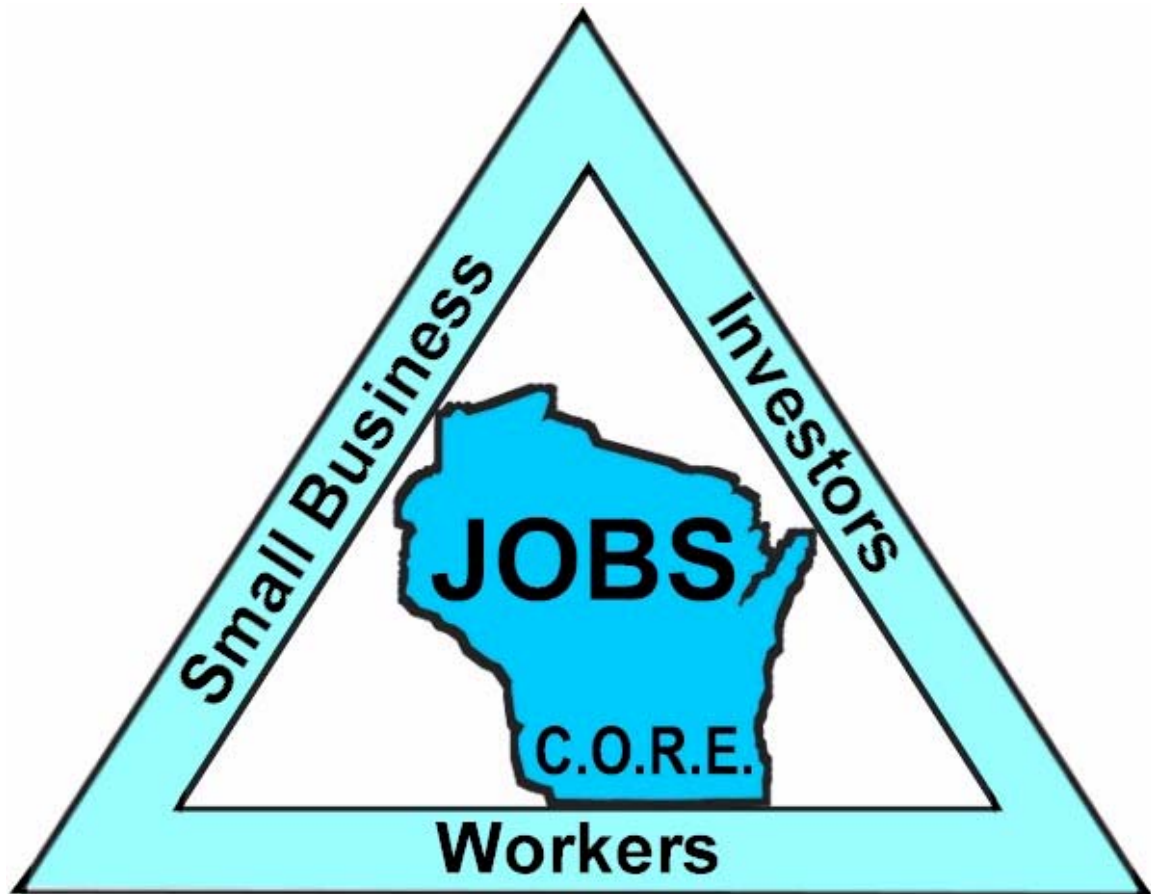


THE WISCONSIN C.O.R.E. JOBS ACT



**CONNECTING OPPORTUNITY,
RESEARCH, AND ENTREPRENEURSHIP**

December 2009



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EXECUTIVE SUMMARY

As Wisconsin continues to be challenged by the worst international economic crisis of this generation, this comprehensive package of economic development measures is being introduced to create new jobs and lay the foundation for the state's future economic prosperity.

The Wisconsin Connecting Opportunity Research and Entrepreneurship (C.O.R.E.) Jobs Act aims to improve Wisconsin's competitive position by encouraging small business formation, improving workers' education and training, and further improving the investment climate of the state.

Several key economic data points indicate an urgent need for Wisconsin to aggressively move forward and support the C.O.R.E. Jobs Act.

- **Manufacturing Jobs**
During the past decade, Wisconsin has experienced a 17% decline in manufacturing sector workers.
- **Unemployment**
At this time, Wisconsin's unemployment rate is 8.4%. This means approximately 255,000 Wisconsinites are seeking employment.
- **Good Paying Jobs**
The average pay for a high-tech job across the U.S. is \$83,000 per year. Wisconsin's high-tech jobs pay, on average, \$63,000 per year.
- **New Business Establishments**
From 1998-2007 Wisconsin lagged in the establishment of new businesses.
 - United States - 11%
 - Minnesota - 12.3%
 - Illinois - 6.8%
 - Wisconsin - 5.5%
- **Per Capita Income**
Wisconsin's per capita income is approximately \$2,400 less than the national average and more than \$5,000 less than Minnesota and Illinois.
- **Gross Domestic Product**
From 1998-2008, the United States experienced a 63% growth in GDP. During the same timeframe, Wisconsin experienced a 50% GDP growth.
- **Venture Capital**
Venture capital investment in Wisconsin declined sharply in 2008, and 2009 appears to be lagging behind the 2008 investment numbers.

The C.O.R.E. legislative package contains fourteen initiatives, which can be categorized into the following key areas:

1. Actions to Improve the State's Business Investment Climate

- **Boost Angel/Venture Tax Credits**
New venture capital means jobs. Two successful Wisconsin companies, MIRUS and Alice.com are evidence of the value of venture capital and why Act 255 needs to be expanded.
- **Investment Incentives to Stimulate Green Manufacturing**
Wisconsin is well positioned to take advantage of this national and international movement. Several states have already passed major pieces of "green" legislation that are expected to create thousands of new jobs.
- **Microloans to Promote Small Business Formation**
This pilot project is targeted at low-income, high-unemployment areas and offers entrepreneurs the opportunity to establish new start-up businesses and create new jobs.



2. Actions to Improve Workers' Education, Training and Productivity

- **Post-Secondary Education Tax Credits**
Higher education translates into higher incomes for Wisconsin families. Investing in our workforce increases productivity and the likelihood of employees staying with their current employers.
- **UW System-Wide Business Plan Competition**
Thanks to the UW-Madison business plan competition, several new business start-ups have already been established. Expansion of this program across the UW-System campuses will provide hundreds of additional students with the opportunity to participate in the program and increase business growth and new jobs across the state.
- **Economic Development Software Database**
Economic Modeling Specialists, Inc. (EMSI) software has proven to be a highly effective and respected data source. States and regions providing the most up-to-date, accurate and customized economic data will enhance their chances of success and position themselves for future job growth.
- **Workforce Advanced Training Grants**
A win-win program for both Wisconsin employees and employers, the WATG program has achieved widespread success in providing Wisconsin's incumbent workforce with advanced training/skills levels and increasing overall business productivity.

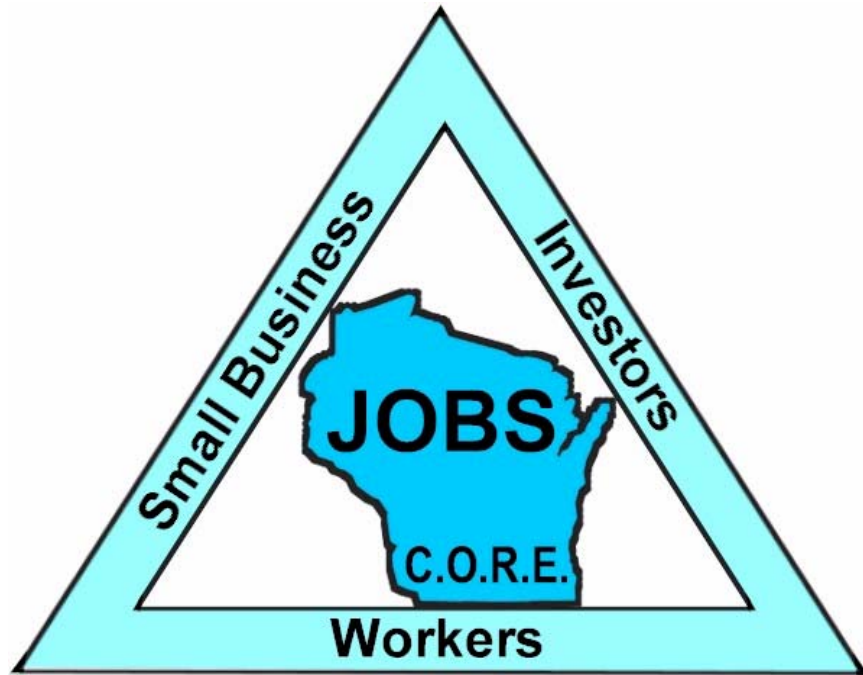


3. Actions to Improve Small Business Formation and Operations



- **Farmshoring for Wisconsin Rural Communities**
Farmshoring will keep jobs in rural Wisconsin. Farmshoring programs are gaining widespread acceptance across the U.S. and provide a win-win situation for rural Wisconsin communities as well as providing several attractive advantages for metro businesses.
- **SBIR Grant Writer**
Hiring experienced SBIR grant writers will produce several positive results: More federal research money will be secured; the state's technology base will be expanded; new innovative businesses will be established; and more jobs will be created for Wisconsin's residents.
- **Regulatory Ombudsman**
Government red tape often times slows down business development and job creation. A regulatory ombudsman that allows economic development projects to move ahead more decisively, quickly and collaboratively will create a positive and proactive business environment for Wisconsin.
- **Pleasant Prairie Technology Incubator**
Business incubators create jobs. The establishment of a biotechnology innovation center in the Milwaukee-to-Chicago corridor will become the hub of life science incubation in Southeast Wisconsin. This incubator project is an excellent example of a public/private partnership and illustrates the commitment of the entire region.
- **Emerging Technology Center at UW-La Crosse**
Establishing Emerging Technology Centers represents a significant step forward toward conducting high-tech research at the UW-System's comprehensive campuses. The UW-La Crosse Drug Development Center continues to move forward with cutting edge research on therapeutic compounds in medicinal plants and mushrooms. This research has a high probability of success and potential to create new businesses and jobs in the state of Wisconsin.
- **An Increase in the Wisconsin Development Fund**
The Department of Commerce serves as the central hub or clearinghouse for economic development projects across the entire state. Supporting this agency with additional funds will strengthen the state's economy and generate additional job opportunities for Wisconsin's residents.
- **WiSys Small Business Research Assistance Program**
Assisting small Wisconsin companies in conducting product-oriented research and development at UW comprehensive campuses will fill a major need in moving products more quickly into the marketplace. The result of this WiSys proposal will be the creation of high paying jobs and increased tax revenues for the state of Wisconsin.

