

# Coffee with CARW

## Oconomowoc's Rise in the Madison-Milwaukee Tech Corridor

Sponsored by:



LUTHER GROUP





# Oconomowoc Community Update

2025



Life comes **NATURALLY** here

# Oconomowoc

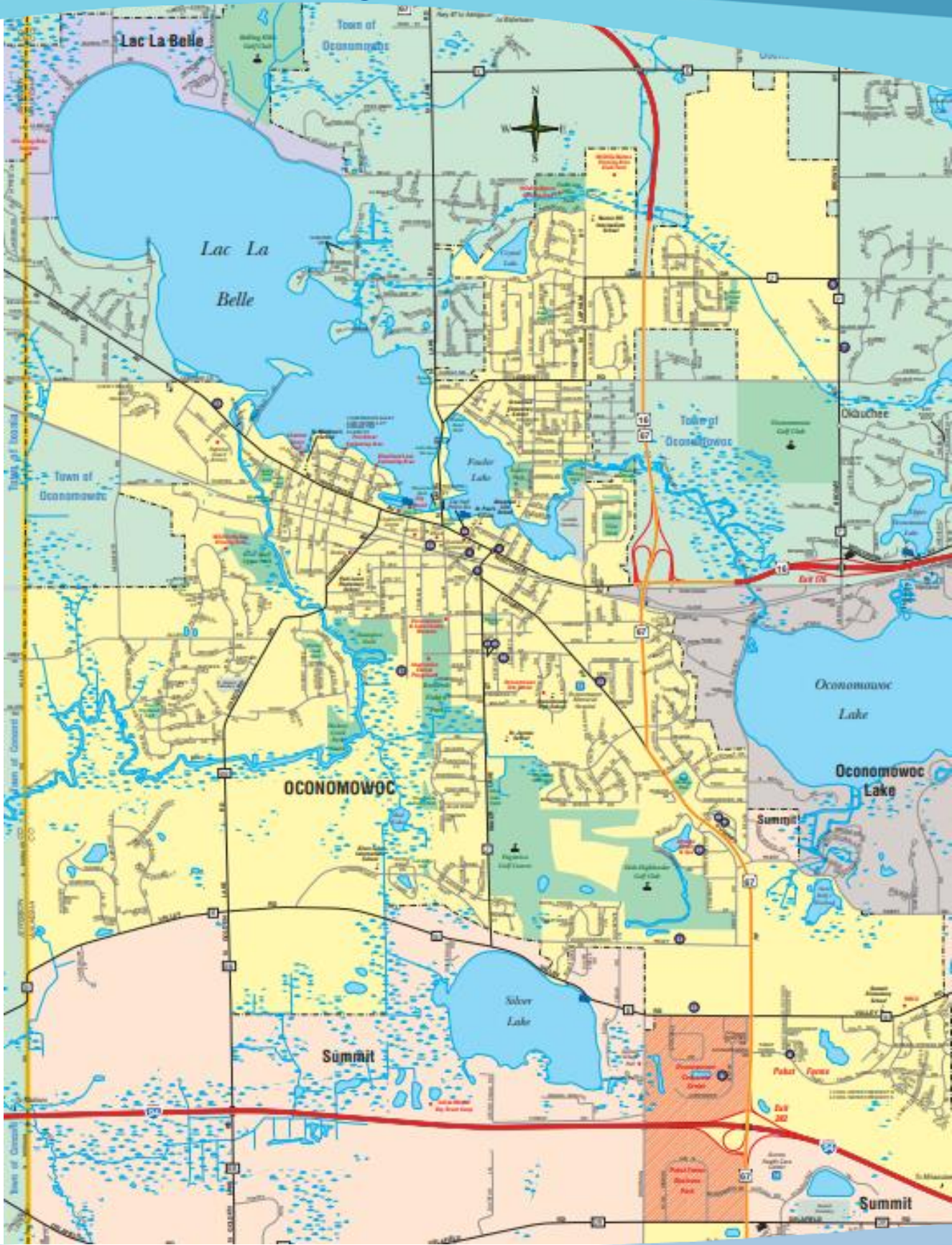
Where People Want to Be!



