



# MISSION

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

## STRATEGIC PILLAR

## STRATEGIC GOALS

## STRATEGIC PARTNERS



### BUSINESS DEVELOPMENT

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

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



### 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

## 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**