

Madison Opportunity Zones:

Putting OZs to Work for Investors and the Community

What are Opportunity Zones (OZs)?

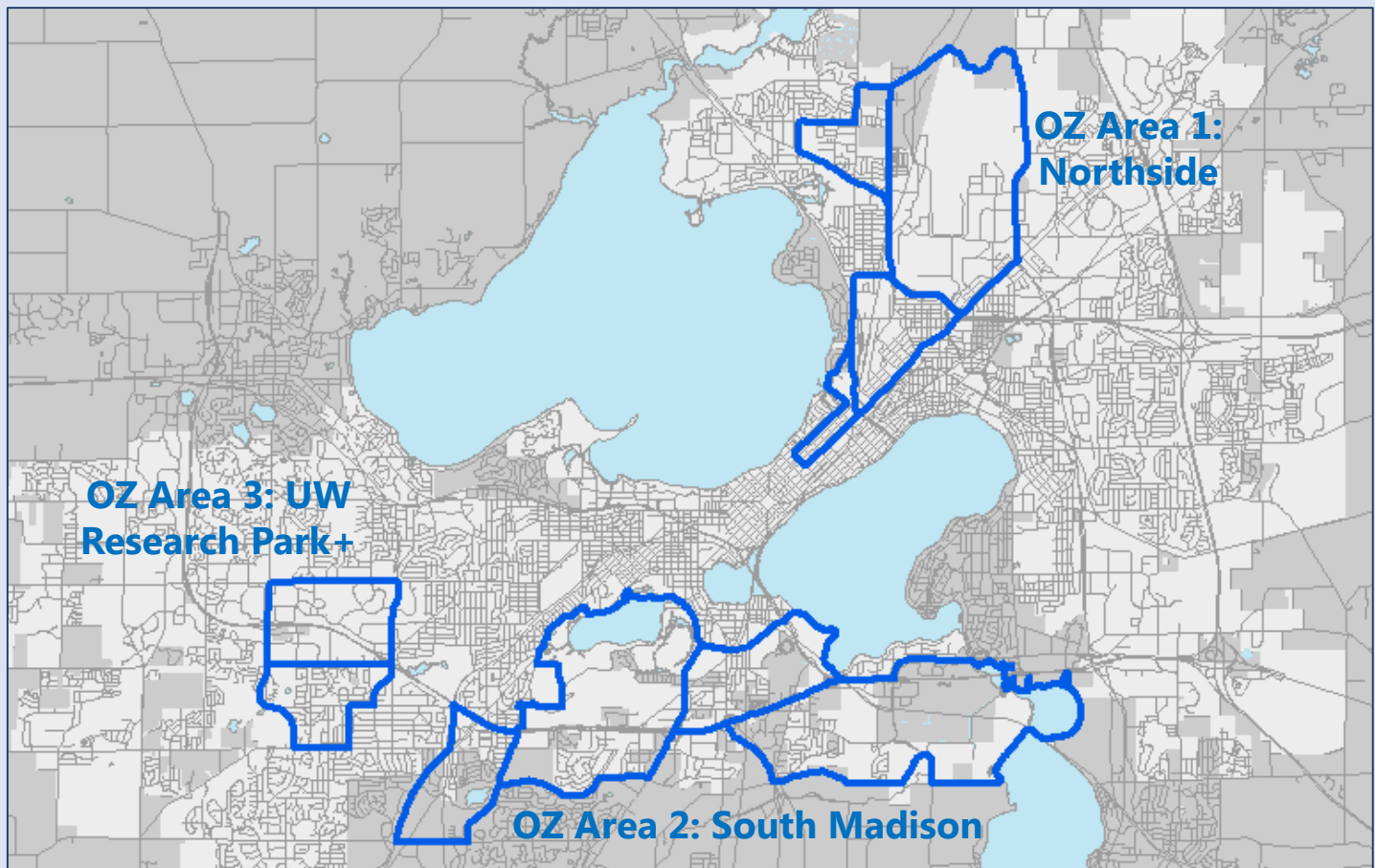
OZs are a new economic development tool established in the 2017 tax reform law. They are designed to encourage long-term investment in designated Census Tracts with economic barriers. OZ Tracts were designated by each state's Governor, with local input, and certified by the U.S. Treasury Dept.