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# Community Growth

## Current Development Projects



# Downtown Revitalization

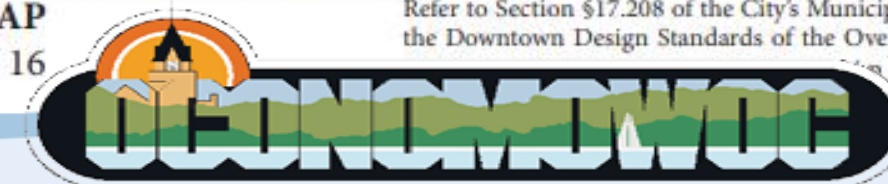


# Downtown in Progress

Future Vision



**DOWNTOWN DESIGN OVERLAY MAP**  
Silver Lake Street (roundabout) to HWY 16



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Refer to Section §17.208 of the City's Municipal Code for  
the Downtown Design Standards of the Overlay District  
Planning

# Downtown in Progress

## Future Vision



COVER STORY • RESIDENTIAL REAL ESTATE

# HOT FOR HOUSING

Why multiple local homebuilders and apartment developers see a major opportunity in Oconomowoc.

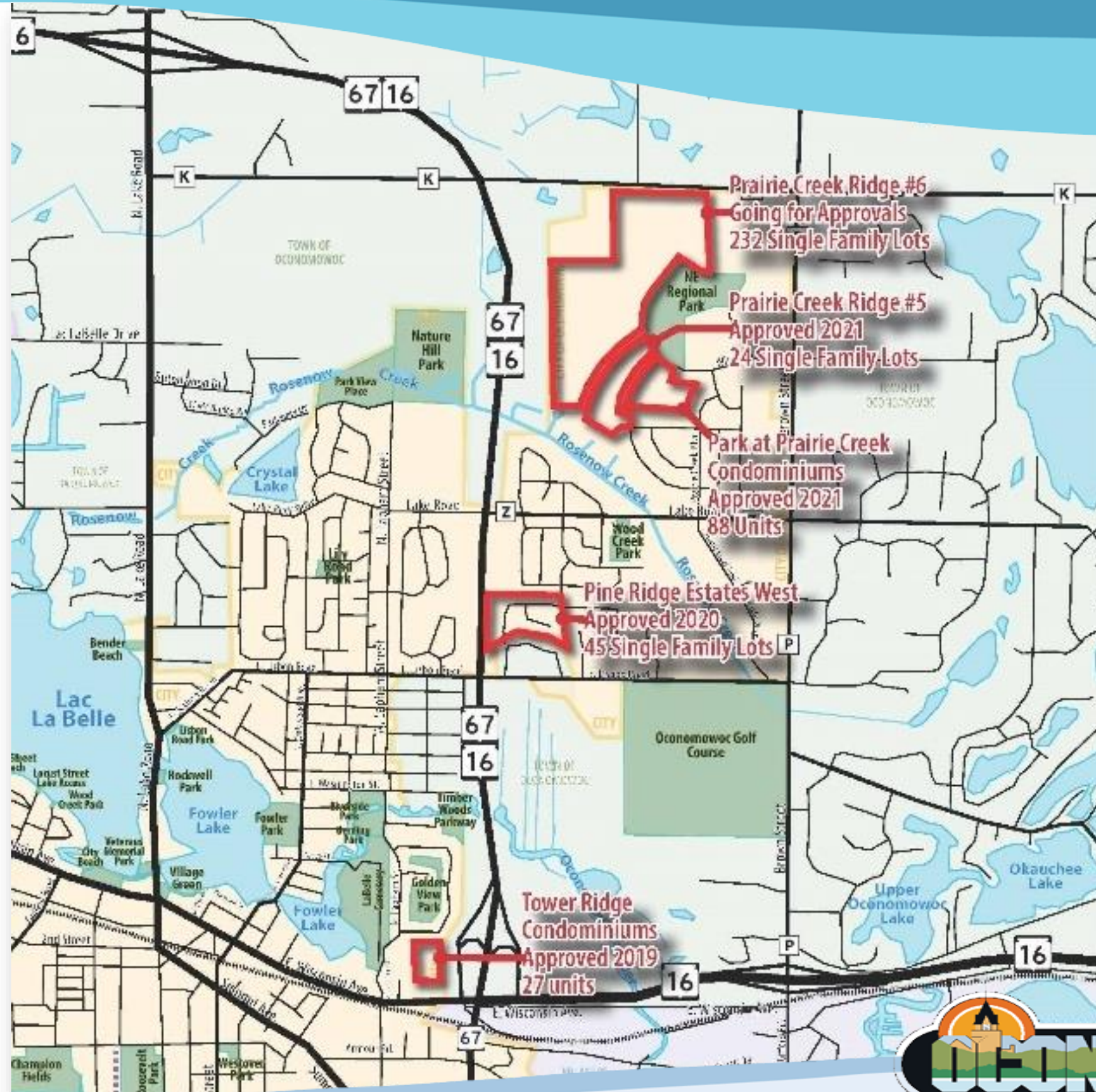
MILWAUKEE  
BUSINESS JOURNAL



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NATURALLY

# Northeast Area

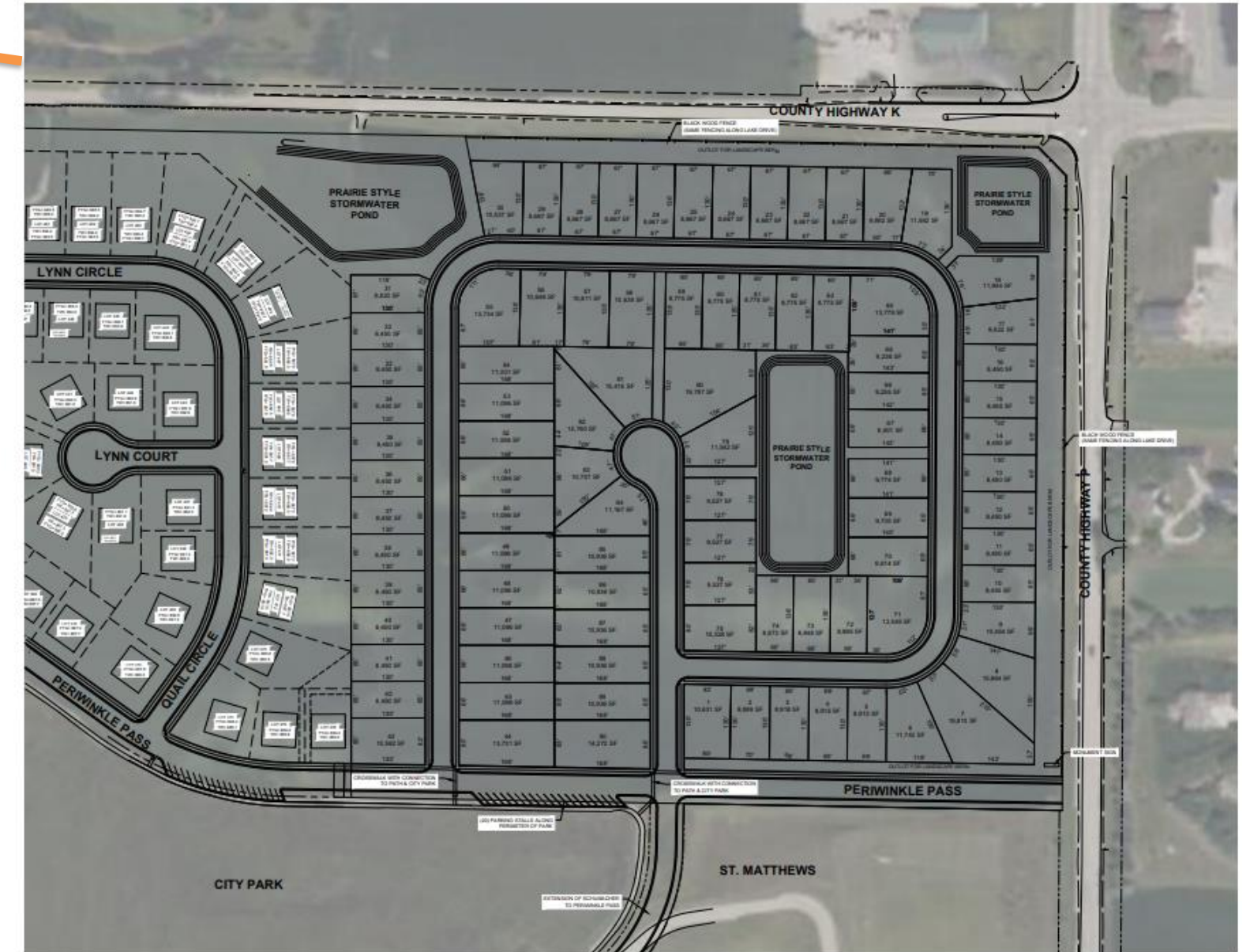


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# Northeast Area Plan



## NE AREA REGIONAL PLAN



PRAIRIE CREEK RIDGE ADDITION #11



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# Northeast Area Plan

