



Ashland WI Regional Economic Development Plan

Wisconsin Innovation Network – Lake Superior
Chapter

August 2011

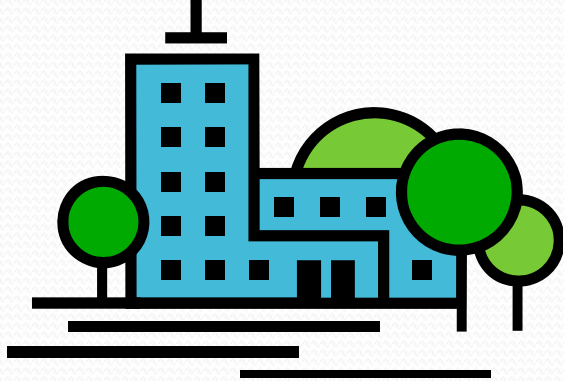


Agenda

- WIN – Lake Superior Chapter Economic Development Update
 - Business Support Infrastructure
 - Technology Park
- Jim Maerzke – Wheelchair Technology Innovator
- Jim Jermain – Northern Wis Broadband Technology Update
- Questions

VISION

Ashland Area Technology Transfer Park



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Ashland Area Economic Development



Getting Started

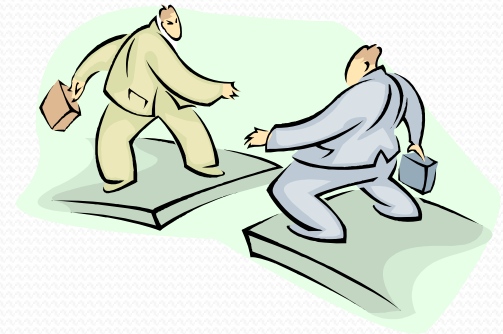
- Build Business Support Infrastructure
- Acquire Land Parcel
- Build First Building
- Acquire Tenants

Continued Growth

- High Skill Workforce
- Robust Regional Economy
- Regional Growth

Challenges – Getting Started

- Madison/Milwaukee Development focused on Southern WI
- Northern WI Development **focus/initiative**
 - Regional Business Support Infrastructure
 - Innovation/entrepreneurship
 - New Regional Investments/Development
 - Development Efforts
 - Technology Infrastructure
 - Financial Funding



START

Solution

- Build Northern WI Business Support Infrastructure
 - Develop key partnerships, currently fragmented
 - Develop regional technology infrastructure
 - Develop Financial Support for Land, Building, and Tenants
 - Develop Regional Marketing Plan and Network
- Build Technology Transfer Park, First Building
 - Develop key partnerships, currently fragmented
 - Land and Building Plans
 - Finances = Grants + Private + Tenants
 - Develop Tenant Marketing Plan



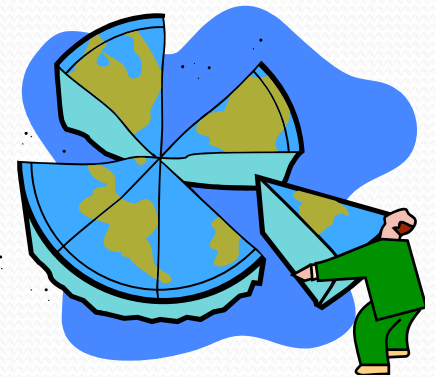
Business Support Infrastructure

- LEVEL I – **Volunteer** high level guidance available locally (IP, manufacturing, marketing, lean, ...)
- LEVEL II – General support available locally to state-wide (IP, financial planning, project management, ...)
- LEVEL III – Specialized support (Specific technologies, logistics, ...)