Opportunity Zone Benefits

Investors can re-invest unrealized capital gains into Opportunity Funds. These funds in turn invest in projects located within designated Opportunity Zones. Investors can then temporarily defer and reduce taxes on capital gains from their original investment, and eliminate taxes on future gains from Opportunity Funds themselves if held for 10 years.

Madison Opportunity Zones

Madison's Opportunity Zones offer investors, developers, and companies exciting possibilities to leverage the OZ incentive. Ten Madison Census Tracts have been granted OZ status. They are clustered in three areas. The areas include major redevelopment opportunities, prime sites for new employment, and numerous commercial corridors and neighborhoods that are well-positioned for new businesses and housing development.



With our renowned quality of life, growing population, and innovative economy, Madison is well-positioned for long term investment. That said, areas within Madison have a high levels of poverty, unemployment, and limited access to opportunity. We are committed to using Opportunity Zones, leveraged with local incentives, to encourage inclusive growth and investment that benefits Madison residents and neighborhoods. Get in touch with the City to learn more about specific opportunities in Madison's Opportunity Zones



Contact:

Dan Kennelly
City of Madison
608-267-1968
dkennelly@cityofmadison.com

OZ Area 1: Northside

With four designated Census Tracts, this area includes large-scale industrial development opportunities, a growing airport with direct service to major markets, a regional tech college, a planned Public Market, and a portion of the vibrant and transforming Capitol East District.

Census Tracts:
002500
002402
001804



Unique Assets, Key Assets Catalysts, and Potential Project Areas

Former Oscar Mayer Property

This 70-acre former manufacturing site has 400,000 SF of existing office and manufacturing space available for lease. The City is working with the property owner on short and long term plans for reuse of this visible and important property.

Airport Commercial Areas and Foreign Trade Zones

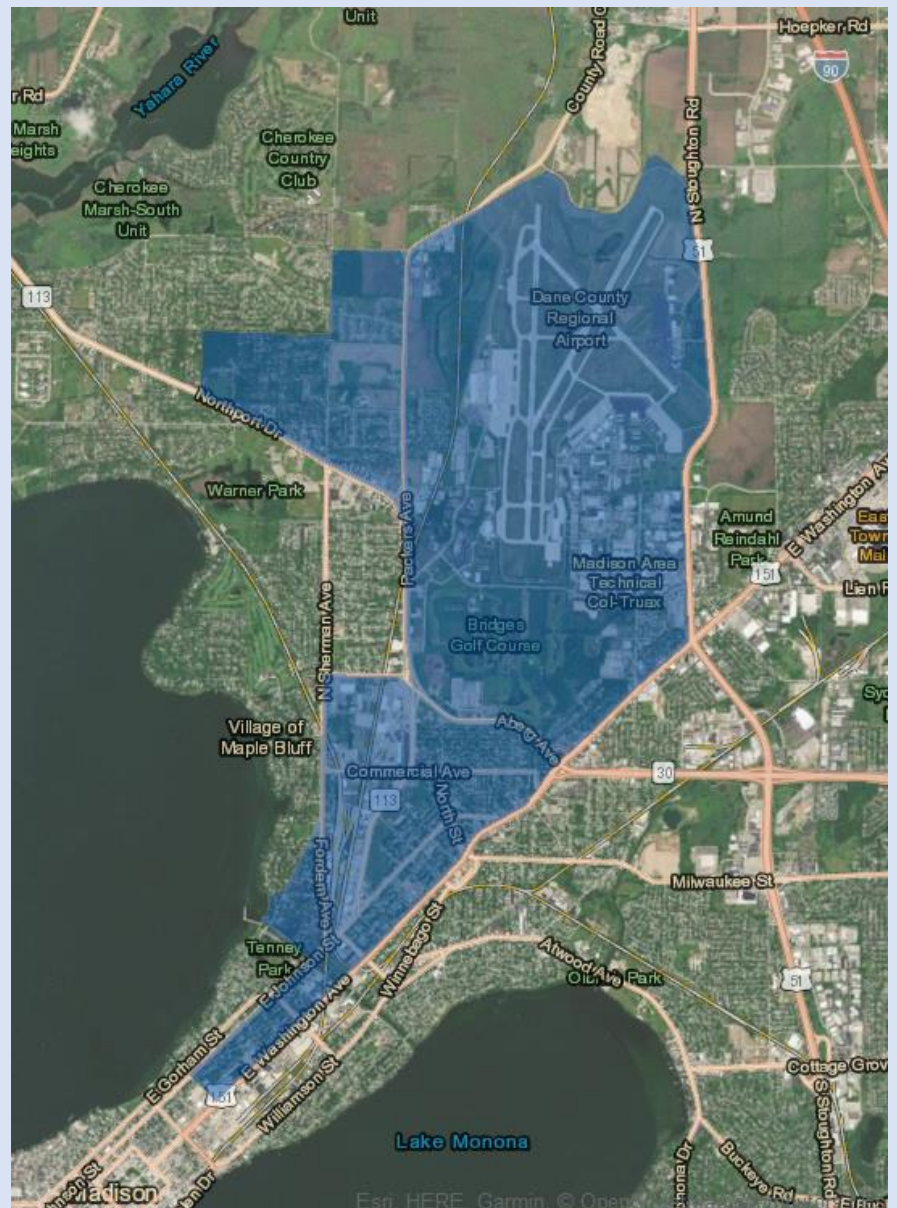
The area incorporates the growing Dane County Regional Airport and surrounding commercial and industrial areas. This includes properties with Foreign Trade Zones status.