## Prairie Creek Ridge

102.5 acres, 230 Single Family Homes, 64 Multi-Family Units



Under Construction : Photo As of 01.20.23



Under Construction : Photo As of 01.20.23





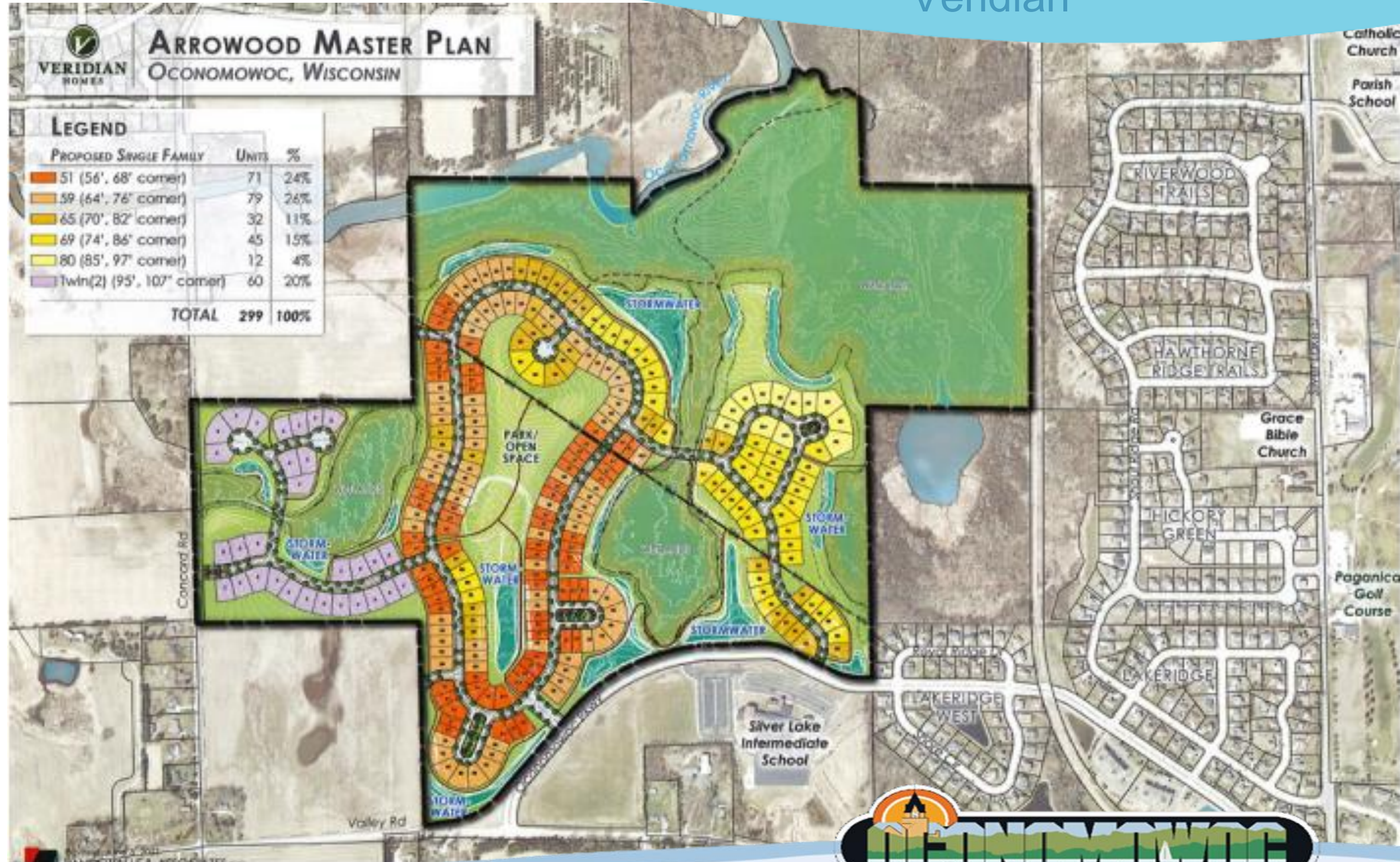
# Summit Avenue Corridor

Olympia Fields



# Arrowood

Veridian



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# Olympia Fields/Olde Highlander



**OLYMPIA FIELDS**



# Olympia Fields



# Olympia Fields



# Olympia Fields



# Olympia Fields

Locklyn Apartments



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**Olympia Fields**  
OCCASIONALLY, WISCONSIN