The overall strategy of this legislative package is to encourage job growth in Wisconsin. Each component of the C.O.R.E. package is focused on how Wisconsin can do a better job in fostering business growth and small business formation. The CORE package aims to improve the metrics related to small business start-ups, to improve the investment incentives that will encourage angel and venture capital investing in the state, and to improve the productivity of Wisconsin's workers.

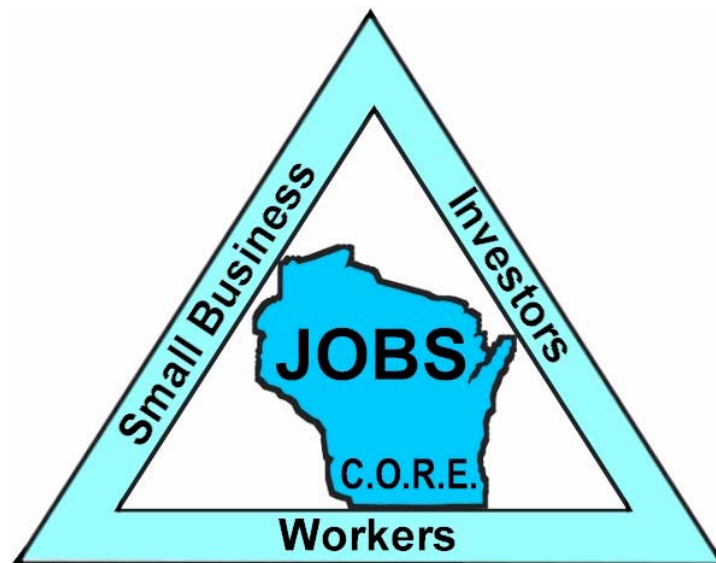


INTRODUCTION

As Wisconsin continues to be challenged by the worst international economic crisis of this generation, this comprehensive package of economic development measures is being introduced to create new jobs and lay the foundation for the state's future economic prosperity. The Wisconsin C.O.R.E. Jobs Act continues the Legislature's commitment to create jobs and grow the state's economy, as evidenced by \$200 million worth of new job creation incentives recently enacted, even in the face of massive budget cuts. C.O.R.E. stands for Connecting Opportunity, Research, and Entrepreneurship. Just as Wisconsin's great companies - Briggs & Stratton, Harley-Davidson, and Miller Brewing Co., to name a few, started from small ventures, steps need to be taken to build the next generation of successful businesses by fostering and nurturing our state's entrepreneurs today. The bill also addresses the needs of established companies by enhancing targeted workforce development efforts and providing access to research expertise that companies need to compete in the global New Economy.

The Act contains measures requested by the business community, and that have a proven track record of promoting job growth and business success. These measures follow a structured approach built on creating new jobs and businesses, retaining and building existing Wisconsin businesses, and educating and training our workforce to prepare individuals with the skills they will need to compete for new jobs in new industries.

Fourteen separate initiatives are proposed, each with a focus on investors, workers, or small business. Initiatives in all three categories are necessary components of the overall strategy to create new jobs and grow the state's economy.



THE JOBS PACKAGE HELPS WORKERS, INVESTORS AND SMALL BUSINESS

The Wisconsin Connecting Opportunity Research, and Entrepreneurship (C.O.R.E.) Jobs Act aims to improve Wisconsin's competitive position by encouraging small business formation, improving workers education and training, and further improving the investment climate in the state. The data in the attached appendix shows the need to improve Wisconsin's competitive position in all three areas.

The C.O.R.E. legislation package can be clustered into the following three initiatives.

1. Actions to improve the state's investment climate

- Boost angel/venture tax credits
- Investment incentives to stimulate green manufacturing
- Micro loans to promote small business formation

2. Actions to improve workers education, training, and productivity

- Post secondary education tax credits for business
- UW System-wide business plan competition
- Economic development software database
- Workforce advanced training grants

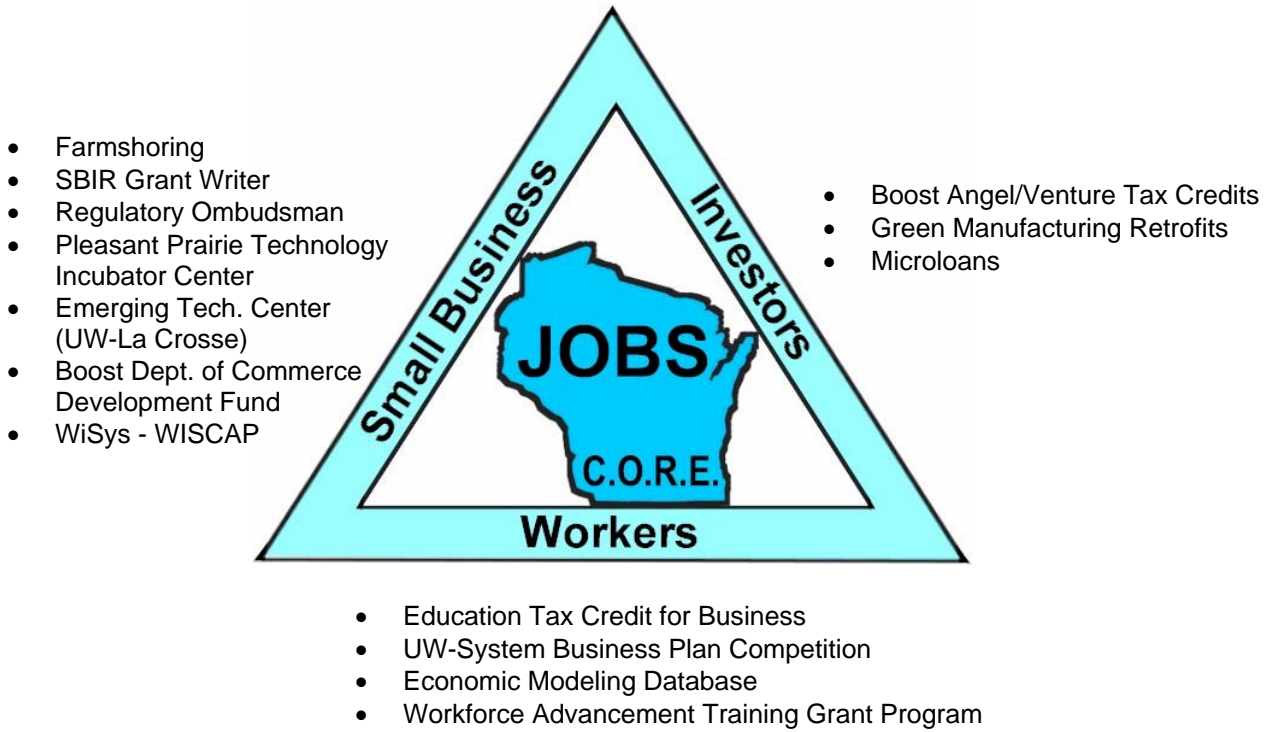
3. Actions to improve small business formation and operations

- Farm shoring for Wisconsin rural communities
- SBIR grant writer
- Regulatory ombudsman
- Pleasant Prairie Technology Incubator
- Emerging Technology Center at UW LaCrosse
- An increase in the Wisconsin Development Fund
- WiSys small business research assistance program

The diagram on the following page summarizes the legislative components and how they fit into an overall strategy to encourage job growth in Wisconsin.

Each of the components of the C.O.R.E. package is discussed on one of the following pages. Wisconsin must do a better job of fostering small business growth and formation. Small businesses are responsible for creating more than half of the new jobs in the U.S. economy. The C.O.R.E. package aims to improve Wisconsin's metrics related to small business start-ups, to improve the investment incentives that will encourage angel and venture capital investing in the state, and to improve the productivity of Wisconsin's workers.

THE C.O.R.E. STRATEGY





BOOST ANGEL/VENTURE TAX CREDITS

INCREASE THE TOTAL AMOUNT OF ANGEL INVESTMENT TAX CREDITS THAT TAXPAYERS MAY CLAIM FOR TAX YEARS BEGINNING IN CALENDAR 2010, FROM THE \$5.5 MILLION CURRENT CAP, TO \$8.5 MILLION, AND TO \$20 MILLION IN EACH YEAR THEREAFTER.

The State of Wisconsin offers a number of reasons why companies should do business here:

- We have a talented labor force
- Competitive business costs
- World-class academic R&D
- An excellent quality of life

But...do we have adequate venture capital investment?

Venture capital investment fell from \$88 million in 2007, to \$75 million in 2008. This \$75 million is a small fraction of the \$28.3 billion venture capital deals made last year across the nation.

Significant gains in expanding the Wisconsin Angel Network have taken place since 2005. Total dollars and number of investments by networks and funds increased from \$1.7 million in 11 deals, to \$15 million in 53 deals.

