



Creating Innovation Neighborhoods

Strategic Plan - Adopted 2016



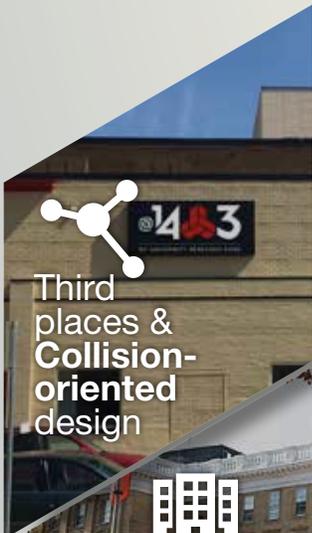
Visible & Accessible



Affordable, quality spaces



Third places & Collision-oriented design



Critical mass of technology firms



Value added ecosystem infrastructure



Active, networked community



UNIVERSITY RESEARCH PARK
UNIVERSITY OF WISCONSIN-MADISON

University Research Park employs its unique capabilities to design, create, and manage great places that are magnets for knowledge-intensive firms, foster innovation, and help firms thrive, which facilitates UW technology transfer, generates resources for the UW, and serves the state in the spirit of the Wisconsin Idea.



Who We Are

WHO WE ARE

University Research Park is a 501 (c) (3) nonprofit corporation affiliated with the University of Wisconsin – Madison. The Park’s mission is to encourage technology development and commercialization that advances the economy and benefits research and related education programs at the University of Wisconsin – Madison. University Research Park serves as UW-Madison’s primary real estate development arm, providing facilities and entrepreneurial real estate development services.

WHO WE SERVE

University Research Park serves the University of Wisconsin – Madison and technology companies in life, engineering, and computer sciences that spin out from, complement, or benefit the University.

WHAT WE DO

University Research Park acts as a master developer to plan and develop great innovation neighborhoods. We lease space in buildings we own and manage and ground lease land to companies and other developers. We support programs and events that strengthen the entrepreneurial ecosystem leveraging the University of Wisconsin-Madison’s strengths.



Where we are going

VISION STATEMENT

Creating Innovation Neighborhoods

University Research Park employs its unique capabilities to design, create and manage great places that are magnets for knowledge-intensive firms, that foster innovation, and that help firms thrive in order to facilitate UW technology transfer, generate resources for the UW, and serve the state in the spirit of the Wisconsin Idea.





Today

ECONOMIC IMPACT

- 125+ companies in University Research Park
- Over 3,800 people employed
- Most recent comprehensive economic impact study:
 - More than \$825 million in annual economic impact
 - Nearly 9,300 Wisconsin jobs supported
 - \$43 million in local and state taxes generated each year

PHYSICAL STATISTICS

- 255 acres on original URP campus
- Approximately 200 acres available at URP 2
- 1.8 million square feet of development in original campus

STRENGTHS TO BUILD ON

- Connection and orientation to the University of Wisconsin – Madison
- Part of UW-Madison’s economic and entrepreneurial infrastructure
- Strong brand awareness
- Community of science and technology firms
- Commitment to both professional service and mission impact
- Ability to support specialized science and lab facilities
- Large portfolio conducive to companies needing to scale
- Site control of large tracts of land
- Access, parking, and convenience
- Proximity to campus and workforce housing
- Patience and discipline to execute a long-term strategy
- Expertise in real estate development & management



