.

[Read more.](#)

#### Business Expansion: OneNeck expands Fitchburg data facility

**SBIR/STTR  
Workshop  
September 9, 8am-  
4pm**

**MGE Innovation  
Center, Madison**  
Join the Center for  
Technology  
Commercialization for  
a free, one-day  
workshop on  
SBIR/STTR  
applications and other  
funding basics. [Learn  
more.](#)

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

**September 9,  
9:30am-12pm  
Dane County Job  
Center**  
Discover whether  
becoming an  
entrepreneur is for  
you. [Learn more.](#)

**Evansville I&E Club  
September 9, 6:30pm  
2949 Venture Drive,  
Janesville**

The Evansville I&E  
Club goes on the road  
to visit the Janesville  
Innovation Center for  
a tour with Operations  
Manager Mike  
Mathews. Contact  
[Halina Zakowicz](#) or  
[Sue Berg](#) for more  
info.

**Madworks Seed  
Accelerator  
Accepting  
Applications  
Deadline: September  
11**

Madworks' 10-week  
program for WI-based,  
early-stage startups

**Farm Technology Days helps  
agriculture take center stage in  
Dane County**

Dane County's spotlight shifts this week to Statz Bros. dairy operation in Sun Prairie, host to this year's three-day Wisconsin Farm Technology Days show. More than 60,000 people from around the state are expected to attend this event, which showcases the latest production agriculture improvements, farm machinery and equipment, as well as the latest research. The show will include about 600 commercial exhibitors, including 47 businesses from Dane County and the surrounding area. Farm Technology Days differs from World Dairy Expo in that it focuses on all aspects of farming, not just on dairy.

[Read more.](#)

**Community Highlight:  
Economic growth apparent in  
Milton**

Business is booming, and Milton is not surprised. One of the many examples of economic growth in Milton is Charter NEX Films' recent announcement that it will more than double operations in the city's east side industrial park. Last week, the Milton Plan Commission had a 12-item agenda -- longer than any City Administrator Al Hulick has seen before. According to Hulick, properties are changing hands and businesses are growing. "The nice type of economic activity we're seeing in buying and selling is leading to additional development," said Hulick.

[Read more.](#)

**Regional Economy:  
WEDC CEO Reed Hall to step  
down in September**

WEDC CEO Reed Hall announced Tuesday he will retire from the agency

OneNeck IT Solutions provides off-site servers for companies that don't have the space to house and maintain them, something especially important for industries like medicine, which has seen an explosion in the information kept on computers in recent years. Created and operated by Middleton-based TDS Telecommunications Corp, the company has nine data centers around the country. The Fitchburg data center, created in 2008, was built to have space for three additions. One addition was completed in 2011, and the new \$5.2M expansion is expected to be complete in 2016, adding 9,000 square feet of available space in service.

[Read more.](#)

**Capital Connection:  
State to offer anaerobic digester  
funding for dairies**

Focus on Energy announced roughly \$6.4M in anaerobic digester funding for Wisconsin's small dairies (700 head of cattle or fewer). About \$500,000 is available per project, with a grant application deadline of September 25. Benefits of anaerobic digestion of manure include creation of continuous on-farm electricity, heat or vehicle fuel; odor reduction; energy offset; manure and nutrient management; organic byproducts; and increased farm sustainability. Feasibility studies are available to interested dairies at no cost from BIOFermEnergy Systems.

[Read more.](#)

early stage startups helps find the best product/market fit, the first batch of customers, and the next round of seed funding through networking opportunities, mentorship, and up to \$5,000 in grant funding. [Find out more.](#)

**2015 Bioscience Summit**  
**September 16,**  
**7:30am-4:30pm**  
**Monona Terrace,**  
**Madison**

BioFoward invites you to feel the energy, be inspired and see the impact of Wisconsin's bioscience industry at this day-long event. [Learn more.](#)

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on September 25. Noting that his interim appointment was to last for three months, Hall said in a statement that three years later, it's time to return to his previous retired status.

[Read more.](#)

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**MADISON REGION ECONOMIC PARTNERSHIP**

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