The Wisconsin Technology Council, in its *Vision 2020 White Paper Series*, contends that Wisconsin Act 255 represents a step in the right direction, but that more can be done by:

- Increasing the available tax credits;
- Reducing the current restrictions on investors
- Expanding to include tax credits for major private institutions

Act 255 is right for Wisconsin – but the expansion of the tax credits will attract a significant amount of new capital for Wisconsin’s companies. The bottom line is that new venture capital means new companies, and that means jobs.

VENTURE CAPITAL AT WORK

Mirus Bio Corp.

Jim Hagstrom is a small-town kid from Ashland, Wis., who helped land a big-time deal. Hagstrom is one of the founders of Mirus Bio Corp., which was acquired by Roche for \$125 million in 2008. The Swiss-based pharmaceutical company is keeping Roche-Mirus in Madison, where the company continues to work on its proprietary RNAi (Ribonucleic Acid interference) delivery platform. This was the second purchase by Roche in the Madison market. A year earlier, the company acquired NimbleGen for \$272.5 million. NimbleGen is active in high-density DNA microarrays. “It’s almost been like a perfect dream for us,” Hagstrom told the Wisconsin State Journal in April 2009. The Madison staff can keep conducting research and technology, he said, while Roche pursues the costly and complicated process of turning the discoveries into potential drugs.



Alice.com

“Why doesn’t anyone buy toilet paper online?” As simple as that question might seem, it was the spark behind the creation of Alice.com, the latest web-based brainchild of Mark McGuire and Brian Wiegand, two of Wisconsin’s serial entrepreneurs. Consumers who sign up at Alice.com can buy toilet paper, toothpaste, laundry detergent and other household essentials at reasonable prices and have them delivered to their homes with no shipping charges. Alice.com raised \$4.3 million late last year in a first financing round led by Kegonsa Capital and DaneVest Tech Fund. McGuire and Wiegand left Microsoft Corp.’s Madison office to start the company. They joined Microsoft when it acquired their last start-up, Jellyfish.com, for a reported \$50 million. This dynamic duo’s other start-ups were Bizfillings.com (sold to Wolters-Kluwer in 2001) and NameProtect.com (sold to Corporation Services Corp. in 2007).





RENEWING WISCONSIN FACTORIES FOR GREEN MANUFACTURING: \$2 MILLION

Since 2007, one million U.S. manufacturing jobs have been lost, and since 1999, between 4 and 6 million manufacturing jobs have vanished from America. The result has been an ever-increasing unemployment rate, a lower standard of living and people opting for lower paying jobs in order to survive.

One manufacturing sector in the U.S. that has experienced job growth is in the “green” area. The term “green” has a broad range of meaning, but in the manufacturing world, it translates into products that are produced and utilized for sustainable and environmental friendly programs. Since 1998-2007, green jobs grew at a rate of 9.1%, whereas all other manufacturing sectors grew at a 3.7% rate.

According to a recent PEW Center study, based on job figures from 1998-2007, eighteen states received positive marks for having clean energy economies. Eight states, including Wisconsin, trailed in job figures for clean energy economies.

According to estimates, by 2016 the domestic market for clean energy products, such as wind turbines, solar panels and weatherization products, will reach a \$226 billion annual level. Over the next twenty years the demand for solar and wind power will grow between 70-80% and create thousands of highly paid new jobs. According to the Apollo Alliance report, money invested in energy-efficient programs results in significant job creation in both building-material manufacturing and energy appliance manufacturing.

Unfortunately for America, about half of America’s existing wind turbines are built overseas. In addition, the U.S. ranks 5th among countries producing solar energy components, despite the fact that the first solar cells were created here.

A green economy requires not only up-to-date and modernized factory floors, it also must have a highly trained and available workforce. Green jobs will require the transformation of many lower-income, less skilled workers into a job force that has the necessary skills sets. In addition to upgrading our manufacturing facilities, states should consider a workforce development program that identifies the training needs for the green manufacturer’s sector, determine who will deliver the training, and develop employee career pathways that will lead to higher wages and benefits.

GOING GREEN MEANS JOBS

Janesville, Wisconsin

According to the GazetteXtra, a start-up company, RecyGrow is ready to go to work and create sustainable green jobs in Janesville. RecyGrow will use green technologies to grow plant life from processed recycled materials. The company believes up to 500 people could be hired in the first year.



State of Washington

The State of Washington has passed the “Evergreen Jobs” bill that is expected to create 15,000 jobs by 2020.

State of Massachusetts

The State of Massachusetts recently passed the “Green Jobs” act. It is anticipated to create more than 10,000 new jobs, attract one-half billion of new venture capital, and raise \$50 million in new annual income tax revenue.



MICROLOANS: \$500,000

THE DEVELOPMENT OF ONE URBAN AND ONE RURAL PILOT PROGRAM TO FUND NEW SMALL BUSINESS STARTS WITH VERY SMALL LOANS IN AREAS OF HIGH UNEMPLOYMENT.

In times of economic downturn, there is the possibility of a surge in new business formation, as discouraged workers strike out on their own. In today's tight credit markets, entrepreneurs often find themselves with good ideas, but little or no money to move forward on starting a business. Microloan programs are designed to support these entrepreneurs when the traditional loans from financial institutions are not available.

Microloan programs are often targeted at low income, high unemployment areas, and generally provide startup loans in the \$5,000 to \$35,000 range. The SBA's microloan program has an average loan size of \$13,000. Many microloan programs require repayment within five years, with an interest rate at the 6% to 12% level.

The microloans become working capital for the entrepreneur, and the dollars are often used to purchase materials, supplies, machinery, equipment, and office furniture to operate the startup enterprise.

Advocates of microloan program stress the importance of not only supporting the entrepreneur with dollars, but that training and mentoring are also required. Support in areas such as developing a business plan, financial management, and marketing/sales strategies are important aspects of improving success of the startup business.

Entrepreneurs may not be able to secure traditional loans due to insufficient credit history, high risk, or simply too small of a loan request. Microloan programs are designed to bridge the financial gap, and, hopefully, provide grassroots funding to build stronger local businesses and communities. It is proposed that this program be administered by the Wisconsin Department of Commerce.

A MICROLOAN SUCCESS STORY

Lori Langerud needed reading, writing and spelling help for her four dyslexic children in St. Cloud, Minnesota. Not finding the help she needed, she started her own business, with the help of a new and novel program at St. Cloud State University.

The university's microlending program not only offers startup business loans, but provides student consulting services.

Lori's new business, Reading Resources, is the first company to obtain a loan from the university's microlending program. By the end of this summer, the program looks to have \$250,000 available to provide startup loans to entrepreneurs who cannot receive traditional bank lending.

It's a win-win situation. A new business is underway, and the St. Cloud State University students are gaining real-life experience in the world of entrepreneurship.





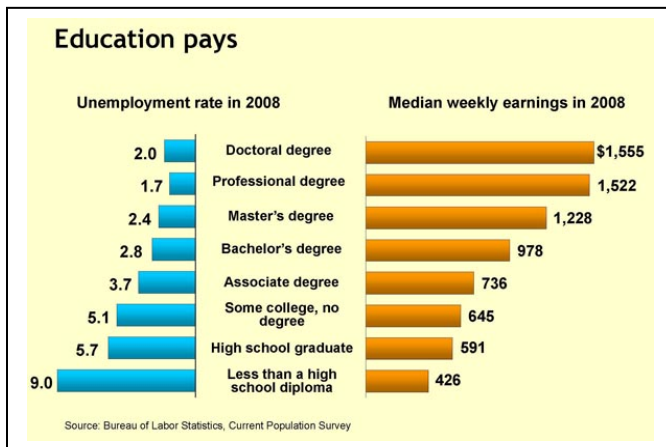
SB 63, POST-SECONDARY EDUCATION TAX CREDIT FOR BUSINESS: \$2 MILLION

INCENTIVE FOR BUSINESSES TO PAY COLLEGE AND TECH SCHOOL TUITION FOR LOW-INCOME EMPLOYEES. MUST LEAD TO A DEGREE OR CERTIFICATE. CREDIT COVERS 25% OF TUITION PAID, INCREASES TO 30% IN HIGH-DEMAND CCUPATIONS.

A trained and educated workforce is a critical component in Wisconsin's knowledge economy. Yet, only 45% of our high school students go on to advanced education in Wisconsin's technical colleges or universities. Comparing Wisconsin to our neighboring states, we find that Wisconsin lags behind in the percentage of college degrees.

- Minnesota 32%
- Illinois 28%
- Iowa 25%
- Wisconsin 24%

Higher education also translates into higher wages for Wisconsin's workers. As illustrated in the graph below, the higher the education level, the higher the potential income.



For Wisconsin to remain globally competitive, an educated workforce is vital for our state's long-term economic growth. Enacting an Education Tax Credit program will provide one more opportunity for our workforce to upgrade their skills and become the knowledge workers of the future.

Benefits to adopting an Education Tax Credit program include:

- Targets Wisconsin's low income groups who are generally not taking advantage of their education opportunities.
- Encourages employers to promote and leverage tuition reimbursement programs.
- Encourages employees to upgrade their knowledge and skill sets.
- Higher education for workers translates into higher incomes for Wisconsin's families.

TUITION REIMBURSEMENT FACTS

- Motorola found a return of \$10 of additional productivity for each dollar spent on training or ongoing education.
- Tuition reimbursements often serve as a major recruiting tool for IT professionals.

EMPLOYEE TRAINING FACTS

- According to a Grant Thornton study, manufacturing companies in Wisconsin are not offering enough employee training. 43% of the manufacturers surveyed offered less than eight hours annually of employee training.
- A survey by Spherion found that 62% of respondents who had received training or mentoring indicated that they were likely to stay with their current employer.



UW SYSTEM-WIDE BUSINESS PLAN COMPETITION:

\$250,000

ESTABLISH A BUSINESS PLAN COMPETITION SIMILAR TO UW-MADISON'S BURRILL COMPETITION, OPEN TO THE ENTIRE UW SYSTEM.

