Working with University-Based EDA Centers: Observations and Experiences
September 29, 2014
Chicago, IL

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The Chicago Region in Decline

Ratio of Chicago per Capita GRP Growth to U.S., 1980-2009

Source: Moody’s Analytics
The Organization for Economic Cooperation and Development (OECD)
OECD Report

Table of Contents
1. The Assets and Challenges for the Tri-State Metropolitan Region’s Competitiveness
2. Matching Skills to Jobs in the Tri-State Region
3. Innovation and Entrepreneurship in the Tri-State Region
4. Transportation and Logistics in the Tri-State Region
5. Increasing the Region’s Competitiveness Through Green Growth
6. Effective Institutional Arrangements in the Tri-State Region
Underperformance

“If employment in Chicago had grown at the national rate over 1990-2010, the region would have gained nearly 600,000 more jobs than it has today.”

OECD Territorial Review of the Chicago Metropolitan Tri-State Region (2012), p.19
“The purpose of increased collaboration is to articulate common region wide goals and implement region wide strategic plans to achieve them ... [As well as the] development of robust indicators so that stakeholders can measure performance and intervene to ensure progress.”
Which statement comes closer to your view? 1) Political leaders in Wisconsin and Illinois should work together to promote economic development throughout the region. or 2) Political leaders should look out for Wisconsin first and do all they can to move jobs and businesses from Illinois into Wisconsin.
Do you agree or disagree? If it makes sense for the Milwaukee area and the Chicago area to work together, it will be the private sector rather than government that makes that happen.

Source: Marquette School of Law Poll
Leadership: Chairmen

ILLINOIS

Michael M. Mullen, Founder, Centerpoint Properties & Advisor, Blackstone Group

INDIANA

Jim L. Stanley, CEO, Northern Indiana Public Service Company (NIPSCO)

WISCONSIN

Paul W. Jones, Chairman & Retired CEO, A. O. Smith Corporation
Alliance Working Teams

ALLIANCE CREATES
COLLABORATION
PLATFORMS
• **What is Strategic Doing?**

  • Strategic Doing is a process that enables civic leaders to form collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way.
Purdue Center for Regional Development

• What *could* we do together?

• What *should* we do together?

• What *will* we do together?

• What’s our *30/30*?
• **Regional Decision Maker (RDM)**

  A powerful suite of mapping websites and tools that enables users to make informed decisions quickly and efficiently.

  RDM facilitates and enables regional decision making in a number of ways. Most importantly, it allows decision makers to interact with data through customizable, user-friendly tools and geographic visualization.
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- Industry & Occupation Clusters and Innovation
- Transportation
- Land Use & Biodiversity
- Economy
- Food Systems
- Demography
5 Universities – One University Center
- Focused on providing services and resources to move forward commercialization
- One-stop-shop for accessing University resources, service and knowledge
- Access to our network in the start-up and entrepreneurial ecosystem in Wisconsin
- In collaboration with ARD access network in tri-state region
Supporting Wisconsin’s Water Technology Cluster

Introduction
- Grew out of UW-W initiative
- Supported by the Water Council
- Co-funded by the WEDC
- Launched September 2014
- Supported by WCCR

Services
- start-up & acceleration training by UW business faculty using Growth Wheel, Business Model Canvas and similar tools
- Product assessment
- market research & analysis
- pitch training & practice workshops
- make-me-better meetings
- lunch w/ an expert meetings
- WCCR units

Success Stories
- viable and independent enterprises
- employers / taxpayers
- business plan competitions winners
WCCR can facilitate the entire commercialization process, by providing resources and services for moving a project through various stages from idea to proof of concept to launch.

*Services and Assets*
- Connection to key networks and ecosystems
- MSOE’s Rapid Prototyping Center
- UWM Engineering
- UW-Whitewater-State of Ingenuity (SOI) regional collaboration
- UW-Parkside- Small Business Development Center
- Marquette U- Kohler Center for Entrepreneurship

*WCCR Partners*
- Alliance for Regional Development
- BizStarts Milwaukee
- The Water Council
- Mid West Energy Research Consortium (M-WERC)
- PCRD- Purdue Uni.
- REI- Michigan State Uni.
- Milwaukee 7- M7
- Clinical and Translational Science Institute (CTSI)
- Greater Milwaukee Committee (GMC)
- Wisconsin Entrepreneur’s Network (WEN)
- Wisconsin Innovation Network (WIN)
- Wisconsin Economic Development Corp.
“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized.”

- Daniel Burnham

• Jules Guerin, “Plan of Chicago Plate 44. Diagram of Region”, Plan of Chicago (1909)