

East Park Commerce Center selected as ‘Certified In Wisconsin’ site

WEDC provides new tool to accelerate business start-up and growth

MADISON, Wis., July 11, 2013 – East Park Commerce Center in Stevens Point, Wis., was designated a ‘Certified in Wisconsin’ development-ready site today by Governor Scott Walker and the [Wisconsin Economic Development Corporation](#) (WEDC). This is the twelfth site certified by WEDC since the Certified in Wisconsin program started last year.

“This certification will help Stevens Point attract new businesses to its community by having a 760-acre site certified as development-ready,” said Governor Walker. “I commend the city for its commitment to achieve this site certification. This is just one more economic development tool to accelerate business start-up and growth in Stevens Point and in Wisconsin.”

A certified site is a development-ready site that has been reviewed and approved by WEDC as meeting certain development criteria. The certification provides businesses, consultants and developers with detailed information about the site.

“One of the keys to attracting new businesses to Wisconsin, or encouraging existing firms to choose the state for significant expansion, is the ready availability of developable properties,” said Reed Hall, WEDC secretary and CEO. “The East Park Commerce Center is a strategic location in central Wisconsin for potential development.”

WEDC has designated Certified in Wisconsin sites in Beaver Dam, Beloit, Chippewa Falls, DeForest, Fitchburg, Village of Howard, Janesville, Menomonie, Prescott, Verona and West Bend. WEDC is expected to certify approximately 30 development-ready sites over the next three years.

WEDC is utilizing Deloitte Consulting to evaluate sites to determine whether they are ready for development. To gain certification, a site must meet certain requirements including a minimum size, availability of utility and transportation infrastructure, physical and technical condition, environmental assessments, quality of labor force and support by local communities.

WEDC will market the certified site through the Locate in Wisconsin website, www.LocateInWisconsin.com.

About Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin’s business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit www.inwisconsin.com or follow WEDC on Twitter [@_InWisconsin](#) to learn more.