Since 1998, the G. Steven Burrill Business Plan Competition has provided entrepreneurial learning experiences and opportunities for UW-Madison's students and faculty. Students have attended numerous entrepreneurial seminars and, in teams of two or more people, developed and presented their business plans. The winners are selected by a panel of judges and awarded cash prizes:

- 1st place: \$10,000
- 2nd place: \$7,000
- 3rd place: \$4,000
- 4th place: \$1,000

The results of this program have been impressive, and since its inception several students have formed their own successful startup businesses.

The expansion of this program to a UW System-wide business plan competition will provide several additional benefits. They include:

- Providing an opportunity for hundreds of additional UW students to participate in this program each year
- Creating a grassroots entrepreneurial community across the State of Wisconsin
- Providing a positive entrepreneurial learning experience for students and faculty across the UW System
- Creating additional business startups
- Enhancing the image and reputation of the state as an entrepreneurial community

OUR FUTURE ENTREPRENEURS



Sky Vegetables is an urban-agriculture firm that uses a sustainable model to farm produce on grocery-store rooftops. Winner of the 2008 Burrill Business Plan Competition, the firm grows vegetables, fruits, herbs and flowers year-round using commercial, aquaponics greenhouses. The converted rooftops harvest rainwater and insulate the buildings, reducing energy and water consumption. After winning the Burrill competition, the firm went on to host the first-ever building-integrated sustainable agriculture summit.



Ratio, Inc is a biotechnology company developing a solution for conveniently administering large molecule drugs such as insulin. Ratio took first place and \$10,000 in the G. Steven Burrill Technology Business Plan Competition in 2005.

Ratio advanced as one of eight finalists in an international business plan competition held in Mountain View, CA held April 21-22, 2005. According to the firm's website, the company is working toward clinical trials for FDA approval.



ECONOMIC MODELING DATABASE: \$100,000

Effective long-range planning and decision making must be based on accurate and up-to-date economic information. Economic development specialists are often compelled to waste time gathering data from a variety of data sources to try to construct a complete economic picture. Economic organizations and specialists can benefit from use of a comprehensive tool for compiling economic information.

The highly acclaimed software package known as EMSI (Economic Modeling Specialist, Inc.) is perhaps the most powerful, reliable and valid information source available today for the economic development community. This software package provides data points in a wide variety of areas, including:

- Models the effects of growth and decline for any industry
- Shows multiplier effects to understand what industries have the largest impact on your community
- Determines “economic gaps” in your economy
- Analyzes the economic base of a region to determine its driving industries
- Tracks critical and important regional economic indicators
- Creates regional “comparative” models
- Analyzes regional industry clusters
- Creates customized county and zip code regions
- Gauges specific industry job growth
- Analyzes workforce development, economic development and education data

Overall, providing our economic development specialists with access to all this information will better position our local communities, our regions, and the State of Wisconsin for future job growth and prosperity. It is recommended that the Wisconsin Technology Council serve as the primary license holder and hub for connecting economic development organizations with the use of the software.

GOOD DATA BRINGS JOBS

The Workforce Investment Board of Southwest Missouri was called on to provide data to attract a germanium wafer (a solar cell semiconductor component) manufacturer to Quapaw, Oklahoma. Oklahoma is part of a four-state WIRED region, so workforce data on all four states was analyzed, using EMSI's labor market tool, Strategic Advantage. Strategic Advantage uses O*NET data to define the knowledge, skills, and abilities available to employers in a region. With this data, the WIB was able to clearly demonstrate the skills and availability of workers in the area. The manufacturer was convinced that the small town of Quapaw had the necessary workforce, resulting in a \$51 million investment and 250 new jobs.

“The data and reports provided by Economic Modeling Specialists have allowed our organization to plan for the future in ways that were never before possible. Instead of relying on outdated historical data EMSI allows us to look into the future so that we can prepare our workforce now for the jobs that will be here tomorrow.”

-Jonathan Smith,
Grant County, WA, EDC





**RETRAINING WISCONSIN'S WORKFORCE FOR ADVANCED
MANUFACTURING JOBS - WORKFORCE ADVANCEMENT
TRAINING GRANT (WATG) PROGRAM: \$500,000**

Workforce Advancement Training (WAT) grants, which were established in the 2005-07 biennial budget with bipartisan support, are awarded to WTCS districts to promote increased investment in the development of incumbent workers and expand technical college training services to help businesses and industry meet their training needs. The annual allocation for these grants began at \$1 million, and individual grant awards, which are intended to fund up to 75% of allowable project costs, typically range from \$5,000 to \$150,000.

The grants have demonstrated impressive success in helping Wisconsin's businesses, particularly manufacturers, improve their operations, and in helping Wisconsin's workers achieve their individual career goals. During the program's first two years, nearly 12,000 workers were trained at about 100 companies throughout Wisconsin. When surveyed about their experience with the WAT grant program, 100 percent of participating employers indicated the training improved employees' skills. Employers also gave positive responses on other key indicators: 89% reported an improved work environment; 74% reported cost savings to their operations; and 48% reported reductions in employee turnover.

In 2009, the Workforce Advancement Training Grants continue to be a positive and productive program for both Wisconsin's businesses and employees. To date, of the \$4 million available in 2009 for the program, nearly \$3.3 million has been approved. These dollars have resulted in training for over 16,000 incumbent workers from over 328 Wisconsin companies.

Since the program's inception, it has provided training to over 30,000 incumbent workers employed at several hundred businesses in Wisconsin. The program has improved employees' skills, while creating a better working environment, cost savings and lower job turnover rates for Wisconsin's businesses.

**CHIPPEWA VALLEY TECHNICAL COLLEGE
WORKS WITH AREA BUSINESSES**

The Workforce Advancement Training Grant program has provided opportunities for area employers to partner with the Chippewa Valley Technical College (CVTC).

A manufacturing company in Trempealeau County that worked with CVTC for safety training has seen a 50% reduction in reportable injuries from the previous year and is holding a record for consecutive days (374 days) without a loss of time injury.

The Workforce Advancement Training Grant is also bringing the CVTC and area businesses together in Dunn County. Cardinal FG, 3M, and ConAgra foods are working together for training in the Electromechanical and Maintenance Management skills areas. Because of the grant, the CVTC's Menomonie campus has equipped lab space with specialized equipment to provide advanced training for these three companies. Upon completion of training for these three companies, the equipment and training will be made available to several other companies across the Dunn County area.





FARMSHORING: \$500,000

GRANTS TO ENCOURAGE COMPANIES THAT WOULD OTHERWISE GO OVERSEAS TO LOCATE IN RURAL COMMUNITIES.

According to the McKinsey Global Institute study, 30% of the U.S. economy's jobs can be offshored. At risk are jobs such as software engineers, call centers, technical writers, paralegals, medical workers, graphic designers, website design, data entry, financial operations, as well as office and administrative support jobs.

Farmshoring's purpose is to keep these jobs in the United States by encouraging companies to locate their operations across rural America. Even though the U.S. cannot always compete on wages, experts believe rural America offers viable alternatives based on several factors other than wages.

BENEFITS OF FARMSHORING IN WISCONSIN

- Farmshoring offers low-cost, high-quality living alternatives to metro areas.
- Farmshoring eliminates cultural or language barriers.
- Farmshoring reduces worry about time zones, foreign laws and regulations.
- Farmshoring offers a greater sense of security and control.
- Farmshoring offers a quicker return on investment for start-ups.
- Farmshoring offers easy access to U.S. graduates and a positive work ethic.

A FARMSHORING SUCCESS STORY
WAITING TO HAPPEN

Nambtech Solutions is an information technology company that intends to provide IT and software services for Fortune 2000 companies located in the Midwest. It is an alternative and competitor to offshore IT providers. The company will offer high quality, cost effective IT solutions at a price that will meet offshore competition. Nambtech was founded early in 2009 by Sunil Krishnan, an executive with many years of experience in global IT outsourcing. By establishing its onshore alternative to overseas IT in rural northern Wisconsin, Nambtech will take immediate advantage of the lower living costs and wages in those areas and will provide employment opportunities to the stable native population.



Nambtech Solutions Founder
Sunil Krishnan

With today's high speed internet access, organizations are finding more and more opportunities for farmshoring across rural America. Average wages are in the \$12-\$20/hour range, and generally support IT services, such as website development, data entry, help desk support, and software testing. Recent examples of farmshoring include Daimler Chrysler, which hired Lakota Express to do Web design on a South Dakota Indian reservation, and Dell computer, which is now shipping transportation logistics work to Cheyenne, Wyoming.



SBIR GRANT WRITER: \$100,000

FUND A POSITION AT THE WISCONSIN TECHNOLOGY COUNCIL FOR ONE OR MORE EXPERIENCED SMALL BUSINESS INNOVATION AND RESEARCH GRANT WRITERS.

Since its inception in 1982, to its reauthorization in 2000, the Small Business Innovation Development Act has helped strengthen and expand the competitiveness of U.S. small high-technology and development businesses.

Its primary purposes have been to:

- encourage technological research and innovation;
- encourage the participation of disadvantaged and minority persons in technological innovation;
- increase private sector commercialization;
- fund innovative, high-risk, high-payoff research;
- meet federal research and development interests and needs.

Each year over \$2 billion is available to SBIR/STTR programs. Companies can receive funding in three phases:

Phase One – Funding up to \$100,000 (6-9 month timeframe). Designed to support R&D to determine technical feasibility.

Phase Two – Funding up to \$750,000 (up to 24 months timeframe). Intended to support prototype development.

Phase Three – Funding may be secured if it is determined the company is the “sole source.” This phase is generally intended for companies to seek private sector financing.