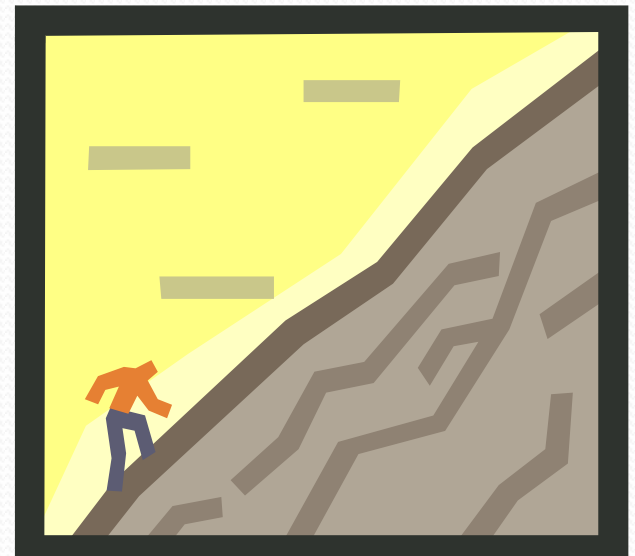
Progress – Partnerships

- Partnership, Fragmentation **TO** Team
 - WIN – LS, Annual Conference
 - Ashland Area Development Corporation, AADC
 - Ashland City Administration
 - Northland College, Wisconsin Indianhead Technical College
 - University of Wisconsin-Superior
 - IMPACT₇
 - Ashland Chamber of Commerce
 - Ashland Area & Mellen School Districts



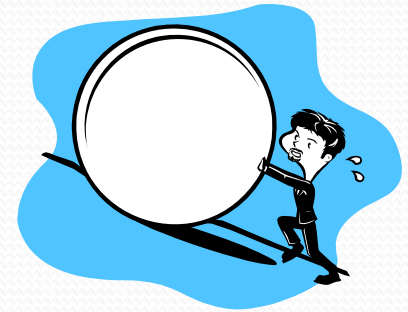
Progress – Business Support Infrastructure

- Broadband Technology Acquisition
- Regional Marketing Plans
- Wisconsin ANGEL Network
- PDCA, Plan – Do – Check – Adjust
 - Visit Potential Customers (Tenants)
 - Define Customer Needs
 - Continuous Adjustments



Progress – Technology Transfer Park First Building

- Business Plan
- Benchmark Successful Business Parks
- Tenant Customer Needs Identified
- Feasibility Study Complete
- Land and Purchase Price Identified
- Preliminary Funding Initiated, IMPACT7
- Attending WI Business Development Conferences, Meeting Potential Tenants



Next Steps

- Complete Business Plan
- Continue Development of Business Support Infrastructure
 - Expand WIN LS partnerships
 - August 5th WIN LS Conference
 - Broadband Technology
- Continue Technology Park First Building Efforts
 - Finance Plan Development and Implementation
 - Continue Planning and Implementation
 - Purchase Land