Madison College

Madison's growing technology college is located in the designated zone.

Capitol East District

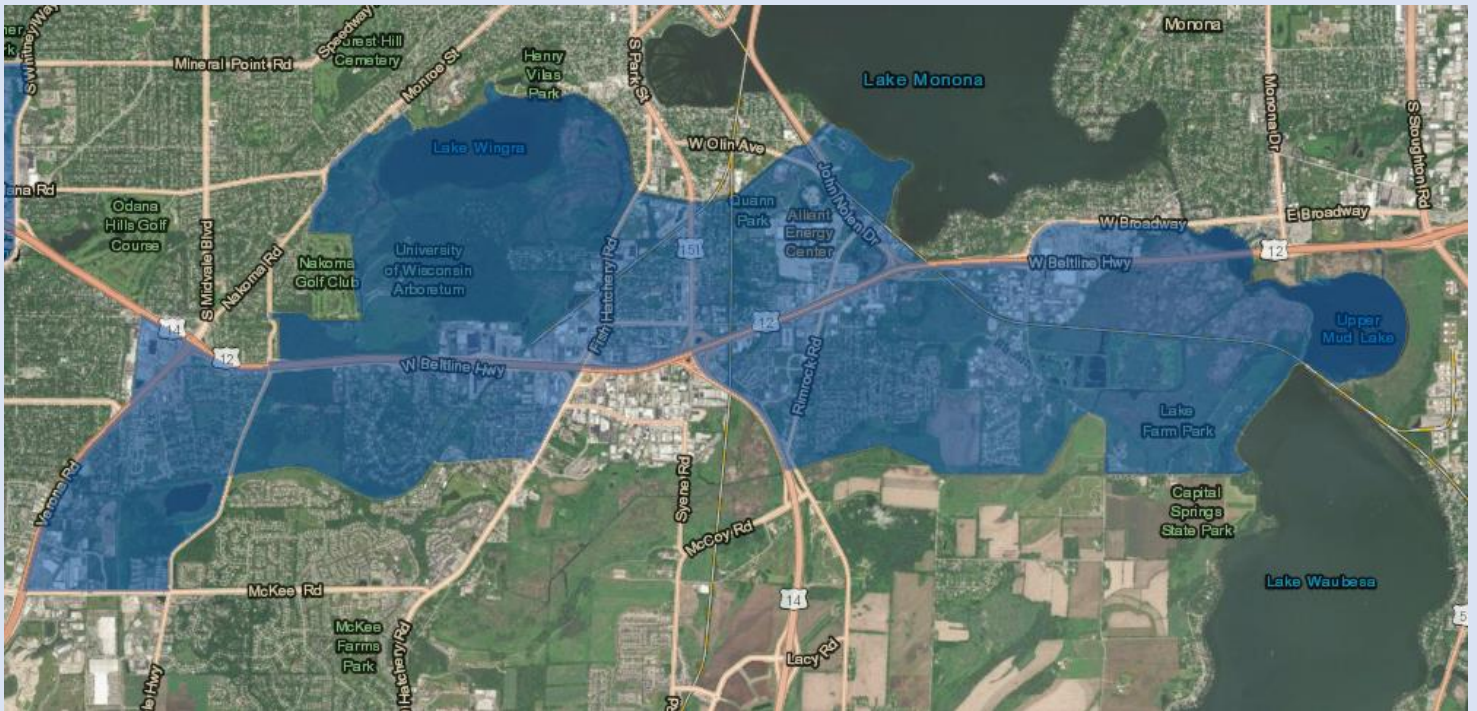
The Capitol East District is a burgeoning urban district. Over the last few years, this rapidly transforming area has become home to technology companies, a new entrepreneurial hub, new music venues, farm-to-table restaurants, and hundreds of recently-built housing units filled with Millennial technology workers.