WEN, a program created by the Wisconsin Department of Commerce, serves as the State’s focal point for SBIR and STTR funding assistance. Services include (partial listing):

- educational seminars
- pre-submission proposal reviews
- selection of appropriate federal agencies and topics
- proposal preparation and submission

In order to increase Wisconsin’s success in obtaining SBIR awards, two possibilities are proposed: 1) An experienced, fulltime, grant writer. 2) Part-time grant-writers to be hired on a case-by-case basis according to their particular areas of expertise. In either event, these individuals would assist Wisconsin’s businesses that do not have the time and resources to submit an SBIR proposal, or do not have the necessary experience in writing government proposals.

AN SBIR GRANT WRITING SUCCESS STORY

The State of Montana competed very poorly in capturing SBIR dollars for Montana businesses. Recognizing this need, the Department of Commerce created the SBIR Outreach program in 1999. The positive results were immediate. In 2000, twenty-four Montana companies won more than \$5 million in grants, and in 2001, thirty-five companies captured more than \$11 million dollars in SBIR funding.

The SBIR Outreach program offers free assistance and counseling to any individual or small business in Montana that wishes to explore and learn more about the SBIR grant opportunities.





REGULATORY OMBUDSMAN: \$75,000/year

DESIGNED TO SPEED BUSINESS STARTUPS AND EXPANSIONS BY PROVIDING ONE-STOP SHOPPING FOR PERMITTING AND REGULATORY NEEDS.

Wisconsin economic development projects often find business startups and expansion programs slowed down due to countless government procedures, regulations, permit requirements, policy hurdles, and simply, “red tape.” To clear these hurdles, a Wisconsin regulatory ombudsman serves as a liaison to businesses, counties, and cities, as well as local and state agencies.

The ombudsman is the bridge or neutral party that cuts through the bureaucracy and moves the process forward. By moving the process forward, the ombudsman removes the oftentimes procedural frustration on the part of the business community and brings about positive solutions and jobs for Wisconsin.

The ombudsman will play a key role by assisting the current and potential Wisconsin businesses with a variety of topics, including license and permit requirements, permit tracking, regulatory compliance, agency contracts, and communication facilitation. The ombudsman plays an advocate role for businesses as they move through the oftentimes slow and complicated process.

The advantages of a Wisconsin Ombudsman include:

- Permitting Assistance
The ombudsman not only provides permit application assistance and tracking, but also establishes early communication with the regulatory agencies to ensure efficient and timely permit processing.
- Customized Information
The ombudsman provides customized information to assist businesses to obtain appropriate permits.
- Liaison and Communication Services
The ombudsman will work closely with economic development organizations, state agencies, communities, and businesses to ensure projects are moving forward in a positive manner.
- Neutral Party
The ombudsman will serve as a neutral party, or impartial government official, where businesses can turn to for information, support and to handle complaints.

**DELAWARE AND MASSACHUSETTS
NAME OMBUDSMEN**

Massachusetts and Delaware announced the creation of ombudsmen for their states.

“We can and must use that advantage, (economic) to move more quickly, act more decisively, and work more collaboratively to create and retain critical jobs. The Economic Development Ombudsman will help us drive job growth by ensuring we are all headed in the same direction – forward.”

Delaware Governor Jack Markell

“Massachusetts is poised for strong economic recovery and my administration is committed to working to ensure new building projects get all the assistance they need. This added level of coordination among agencies will put people back to work sooner.”

Greg Bialecki, Massachusetts
Secretary of Housing and
Economic Development



PLEASANT PRAIRIE TECHNOLOGY INCUBATOR CENTER:

\$70,000

The Village of Pleasant Prairie and the Kenosha Area Business Alliance (KABA) are planning for the creation of a Biotechnology Innovation Center. The development of the innovation center is designed to support the formation and growth of new companies, primarily in the life-science industry. The innovation center will serve as a business incubator and laboratory facility for start-up firms in life science and related industries in the Milwaukee to Chicago corridor. It will also serve as the hub of life science incubation activity for the six-county region participating in the initiative.

The creation of the incubator capitalizes and leverages the region's significant strengths and assists:

Business Community

Several major life science firms currently maintain headquarters or R&D capabilities in the region, i.e., Abbott Laboratories, Astellas, Baxter Healthcare, GE Medical, Hospira, Medlines, and Takeda Pharmaceuticals.

Educational Community

Gateway Technical College and UW-Parkside bring significant strengths to the proposed incubator project. Gateway Technical College is a major partner in the regional initiative and has considerable experience with business incubation and expanding programs in bioscience and health. UW-Parkside offers significant expertise in the areas of biological sciences, business, and information technology.

Area Commitment

The village of Pleasant Prairie and the Kenosha Area Business Alliance will each pledge up to \$2 million in support to match the \$3.5 million investment that is being sought from the EDA. The village support will come from a Tax Increment Financial District (TID), and clearly demonstrates the public support for this project.

In addition, KABA, a public/private partnership which manages a \$27.3 million portfolio of community revolving loan funds, is committed to using their resources to help finance the growth of firms in the Technology Incubation Center.

Jobs Creation/ROI

Based on a review of comparable incubator programs, it is believed the facility will house approximately fifteen start-up or early stage firms. The job creation and ROI of this project are:

- 305 new jobs created;
- The graduation of 30 companies within the first nine years of operation;
- \$24 million in capital investment within the first nine years of operation.

A SUCCESS STORY

FORT COLLINS INNOVATION CENTER

(The Pleasant Prairie Technology Center is based on this model.)

What started in 1998 as a virtual incubator has grown into a respected high-tech innovation center, now incubating start-ups in centers at Greeley, Loveland, and Fort Collins. The incubator serves as a regional platform connecting innovators and entrepreneurs in the science and technology industries, with capital, academic institutions, support organizations, professional services, providers, volunteers, workforce talent, business partners and, most importantly – KNOWLEDGE.

Today the thriving Incubation Center is a place where you will find office space, full-time staff, and start-ups clamoring for the coveted incubation positions. The results have been impressive:

- more than 30 companies have been launched;
- more than 100 people employed;
- average salaries - \$65,000;
- equity earned from start-ups – nearly \$45 million.





EMERGING TECHNOLOGY CENTER - UW-LA CROSSE: \$400,000

Since its inception in 2000, WiSys has been working with the 11 comprehensive campuses, 13 two-year colleges, and UW-Extension to assist, support and encourage high-tech research. WiSys also collaborated with local businesses and economic development agencies to bring UW-System's technologies and resources into the surrounding communities.

One means to accomplish these goals is through the establishment of Emerging Technology Centers. The Centers' objectives are:

- Develop cutting edge technologies;
- Employ the underutilized technical expertise of faculty to address the needs of Wisconsin's companies;
- Provide student internships;
- Support start-up companies based on cutting-edge technologies;
- Provide entrepreneurship training for faculty and students.

Examples of Emerging Technology Centers currently operating on comprehensive campuses include:

- UW-Platteville Nanotechnology Center. Opened in 2008, the center is focused on nanotechnology applications in industry.
 - One postdoctoral associate hired, and one additional position open (\$60,65K salaries)
 - Applied for several NSF extramural grants totaling millions of dollars
 - Currently negotiating with Wisconsin, national, and international companies regarding new products and tech transfer opportunities
 - Graphene Solutions - A start-up company based on nanotechnology research won the Wisconsin Governor's Business Plan Competition in 2009.
- UW-Stout Discovery Center. Opened in July 2009, the center focuses on the technology development needs of industry.
 - Hired an expert in hydrogen fuel cells
 - Established collaborations with UW-Stevens Point and UW-Green Bay to conduct hydrogen fuel cell research
 - An extramural application is in preparation with UW-Stevens Point and Argonne National Laboratory
- UW-River Falls Tissue and Cellular Innovation Center. Opened in March 2009, this center focuses on tissue engineering and cancer stem cell research.
 - 15-20 students received training on tissue engineering and stem cell culture
 - Collaboration established with Marshfield Clinic
 - NIH grant application pending

MOVING FORWARD: THE UW-LA CROSSE DRUG DEVELOPMENT CENTER

The UW-La Crosse Drug Development Center research program is moving forward with screening therapeutic compounds in medicinal plants and mushrooms. Several active ingredients that showed activity against bacterial pathogens were identified and characterized. Two patent applications were filed to protect the use of these compounds.

One of the compounds has shown significant activity against infections that are common in hospitals. A collaboration has been established with the UW-Madison School of Pharmacy to advance testing of this compound.

To date:

- One post doc hired to conduct research in this area
- Several student interns have received training
- NIH application for extramural funding is being prepared
- Leading faculty provided time-off from teaching to focus on research
- A start-up company was formed in 2006, Mycophyte Discoveries, LLC, will benefit from this research.

UNIVERSITY of WISCONSIN
LA CROSSE



**BOOST DEPARTMENT OF COMMERCE-WISCONSIN
DEVELOPMENT FUND: \$1 MILLION**

The Department of Commerce is responsible for serving as the “central agency and clearinghouse” for developmental activities concerning the economy of the state. In addition to numerous regulatory functions, the Department has three divisions aimed at strengthening the state’s economy and communities by providing financial or technical assistance to businesses, local governments, and non-profit organizations.

Each year, the Department of Commerce receives many more requests for funds than it can financially accommodate. Among the diverse programs funded by the Department of Commerce are:

- Making low interest loans to businesses creating jobs
- Working with businesses for angel/venture capital tax credits
- Supporting environmental cleanups and contamination programs through Brownfield programs
- Advising businesses on export opportunities
- Supporting local governments’ infrastructure programs
- Funding R&D in cutting-edge, renewable energy programs

According to a 2006 LAB audit report, the state’s economic development agencies have made a significant investment to foster business growth and job creation.

