MISSION
To advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment.

STRATEGIC GOALS

BUSINESS DEVELOPMENT
- New business startups
- Early-stage business investment
- Wisconsin business retention/growth
- Increased exports
- Business attraction

COMMUNITY AND ECONOMIC OPPORTUNITY
- Thriving Wisconsin communities
- Healthy minority business growth

STRATEGIC ECONOMIC COMPETITIVENESS
- Industry cluster development
- Responsive economic development
- Policies and programs
- Talent and workforce development

BRAND DEVELOPMENT AND MANAGEMENT
- Strong perceptions of business, Professional and personal fulfillment
- Opportunities in Wisconsin

OPERATIONAL AND FISCAL EXCELLENCE
- Widely respected state economic development organization elevating the quality of life and economic prosperity for all Wisconsin residents

STRATEGIC PARTNERS
More than 600 local economical development partners, including:

- BrightStar Wisconsin
- Commercial Association of Realtors® Wisconsin
- Competitive Wisconsin
- Ethnically Diverse Business Associations Coalition
- Midwest Energy Research Consortium
- NEWaukee
- Regional economic development organizations
- Scale Up Milwaukee
- Statewide Minority Chambers of Commerce
- The Water Council
- Transportation Development Association of Wisconsin
- UW-Stout Manufacturing Outreach Center
- University of Wisconsin System
- Wisconsin Angel Network
- Wisconsin Center for Technology Commercialization
- Wisconsin Department of Agriculture, Trade and Consumer Protection
- Wisconsin Department of Revenue
- Wisconsin Department of Tourism
- Wisconsin Department of Workforce Development
- Wisconsin Downtown Action Council
- Wisconsin Economic Development Association
- Wisconsin Housing and Economic Development Authority
- Wisconsin Legislature
- Wisconsin Manufacturers and Commerce
- Wisconsin Manufacturing Extension Partnership
- Wisconsin Procurement Institute
- Wisconsin Regional Planning Commissions
- Wisconsin Technical College System
- Wisconsin Technology Council

FY17 MEASURABLE IMPACT

- BUSINESSES ASSISTED: WEDC 679, KEY STRATEGIC PARTNERS 3,577, TOTAL BUSINESS RECIPIENTS 4,256
- COMMUNITIES ASSISTED: WEDC 129
- LEVERAGED INVESTMENT: TOTAL FINANCIAL AWARDS $320.8 M, DIRECT CAPITAL INVESTMENT $2.1 B, LEVERAGE RATIO 9:1
- DIRECT JOB IMPACT: JOBS CREATED 8,719, JOBS RETAINED 13,358, TOTAL JOBS IMPACTED 22,077