OZ Area 2: South Madison

The South Madison OZ Area includes four census tracts extending along the beltline between Verona Road and Stoughton Road. The area includes the Allied Neighborhood, portions of north Fitchburg, South Park Street, and the Alliant Energy Center Campus. Portions of the area are currently part of the Town of Madison and will be annexed into the City over the next several years, unlocking new opportunities.

Census Tracts:
001401
001402
001502
000600



Key Assets, Catalysts, and Potential Projects

Allied Neighborhood

This economically under-served neighborhood has been the focus of long term efforts to build quality housing and stabilize the area. With the newly-rebuilt highway 151, Allied's commercial areas are ready for neighborhood-supporting for new businesses.

South Park Street

This southern gateway to the City includes diverse neighborhoods, several major regional healthcare facilities, and Madison College's new south campus. South Park Street includes culturally eclectic businesses and is flanked by diverse neighborhoods.

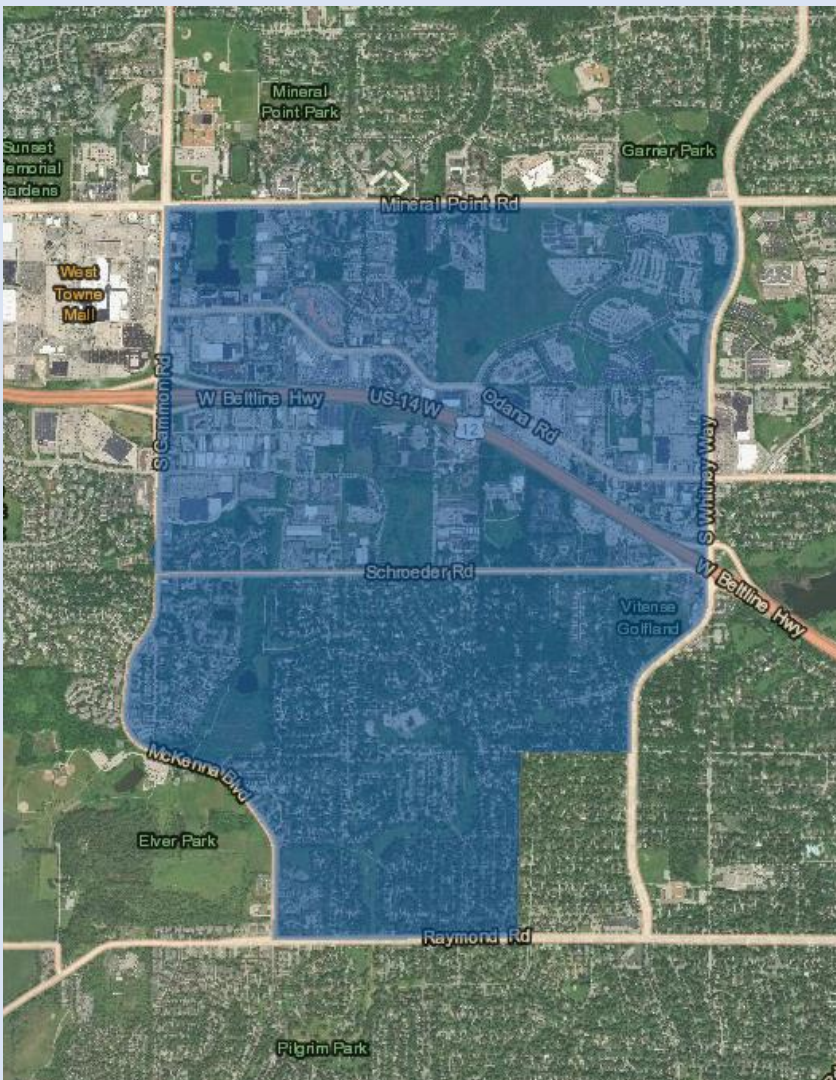
Alliant Energy Center

This is a 150 acre+ multi-building national event destination. It is home to globally-recognized events such as World Dairy Expo and the Crossfit Games. A new Master Plan includes incorporating private development

OZ Area 3: UW Research Park+

This area consists of two census tracts on Madison's west side. A large portion of the area is within the University of Wisconsin Research Park (UWRP). UWRP encompasses 260 acres and is home to 37 buildings, 150 companies, incubator and co-working spaces, and over 3,800 employees. Founded in 1984. UWRP is continuing to add innovative new businesses and jobs. It is also laying plans to transform from a traditional research park to a more active, walkable, mixed-use innovation district. In addition to UWRP, the designated areas include commercial corridors and neighborhoods that are well-positioned for new housing and commercial development.

Census Tracts:
000407
000408



Key Assets, Catalysts, and Potential Projects

UW Research Park

Home to 150 companies and 3800 employees. Tenants include national leaders in biotech innovation such as Cellular Dynamics, Exact Sciences, and Stratatech.