- The state spent an estimated \$152.8 million on economic development programs in the 2003-05 biennium.
- At least one project in every county was awarded economic development funds.
- From 2001-05, there was:
 - ✓ \$240.5 million bonding authorization
 - ✓ \$180.9 million in grants and loans
 - ✓ \$ 64.4 million in loan guarantees
 - ✓ \$ 56.3 million in tax credits
- Targeted businesses included:

Type	Number
Small businesses	46
Early-stage business and entrepreneurs	40
Agricultural businesses	34
Technology-based businesses	21
Minority-owned businesses	18

- In 2008, Commerce made awards of \$8.5 million and helped produce over 3,000 comprehensive business plans.
- Since its inception in 2001, Business Employee Skills Training (BEST) has helped 229 small businesses upgrade the skills of over 1,200 employees. Awards totaled \$930,000 and were matched by company training investment of over \$4.1 million.

SUCCESS STORIES



The State of Wisconsin created an incentive package to keep Mercury Marine in the state. Headquartered in Fond du Lac, Mercury Marine employs nearly 2,000 workers. Responsibility for the retention of Mercury Marine must be shared with the City and County of Fond du Lac, which implemented local incentive packages, primarily involving significant loans. However, the state of Wisconsin’s \$70 million incentive package of tax credits, grants and forgivable loans was essential to keeping the company in Wisconsin.



In November of 2009, Governor Doyle provided Esker Technologies with a \$63,000 Technology Venture Fund loan to complete development of its new digital communications technology. Esker Technologies recently received the General Motors Design Award for Most Innovative Product at the Specialty Equipment Market Association’s premier automotive trade event.



WISYS - FUNDING FOR SMALL BUSINESS ASSISTANCE PROGRAM: \$2 MILLION

TO FACILITATE RESEARCH COMMERCIALIZATION PARTNERSHIPS BETWEEN BUSINESSES AND UW COMPREHENSIVE CAMPUSES.

WiSys, a spin-off of Wisconsin Alumni Research Foundation (WARF), proposes to establish a joint program through the Department of Commerce and the UW System to initiate a Wisconsin Small Business Advancement program (WISCAP). The primary purpose of the program will be to assist small Wisconsin companies in conducting product-oriented research and development at UW comprehensive campuses. This initiative would solicit product ideas from small Wisconsin businesses and develop them using the technical expertise and resources of the UW System using a seed fund contributed by UW System and the Wisconsin Department of Commerce.

New product ideas with significant market potential and the capability to advance knowledge and student education will be given priority. Dedicated technical personnel will be hired to complete each project in a timely manner, creating high-paying jobs in small communities across Wisconsin. Projections are that these will be \$6K in increased tax revenue for the state for each research job created.

Partner companies will retain the option to a royalty-bearing exclusive or non-exclusive license to market the products for their own business growth. Also proposed is to funnel back 50% of the royalty received for each project into a Wisconsin Small Company Advancement Program fund to further support additional projects.

The initiative is expected to achieve self-sufficiency in five years through royalty streams and will bring in five to ten fold funds from extramural sources. The current request is for funding a pilot program to test effectiveness of the idea before a more substantial investment is made.

BENEFITS OF WISCAP

State Benefits

- High paying job creation and increased tax revenue;
- Improved small business success and competitiveness
- Mechanism to attract out-of-state businesses to relocate to Wisconsin
- Incentive for small businesses not to move out of Wisconsin.

UW Benefits

- High paying research jobs in comprehensive campuses
- Student learning and faculty retention
- IP development and revenue generation for future research projects
- Improved public image and relations

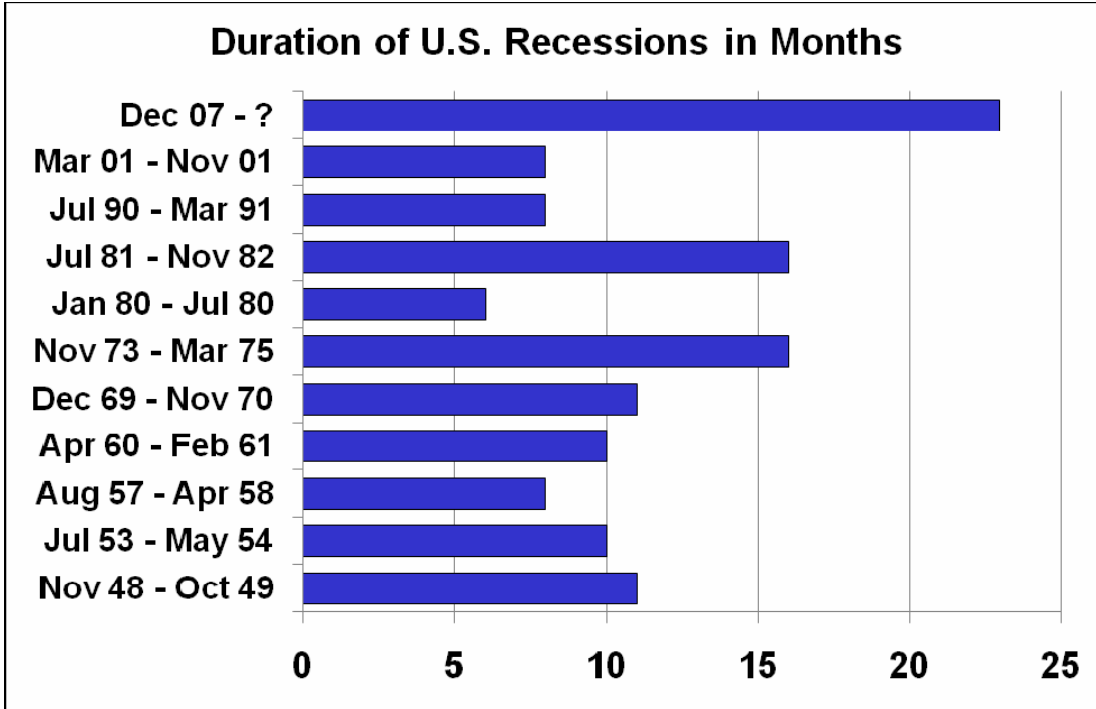
Partner Company Benefits

- Access to expert technical assistance and consultation
- Exclusive or non-exclusive license to WISCAP product
- Seed funds by UW System and state at no risk
- Access to student interns
- Access to expert future employees.



APPENDIX - ECONOMIC DATA

The United States is currently experiencing the longest economic recession since the Great Depression. As illustrated below, the current recession has lasted nearly 2 full years, whereas recessions in the last 60 years had never exceeded 16 months in duration. Like the rest of the country, Wisconsin has been affected by the recession in a number of ways, including depressed job opportunities. The current economic climate demands that decisive action be taken to create new jobs in the state. The C.O.R.E. Jobs Act is designed to lay the foundation for future economic prosperity in the state.

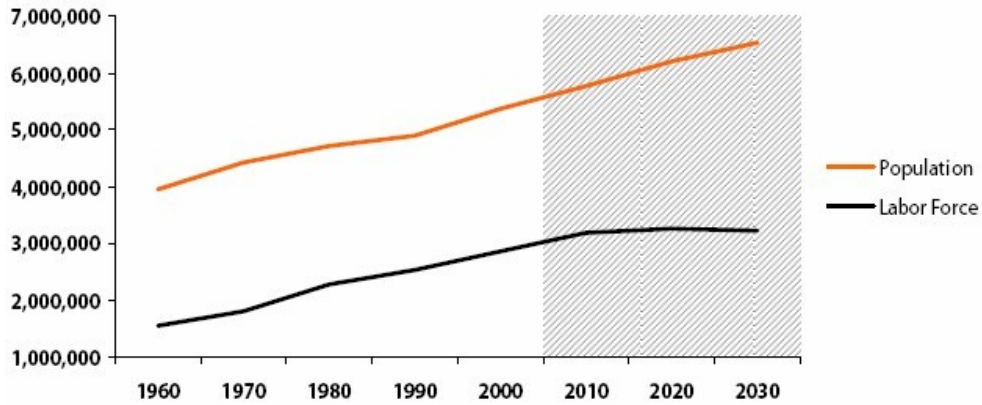


Source: National Bureau of Economic Research

Labor Force Projections

Growth in the labor force is a significant factor in determining a state's potential for economic expansion. Wisconsin's work force is expected to grow very slowly in decades to come, as compared to growth during previous decades. From 2000 to 2030, Wisconsin's population is projected to increase by 22%, while the labor force is projected to increase by only 12.8% during the same period. These projections clearly illustrate the need for legislation like the C.O.R.E. jobs act. Wisconsin can only hope to increase its workforce if there are good jobs available. By encouraging small business formation, improving workers' education and training, and further improving the investment climate in the state, the C.O.R.E. Jobs Act can play an instrumental role in improving the state's competitive position, and growing its workforce at a rate beyond what current projections indicate.