Life comes here

# Olympia Fields



# Olympia Fields

Coming Soon

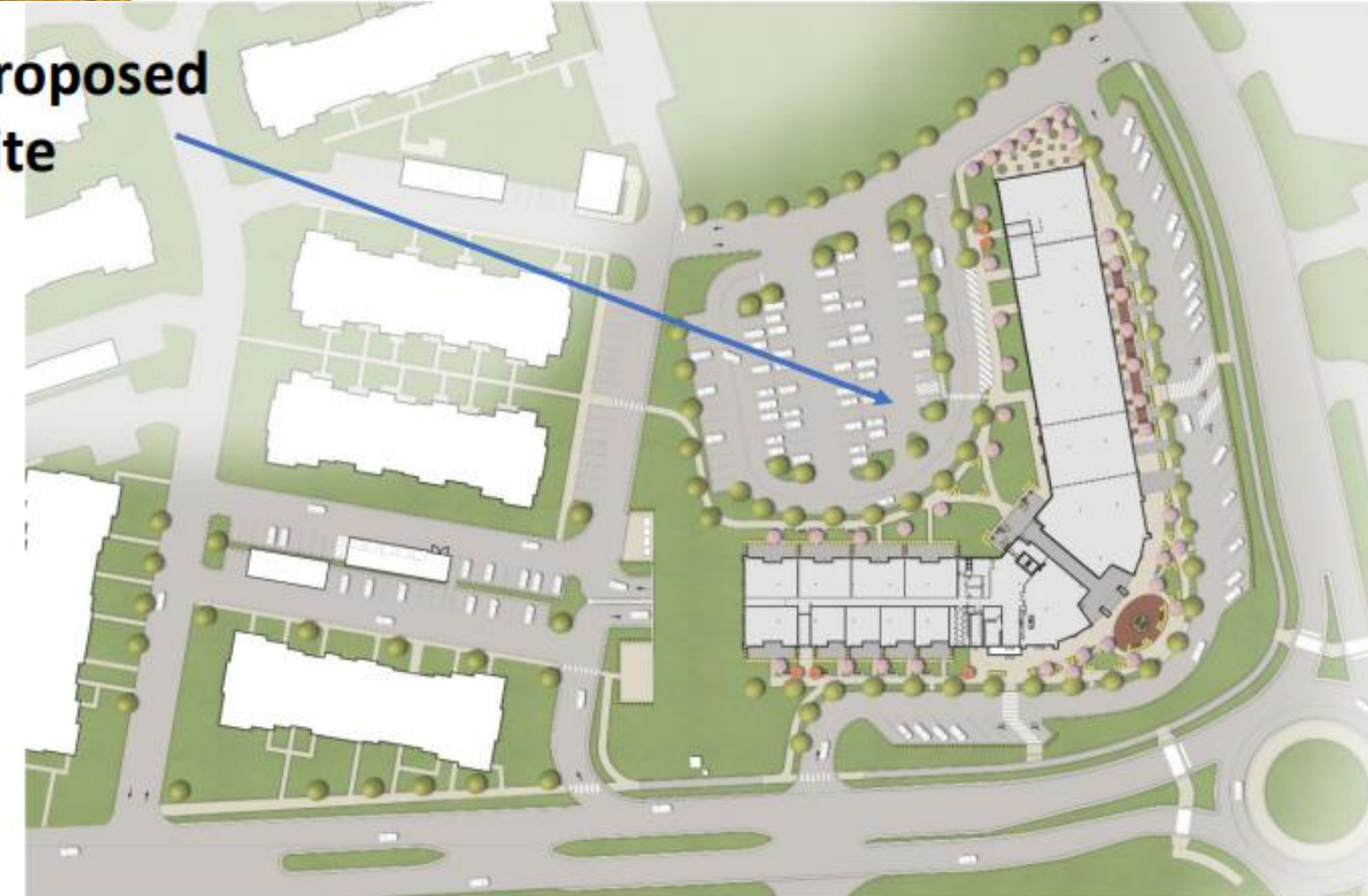


# Olympia Fields

## Elevate - Mixed-Use Building



Proposed  
Site



OLYMPIA FIELDS | OCONOMOWOC, WISCONSIN | FRONT VIEW FROM OLYMPIA FIELDS DRIVE | 01.17.2024

The drawings, specifications, ideas, design and arrangements represented thereby are and shall remain the property of the architect. No part of shall be copied, disclosed to others or used in conjunction with any work or project other than the specific project for which they have been prepared and developed without the written consent of the architect. Visual contact with these drawings or specifications shall constitute conclusive evidence of acceptance of these restrictions. Written dimensions on these drawings shall have precedence over scaled dimensions. Contractors shall verify and be responsible for all dimensions and conditions on the job site, and this office must be notified of any variations from the dimensions and conditions shown by these drawings.



