



**WE
LIVE**

FOR

COMPANIES WITH VISION

SMART INVESTMENT

COLLABORATION

SelectUSA Spain Roadshow
March 2024

WISCONSIN
ECONOMIC DEVELOPMENT

WISCONSIN

LOW RISK OF NATURAL DISASTER



“ A single severe event that disrupts production for 100 days—something that happens every five to seven years on average—could erase almost a year’s earnings in some industries.

”

MCKINSEY & CO.

THE CLIMATE IS RIGHT FOR **BUSINESS SUCCESS IN WISCONSIN**

**MANUFACTURING
AND AG TAX RATE**



0.4%
TAX RATE

**Aa1 MOODY'S
AA+ FITCH RATINGS**



AA+
CREDIT RATING

**LOW REGULATION
ENVIRONMENT**



Wisconsin offers a stable
and low tax environment
for businesses

**LONG-TERM FISCAL
STABILITY**



Low chance of tax
increases or increased
fees

KEY INDUSTRIES



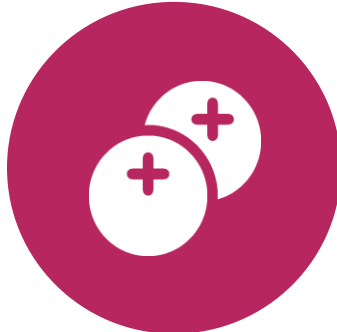
**Advanced
Manufacturing**



Biohealth



**Energy Power
and Controls**



**Food and
Beverage**



**Water
Technology**

ADVANCED MANUFACTURING



9,000+

industry companies

470,000+

industry jobs

Highest

manufacturing employment concentration in the U.S.

Contributes about

17%

of Wisconsin's GDP

BIOHEALTH



2,000+

51,000+

industry jobs

Wisconsin exported

\$2.4 billion

in medical and scientific instruments in 2022.

No. 1

in the U.S. for medical imaging (irradiation apparatus) manufacturing.

ENERGY, POWER, AND CONTROLS



1,000+

industry companies

115,000+

industry jobs

735MW

of wind energy produced by 445 turbines

130MW

of installed solar capacity

FOOD AND BEVERAGE



3,700+

industry companies

136,000+

industry jobs

8 of the 10 largest

global food companies have operations in Wisconsin.

No. 1

in cheese production (nearly 3.5 billion lbs of cheese annually)

WATER TECHNOLOGY



230+

water technology companies

23,000+

employees connected to the industry

The Water Council has active partnerships with

12 organizations Globally

Forefront of water education:
50 different degree programs at

30 institutions

FDI IN WISCONSIN

➤ North America



➤ Europe



➤ Asia





ADVANCED MANUFACTURING

- 9,200+ Manufacturing companies
- 458,000+ Industry employment

**Rockwell
Automation**



KOHLER®



OUR TAX CODE IS BUILT FOR YOUR COMPANY'S SUCCESS



Wisconsin is a stable, low-tax, low-regulation environment for your business. As of January 2024, Wisconsin no longer imposes a business personal property tax. You'll also find valuable tax credits as well as sales and use tax exemptions.



0.4% TAX RATE
Manufacturing and
Agriculture Tax Rate



**NO PERSONAL
PROPERTY TAX**
as of January 2024

YOUR COMPANY'S FUTURE WORKFORCE AWAITS YOU IN WISCONSIN

MANUFACTURING EXCELLENCE



Wisconsin's advanced manufacturing workforce possesses skills and expertise that serve all of Wisconsin's key industries—including **biohealth; energy, power, and controls; food and beverage processing; and water technology.**

#2 IN THE U.S.

for manufacturing jobs as a percent of total workforce

Business Facilities magazine, July/August 2022

15%

of all Wisconsin workers are employed in manufacturing.

Lightcast 2022 Q4 Dataset

YOUR COMPANY'S FUTURE WORKFORCE AWAITS YOU IN WISCONSIN

EDUCATING YOUR FUTURE TALENT POOL

WISCONSIN WAS THE **1ST**

U.S. state to establish a technical college system.

Nearly

95,000

degrees and certificates awarded in 2021

*Lightcast 2022.4 Dataset
using U.S. NCES IPEDS data*

9 IN **10**

Wisconsin employers who hired technical college graduates said those employees' abilities met or exceeded expectations.

Wisconsin Technical College System

INCENTIVES AND GRANTS

TO MEET YOUR INDIVIDUALIZED PROJECT NEEDS

1. STATE TAX CREDITS

2. LOCAL INCENTIVES

3. GRANTS

1. State Tax Credits

[Business Development](#) & [Enterprise Zone](#)

2. Local Incentives

Tax Increment Financing (TIF)

Other – Local incentives vary based on municipality.

3. Grants

[Wisconsin Department of Revenue Incentives for Manufacturing](#)

[Transportation Economic Assistance \(TEA\) Program](#)

[Wisconsin Fast Forward Training Program](#)

[Workforce Advancement Training \(WAT\) Grants](#)

CLEAN ENERGY IN WISCONSIN

WISCONSIN PRIORITIZES CLEAN ENERGY PROJECTS



State Office of Sustainability & Clean Energy We have programs and policies that support your company's use of clean energy resources and technology, to help address climate change.



Focus on Energy Program We provide information, resources, and financial incentives to help your company implement energy efficiency and renewable projects.



Energy Innovation Grant Program (EIGP) Your company can access funding for a wide variety of projects that reduce energy consumption and support renewable energy vehicles and infrastructure.



Wisconsin DNR's Green Tier Program If your organization is exploring a path to sustainability, we have a systematic approach to minimize environmental risk. We add value by helping align business objectives with environmental stewardship.



Research Tax Credits Your company can be reimbursed for research activities related to certain energy-efficient products.



Property Assessed Clean Energy (PACE) We'll help your company obtain low-cost, long-term loans for energy efficiency, renewable energy, and water conservation improvements on your property.

A STATE OF WELL-BEING *IN WISCONSIN*



Wisconsin is consistently ranked at the top, from health care and cost of living to career opportunities and outdoor recreation. Here are just a few reasons Wisconsin stands out when it comes to quality of life for your present and future workforce.

A STATE OF WELL-BEING IN WISCONSIN

#8

U.S. state of overall
quality of life

TOP 10



among the best public-school
systems in the U.S.

#4

least stressed state

TOP 10



among the top U.S. states for
health care quality

2ND

Wisconsin's rural critical access
hospitals were ranked 2nd best
in the nation

3RD

Green Bay is ranked 3rd and
Madison is ranked 7th in the
nation for best places to live
for families



WISCONSIN
ECONOMIC DEVELOPMENT

**THANK YOU FOR
THIS OPPORTUNITY**

LOOK FORWARD ►

LEARN MORE

If you have questions, please contact:

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