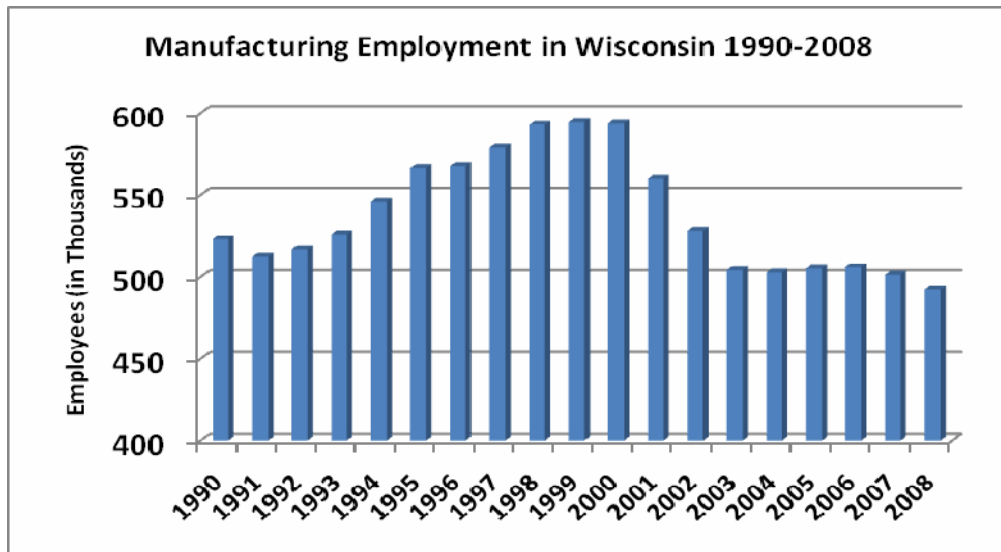
**Population and Labor Force in Wisconsin:
1960-2000 Estimated and 2000-2030 Projected**



Note: Shaded region represents projected period.
Source: Office of Economic Advisors' analysis of data from WI Department of Administration Demographic Services Center, U.S. Census Bureau, and U.S. Bureau of Labor Statistics

Manufacturing Sector

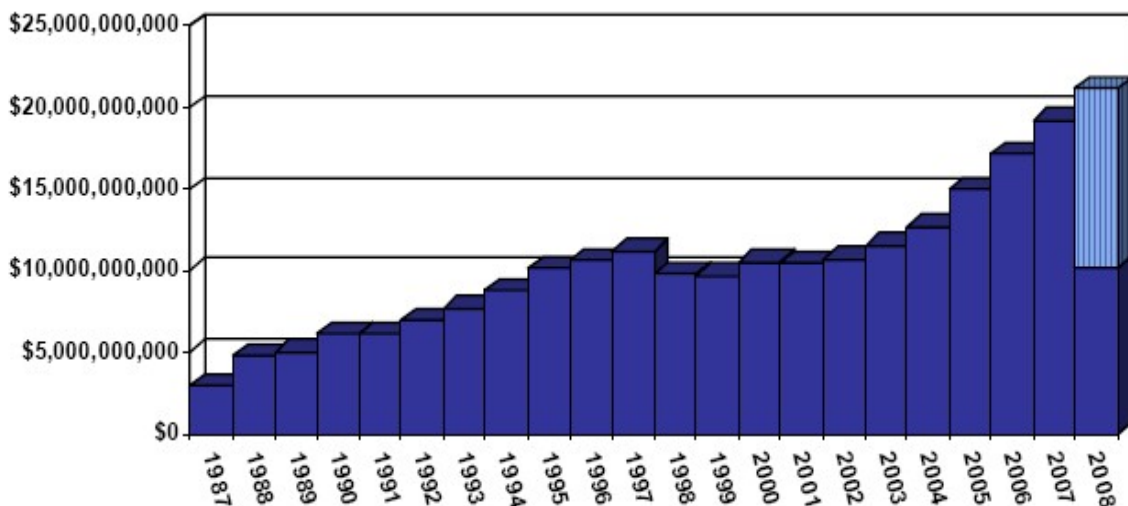
Wisconsin's economy is more dependent on manufacturing than most other states. Consistent with national trends, employment in the manufacturing sector in Wisconsin has declined substantially in the last decade. In the decade leading up to the year 2000, Wisconsin manufacturing employment steadily increased. Although as recently as 2000, Wisconsin had nearly 600,000 workers employed in the manufacturing sector, that number has since plummeted to less than 500,000, a decrease of 17% in less than a decade. Exploring value-added manufacturing options could play a substantial role in revitalizing this key sector in Wisconsin's economy. Several components of the C.O.R.E. Jobs Act are designed to address this issue. Renewing Wisconsin Factories for Green Manufacturing, the Workforce Advancement Training Grant (WATG) Program, and WISCAP initiatives all have significant potential to bolster the state's manufacturing sector.



Exports

Despite the decline in Wisconsin's manufacturing sector, the value of goods exported from Wisconsin has consistently risen during the last two decades. International trade is of vital importance to the Wisconsin economy. Over the last several years, Wisconsin exports have experienced significant growth and broken records. The value of goods exported has doubled since 1996, and are approximately 5.5 times greater than they were in 1987. Manufacturing goods with the potential to be sold in international markets is a prime opportunity for developing the state's economy. The C.O.R.E. Jobs Act initiatives geared toward improving the state's manufacturing base have the best potential to continue the positive trend of significant economic benefits realized through exporting goods. Products manufactured pursuant to the Green Manufacturing Retrofit initiative, including wind turbines, solar panels, and weatherization products could be aggressively marketed to overseas markets. In addition, the WATG Program initiative would allow Wisconsin manufacturers to modify and improve their operations in order to better compete in the international marketplace.

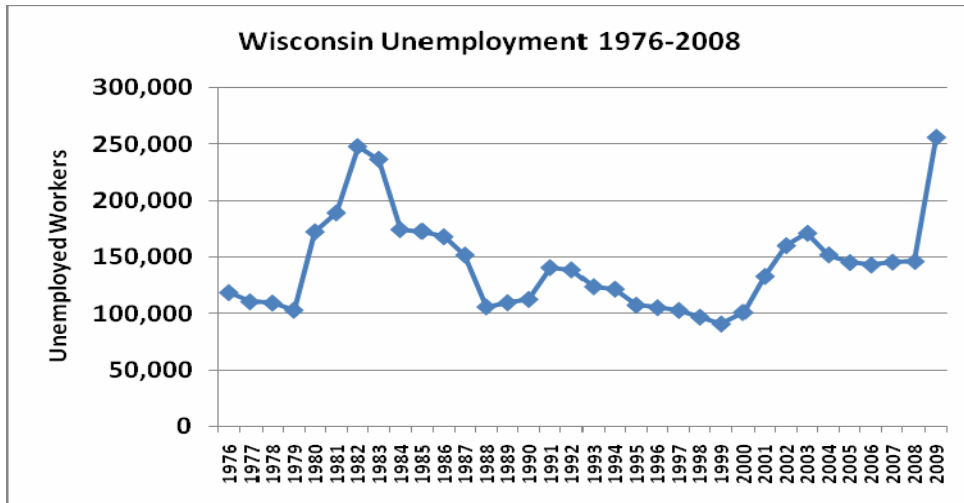
Wisconsin Exports 1987-2008
(2nd half of 2008 estimated)



Source: Central Wisconsin Economic Research Bureau

Unemployment

Unemployment in Wisconsin is higher than it has been since 1983. As of October of 2009, unemployment in Wisconsin is at 8.4%. Wisconsin is faring better than the United States as a whole, as the national unemployment rate in October of 2009 was 10.2%. The need for comprehensive legislation to create new jobs has never been clearer. Although Wisconsin's unemployment rate is not as high as the national average, there are more than 255,000 Wisconsinites looking for gainful employment. The Wisconsin C.O.R.E. Jobs Act is designed to combat unemployment by increasing the rate of business formation and create new jobs. Encouraging the creation of new job opportunities through farmshoring, obtaining more SBIR grants, establishing a regulatory ombudsman, and indeed all of the initiatives contained in the C.O.R.E. Jobs Act should serve to reduce the rate of unemployment in the state as more job opportunities are created.

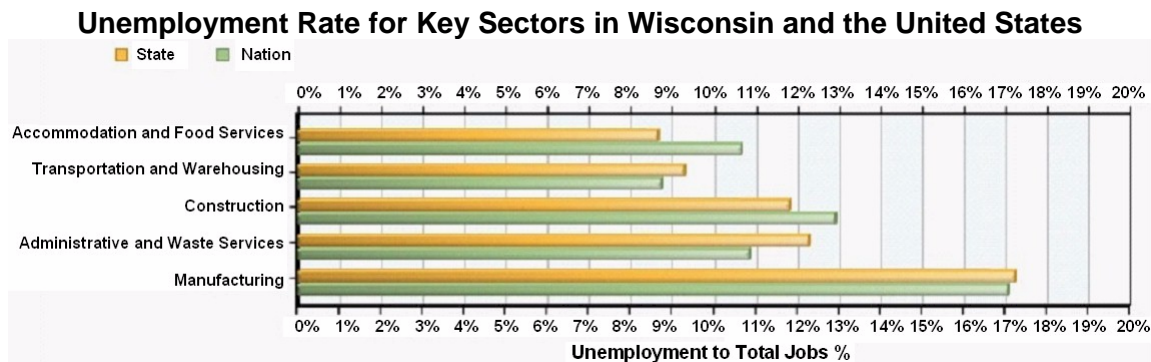


Source: U.S. Bureau of Labor Statistics

Note: 2009 figure is based on the October 2009 estimate. Previous years represent annual data.

Unemployment - Hardest Hit Industries

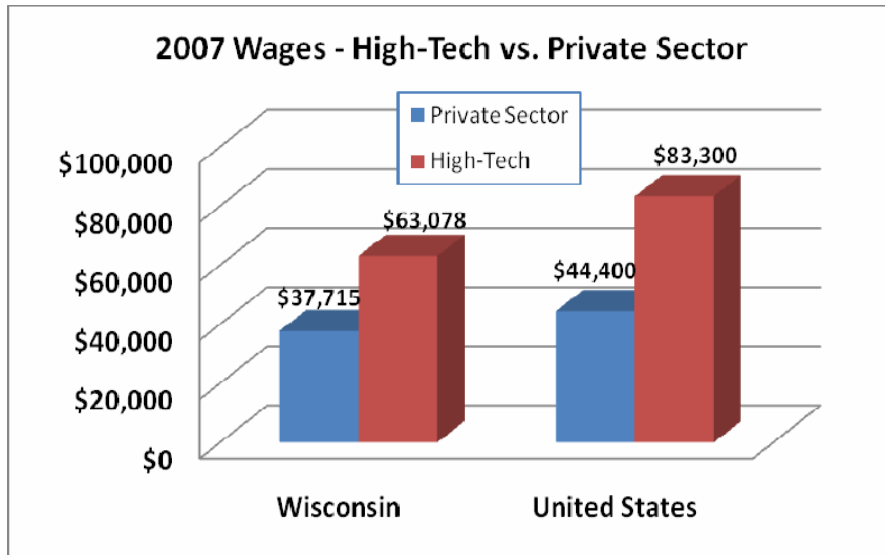
Unemployment has hit some industries harder than others. Unemployment has skyrocketed in the manufacturing industry, at both the state and national levels. Administration and waste services and construction are also experiencing unemployment rates in excess of 10%. The five industry sectors with the highest levels of unemployment are illustrated below. As noted above, several C.O.R.E. Jobs Act initiatives are geared toward revitalizing the state's manufacturing sector.