Exact Sciences

Located within the Research Park and expanding to a new facility across the Beltline. The company is in the process of constructing 300,000 SF of new office and lab space within this area.

Transforming Commercial Corridors

Once the edge of town, this area's auto-oriented commercial corridors, office complexes, and retail centers are ready to transform into a more compact, urban, and transit-oriented form of development. The City's recently-adopted comprehensive plan calls for a new paradigm for land use in this part of the City.



About Madison:

A thriving mid-sized city located among a chain of glacial lakes, Madison is consistently rated one of the nation's best places to live, work, start a business, or raise a family. Madison is home to one of the world's largest research institutions (University of Wisconsin) and a seat of state government. With industry-leading companies in biotechnology, digital health, diagnostics, medical devices, video gaming, and financial services, Madison is building an innovation-driven economy that is creating jobs, spawning new businesses, and attracting 21st century workforce talent.

#1

Best City for
Quality of Life
(NerdWallet,
2014)

#1

Fittest City in
America (FitBit,
2016)

#1

Top 100 Places
to Live
(Livability.com,
2015)

#7

Best Areas for
STEM Professionals
(WalletHub, 2007)

#5

Best Cities for
Young
Professionals
(Forbes, 2016)

#5

for High Tech
Jobs
(MarketWatch,
2013)

#8

Best City to
Raise a Family
(Parenting Mag,
2012)

Key Stats:

866,475: MSA Population:

4.9% MSA GDP Growth (2016-2017)

3,000 new city residents per year

20,000 jobs created since 2010

\$4.75 billion new tax value since 2012

500 new businesses since 2009

49% adults with bachelors degree

The City of Madison is preparing to work with investors, developers, businesses, and community members to maximize the benefits of Opportunity Zones. We are exploring policies to layer local economic development tools and incentives (including our recently created "Jobs TIF" program) with Opportunity Zones to create a favorable environment for business growth and investment in these important areas of the City. Contact us to learn more.



Dan Kennelly
(608) 267-1968
dkennelly@cityofmadison.com