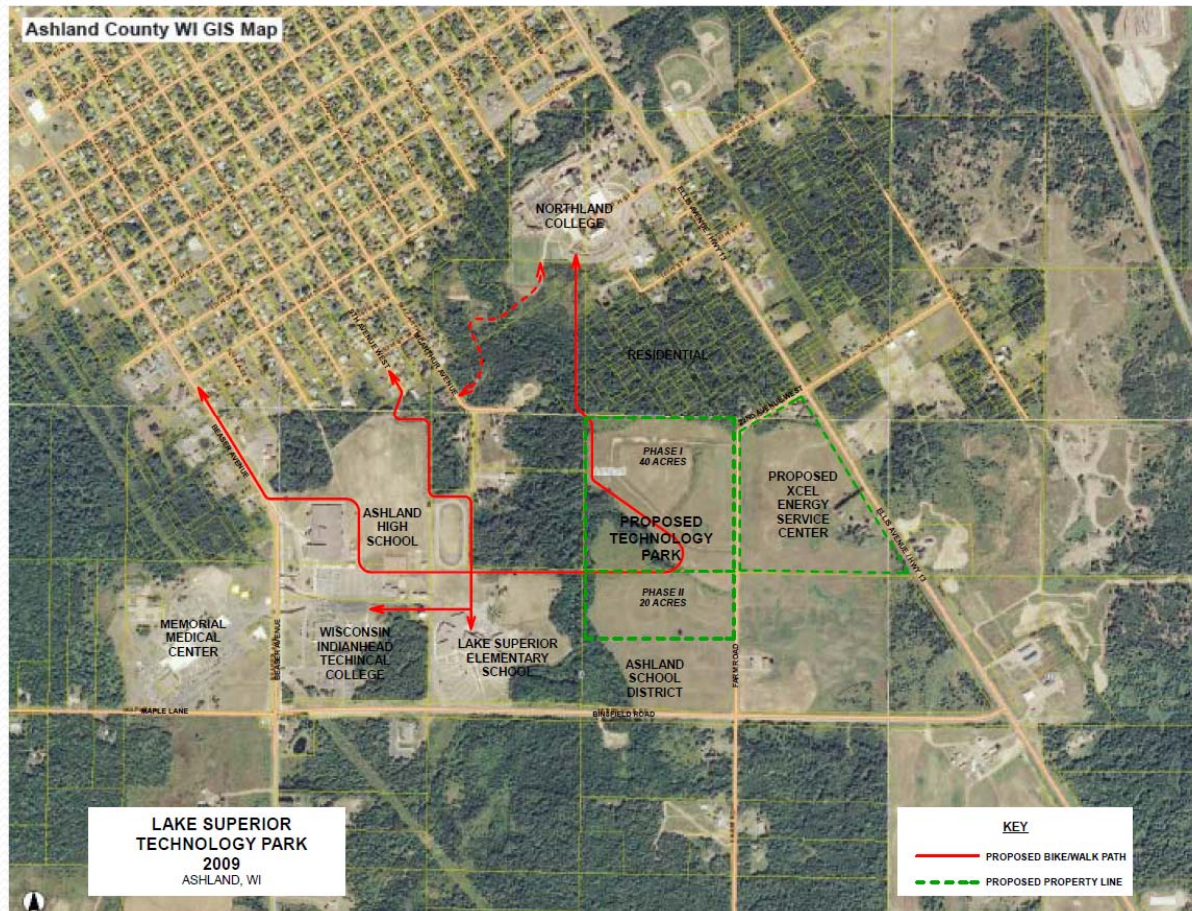




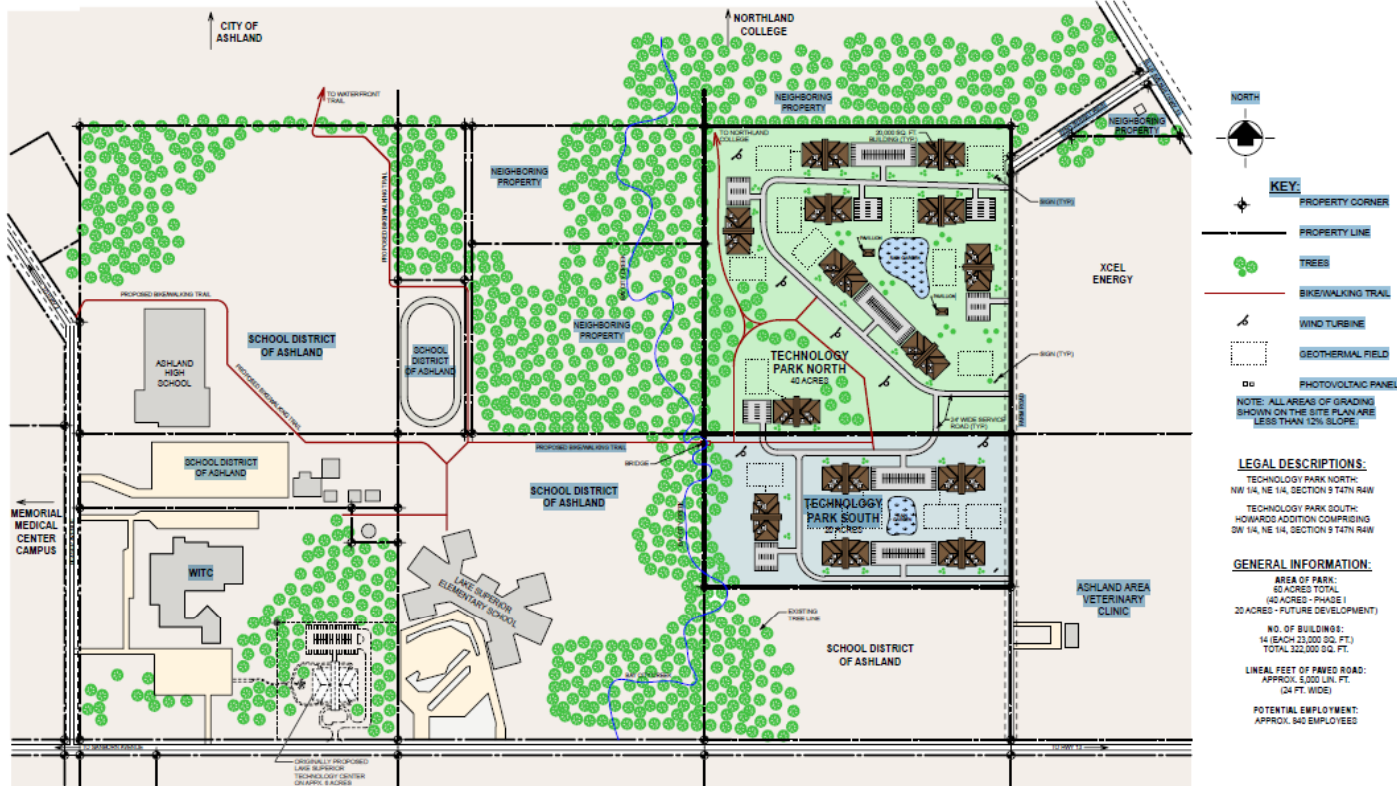
Examples - Progress

- Technology Transfer Park Tenant Recruiting Plan
- Technology Transfer Park Land Acquisition Plan
- Jim Maerzke - Wheelchair Technology Innovator and Business Owner
- Jim Jermain – Ashland Area Broadband Technology

Ashland Area Land Location



Ashland Area Land Development



KEY:

- ⊕ PROPERTY CORNER
- PROPERTY LINE
- TREES
- BIKEWALKING TRAIL
- ⚡ WIND TURBINE
- GEOTHERMAL FIELD
- ☐ PHOTOVOLTAIC PANEL

NOTE: ALL AREAS OF GRADING SHOWN ON THE SITE PLAN ARE LESS THAN 12% SLOPE.

LEGAL DESCRIPTIONS:
 TECHNOLOGY PARK NORTH:
 NW 1/4, NE 1/4, SECTION 9 T47N R4W

TECHNOLOGY PARK SOUTH:
 HOWARD'S ADDITION COMPRISING
 SW 1/4, NE 1/4, SECTION 9 T47N R4W

GENERAL INFORMATION:

- AREA OF PARK:
 60 ACRES TOTAL
 40 ACRES - PHASE I
 20 ACRES - FUTURE DEVELOPMENT
- NO. OF BUILDINGS:
 14 (EACH 23,000 SQ. FT.)
 TOTAL 322,000 SQ. FT.
- LINEAL FEET OF PAVED ROAD:
 APPROX. 5,000 LIN. FT.
 (24 FT. WIDE)
- POTENTIAL EMPLOYMENT:
 APPROX. 840 EMPLOYEES

FUTURE LAKE SUPERIOR TECHNOLOGY PARK SITE PLAN (2029)
 NOT TO SCALE

ARCHITECT:

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Ashland Area Land Acquisition

- Impact7 HUD Grant application submitted, includes land purchase
- Price negotiated with Sellers, Right of First Refusal Contract Approved
- Additional Funding Required to Complete Building, TBD



Guest Speakers

- Jim Maerzke - Wheelchair Technology Innovator
- Jim Jermain – AT&T Broadband

Questions

