

# WHY WISCONSIN FOR BUSINESS?

***Wisconsin wants your business! Wisconsin offers an excellent location for growing a business, living the good life, pursuing a career, having fun, getting an education and raising a family.***

- Wisconsin has a highly-skilled, productive workforce and it is the state's most important asset, according to national measures and polls of Wisconsin CEOs.
- Wisconsin business taxes are lower than those in 35 other states, according to a 2005 study by the Federal Reserve Bank of Boston, which measures more than 15 taxes that can affect corporate profits. In 2006, Wisconsin will begin phasing-in a single sales factor apportionment formula to assist business.
- Wisconsin has property tax exemptions for manufacturing machinery and equipment, inventories, and computer equipment. Tax credits exist for R&D and sales tax exemptions for manufacturing machinery and equipment, as well as manufacturers' raw materials and fuel and electricity used in manufacturing.
- Wisconsin offers one-day shipping to over a third of the nation's population. Widely-available air and rail service is complemented by a comprehensive network of toll-free, controlled access highways and multi-modal facilities.
- Wisconsin is quality living at an affordable price. Energy, health care, housing, insurance costs and commute times are well below the national average.
- FBI crime statistics indicate that Wisconsin's total crime, violent crime and property crime rates are among the lowest in the country.
- Wisconsin's commitment to quality education consistently results in public school students that outperform the U.S. average in math, science and reading skills, while regularly recording the nation's best college entrance exam scores.
- Wisconsin's Technical College System—the nation's first and finest—annually graduates over 4,500 industrial and engineering technicians. Most campuses offer manufacturing improvement assessments, quality improvement assistance and worker training that is customized to business requirements.
- Wisconsin's colleges and universities grant more than 2,000 engineering bachelor degrees per year in the areas of bio-medical, electrical, mechanical, chemical, industrial, computer sciences, civil, nuclear, metallurgical and manufacturing systems engineering.
- The University of Wisconsin System, and its UW-Madison flagship campus, is a national leader in research and technology transfer. The UW System has 26 campuses across the state and a statewide extension.
- Wisconsin's commitment to public-private partnerships provides the ability to help businesses fund expansions, start-ups, worker training initiatives, and technology and R&D. Technical assistance is also available for site selection, financial packaging, export initiatives and a host of other business needs.
- ForwardWI.com provides an Internet business portal to access data on growing your business in Wisconsin. It features statistical data, community information, available buildings & land listings, and valuable links to business resources.
- Wisconsin has a thriving manufacturing sector, a fast-growing service sector and an emerging technology sector. Wisconsin strongly supports and encourages entrepreneurialism and the birth of new ideas and companies.
- Wisconsin has a diversified economy with a vast supply of resources. Water resources and forestland are plentiful.



**Governor Jim Doyle, Chairman**

800.669.1190 ph 608.261.2518 fax  
info@forwardWI.com  
ForwardWI.com