Success

QUANTITATIVE MEASURES

Financial

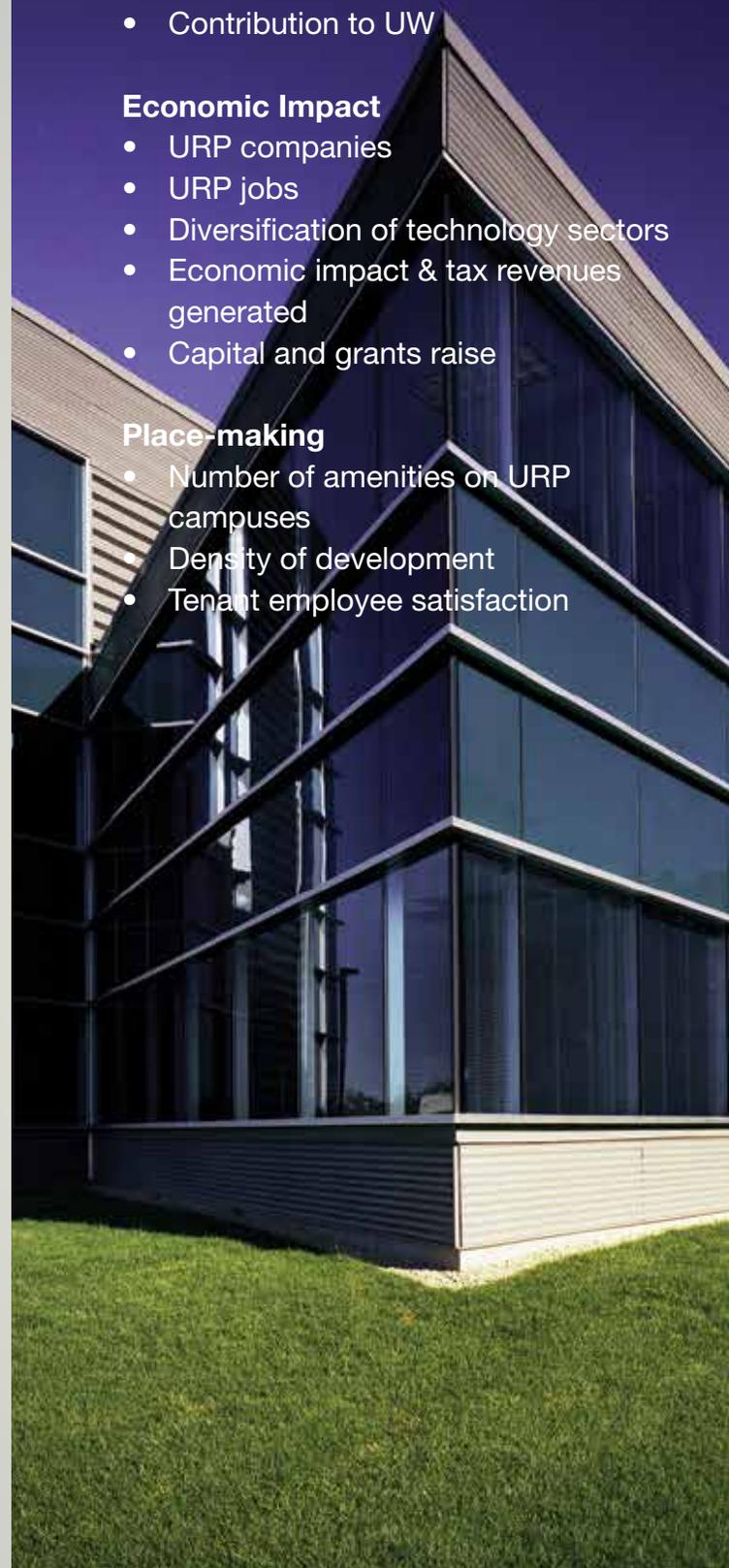
- Vacancy Rate
- Revenue
- Net Assets
- Contribution to UW

Economic Impact

- URP companies
- URP jobs
- Diversification of technology sectors
- Economic impact & tax revenues generated
- Capital and grants raise

Place-making

- Number of amenities on URP campuses
- Density of development
- Tenant employee satisfaction





How We Get There



REINFORCE THE FOUNDATION

Over thirty years, the stakeholders supporting University Research Park have bootstrapped the original campus from a greenfield site to an important part of Wisconsin's economic development infrastructure. Maintaining the strength, attractiveness, utility, and financial success of the original campus is the first priority. Growth, whether onto a second campus or elsewhere, depends on maintaining this strong foundation.

Key Components

- Run an underlying real estate business striving for excellence
- Reinvest in core assets to keep them fresh and attractive
- Capture opportunities to strengthen & expand URP's core campus



CREATE VIBRANT COMMUNITIES

University Research Park has the opportunity to harness its unique strengths to create the most vibrant neighborhoods for scaling and established technology firms in Dane County. Over URP's history, the pattern of innovation and development has evolved. Working to enhance our communities will not only preserve our value, but will better serve our tenants and help them become better connected, more innovative, and more competitive.

Key Components

- Plan and create distinctive places for innovators
- Partner to drive mixed-use environments
- Strengthen and concentrate networks
- Market through action



MAGNIFY THE UW'S IMPACT

University Research Park exists to serve the University of Wisconsin – Madison and to extend the university into the community, startup, and business sectors. By working closely with campus, URP can not only help foster a strong pipeline of UW-related startups, but can assist the university in connecting with and serving the state in the spirit of the Wisconsin Idea.

Key Components

- Support the UW's economic agenda
- Assist UW pipeline companies
- Reinforce UW's economic mission and message with distinctive URP brand
- Help connect the UW with the business and startup community



GROW IMPACT & RESULTS

University Research Park has the opportunity to grow its asset base, its impact on the local ecosystem, and its contribution to University of Wisconsin – Madison. By focusing on a strategic sequence of growth opportunities, URP can thrive and benefit the UW. URP can use this financial strength to contribute to the local technology and startup ecosystem and further benefit the university and the community.

Key Components

- Focus on priority projects to grow URP assets and revenues at URP & URP 2
- Support entrepreneurial ecosystem & identify and fill gaps
- Grow URP's financial contribution to UW