Source: EMSI Complete Employment - 3rd Quarter 2009

High-Technology

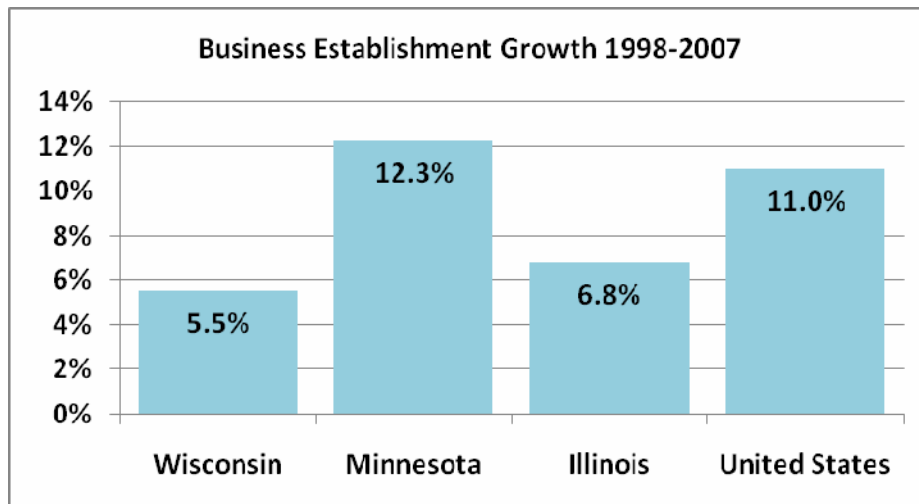
Wisconsin needs jobs. However, not all jobs are created equal. Jobs in high-technology industries pay significantly better than the average private sector wage. Although Wisconsin's wages lag behind national wages, the same trend is evident. In Wisconsin in 2007 (the most recent year for which data is available), high-tech jobs paid 67% more than the private sector average. Several C.O.R.E. Jobs Act initiatives are relevant to this issue. Attracting more angel and venture capital is of paramount importance in creating, expanding, and attracting high-tech businesses. Consequently, boosting the applicable tax credit has tremendous potential to create more of these high-paying jobs in the state. The WATG, Microloan and Ombudsman initiatives also have considerable potential for assisting entrepreneurs with establishing new high-tech businesses.



Source: TechAmerica *CyberStates 2009*

Business Establishments

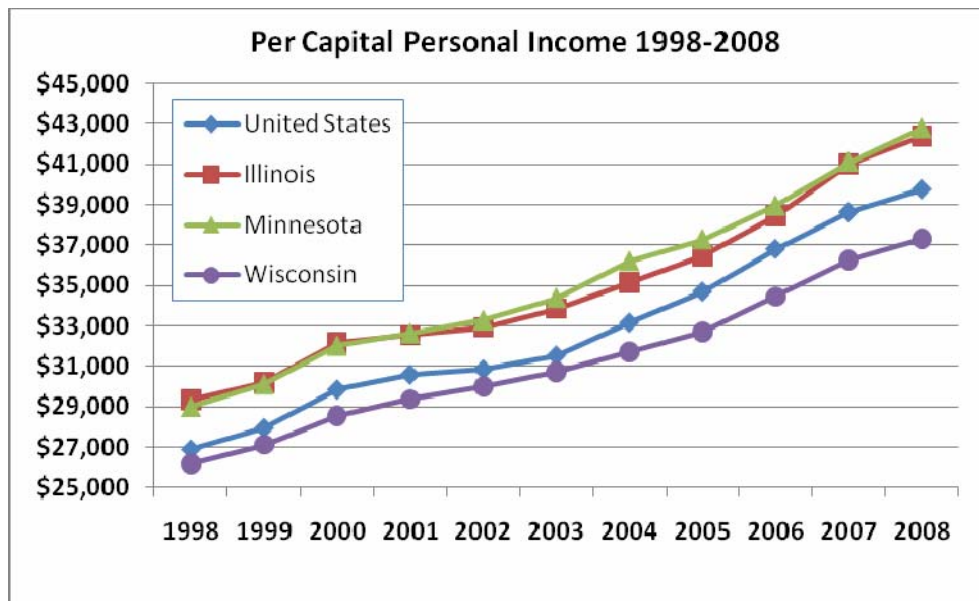
The number of business establishments in Wisconsin has grown by only half as much as the national growth rate. From 1998 through 2007, Wisconsin has experienced a growth in business establishments of 5.5%, whereas the number of establishments in the United States has grown by 11%. Wisconsin is behind Illinois and significantly behind Minnesota, whose growth rate has outpaced the national average, as seen below. "Establishments" does not merely refer to conventional brick-and-mortar stores and offices. Any new business entity, regardless of its size, is considered "an establishment". Accordingly, implementing initiatives designed to foster entrepreneurship in the state is the best way to grow the number of businesses in the state. Establishing a UW-System Business Plan Competition, the Pleasant Prairie Technology Incubator, the UW-La Crosse Emerging Technology Center, WISCAP, and the Department of Commerce Funding initiatives are among the C.O.R.E. Jobs Act proposals that could help to reverse the slow growth trend.



Source: U.S. Census Bureau, *County Business Patterns*

Per Capita Income

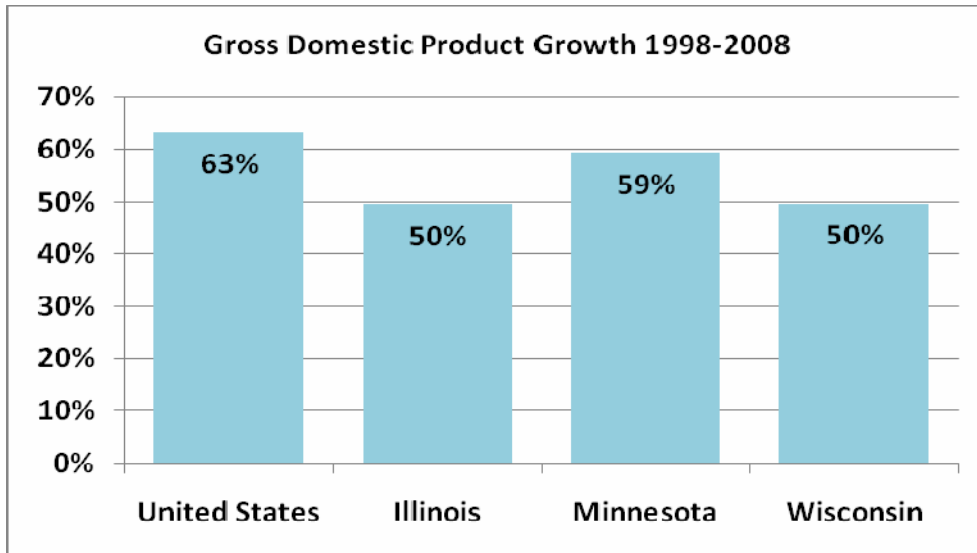
Per capita personal income in Wisconsin has risen steadily over the last decade. However, income levels in Wisconsin have consistently lagged behind Illinois, Minnesota, and the national average. The gap has widened in recent years, as seen below. In 2008, per capita personal income in Wisconsin is about \$2,400 less than the national average, and more than \$5,000 less than the Illinois and Minnesota averages. There are a number of ways to increase per capita income in the state. Raising the education level of the states workers via the C.O.R.E. Jobs Act's Secondary Education Tax Credit and WATG initiatives allows workers to earn higher wages in accordance with their new knowledge and skill sets. In addition, attracting or creating high-tech businesses, as noted above, initiatives designed to foster high-technology industry growth have great potential to generate an increase in Wisconsin's per capita income, as wages in those industries pay significant higher wages than the rest of the private sector.



Source: U.S. Census Bureau

Gross Domestic Product

Gross domestic product (GDP) at the state level has failed to keep pace with growth at the national level. In the last decade, the United States gross domestic product has grown by 63%, while gross state product in Wisconsin has grown by only 50%. Illinois' growth rate matched Wisconsin's, and both states have lagged behind Minnesota, which also trails the national average. Gross domestic product refers to the total market value of goods and services produced in a given region each year. Every initiative contained in the C.O.R.E. Jobs Act has the potential to boost the state's GDP. Creating jobs means creating more opportunities for workers to manufacture goods and provide services, all of which have market value that increase Wisconsin's GDP.



Venture Capital

Wisconsin consistently lags behind neighboring states with respect to venture capital investments. Wisconsin will continue to lack prime job opportunities unless it reverses this trend and sees more investment in business formation and expansion. Although investment had been increasing modestly but steadily for several years, investment in 2008 was substantially less than in the previous year, and 2009 has seen Wisconsin's lowest rate of venture capital investment since 1995. 2009 4th quarter figures are not yet available, so the annual total will likely be higher, but it still appears likely that the total will be well behind the investment level of previous years. The C.O.R.E. Jobs Act initiative to boost the angel/venture tax credits has the most direct impact on venture capital investment in the state. However, several other initiatives are relevant as well. Initiatives designed to foster entrepreneurship, including the Microloan, Ombudsman, UW-La Crosse Emerging Technology Center, and Pleasant Prairie Technology Center initiatives also have considerable potential to lay the groundwork for creating the types of businesses most attractive to prospective venture capitalists and angel investors.

