



# CERTIFIED SITES

## CERTIFIED SITES IN WISCONSIN®

Ever wished for a way to get a property on the radar of the people who make decisions about company expansion and relocation? In partnership with Deloitte Consulting, the Wisconsin Economic Development Corporation (WEDC) offers just that with the **Certified Sites Program**.

In such decisions, site selectors and executives want to be sure that a company's expansion plans won't be held back by costly delays in permitting and approvals. A Certified Site designation serves as a pre-qualification, indicating that a property's title is clear; that it possesses sufficient utilities and other infrastructure for industrial use, and that it is properly zoned and has adequate transportation access for such uses, among other criteria.

WEDC sponsors the Certified Sites Program to enhance the state's appeal to companies looking to invest. Working with WEDC, communities can obtain Certified Sites designation for properties at a much lower cost than they would pay to pursue the designation on their own through an independent consultant.

## SPREADING THE WORD

For all Wisconsin properties that have been designated as Certified Sites, WEDC provides a high-profile, multi-pronged marketing strategy, marketing the sites to national site selection consultants to complement the local community's own marketing efforts for the site. Components of this strategy include:

- Exclusive billing on [LocateinWisconsin.com](http://LocateinWisconsin.com), WEDC's one-stop site selection resource listing available sites and buildings throughout the state, along with demographic information
- A unique landing page for each Certified Site with links to all site-related documentation and mapping
- WEDC assists in soliciting earned media for all new sites being certified, as well as development on the site.
- A significant investment in Google AdWords promoting relocating to Wisconsin, so that Internet users across the U.S. who enter business relocation-related search terms receive targeted messages from WEDC relating to

*"The Certified in Wisconsin Program is one of the best state-level programs in the U.S."*

~J. Michael Mullis, CEO, J.M. Mullis Inc., Tennessee-based site selector

*"With WEDC's Certified Sites Program, Wisconsin is better prepared to compete for new and expanding companies, more jobs and the associated benefits that result from new development."*

~Carl Ruedebusch, President and CEO, Ruedebusch Development & Construction, Inc., Madison

*"The Village of DeForest had the foresight to participate in WEDC's Certified In Wisconsin Program at its inception. With the Certified Site due diligence having already been completed, the village was able to meet expedited development timelines for both The Little Potato Company and American Packaging Corporation, which resulted in tens of millions in investment. The competitive advantage of having Certified Sites ready for development has greatly benefited the village's economy."*

~Sam Blahnik, Community Development Director, Village of DeForest

Sites of at least 20 contiguous acres are eligible for WEDC's Certified Sites Program. For more information about applying, visit [wedc.org/certified](http://wedc.org/certified) or contact Coleman Peiffer at 608.210.6714 or [coleman.peiffer@wedc.org](mailto:coleman.peiffer@wedc.org).

assistance and available sites

- A Google display campaign that serves up a Certified Sites In Wisconsin® ad with editorial content relevant to this message across thousands of websites, reaching targeted users across the country
- A highly targeted print marketing campaign that focuses on national site selectors