# Olde Highlander



**NORDEN**  
— RANGE —

THE FINEST IN LAKE COUNTRY LIVING

# Olde Highlander

Former Olde Highlander Golf Course



# Olde Highlander

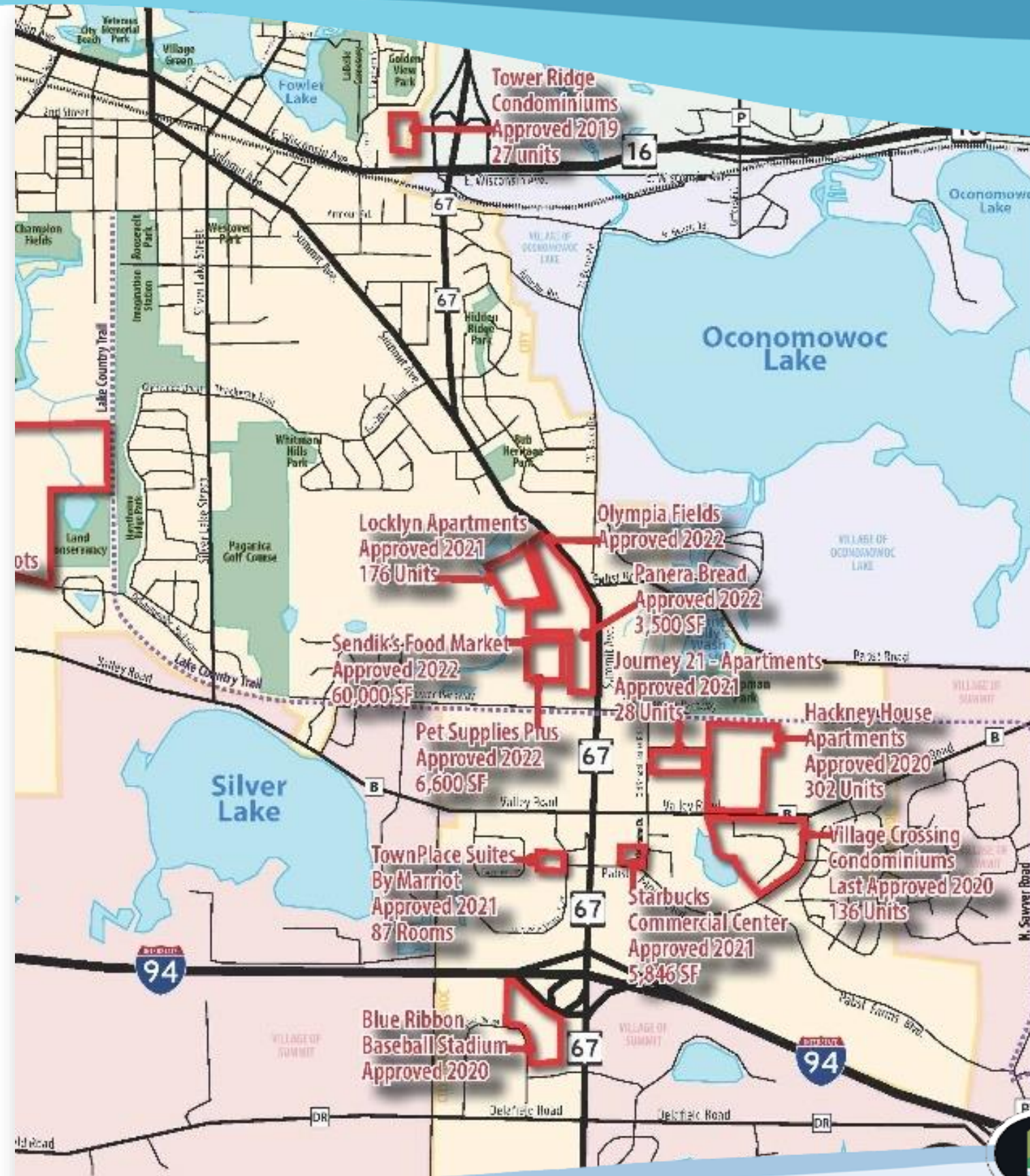
Vision for Former Olde Highlander Sports Complex



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# Pabst Farms Area

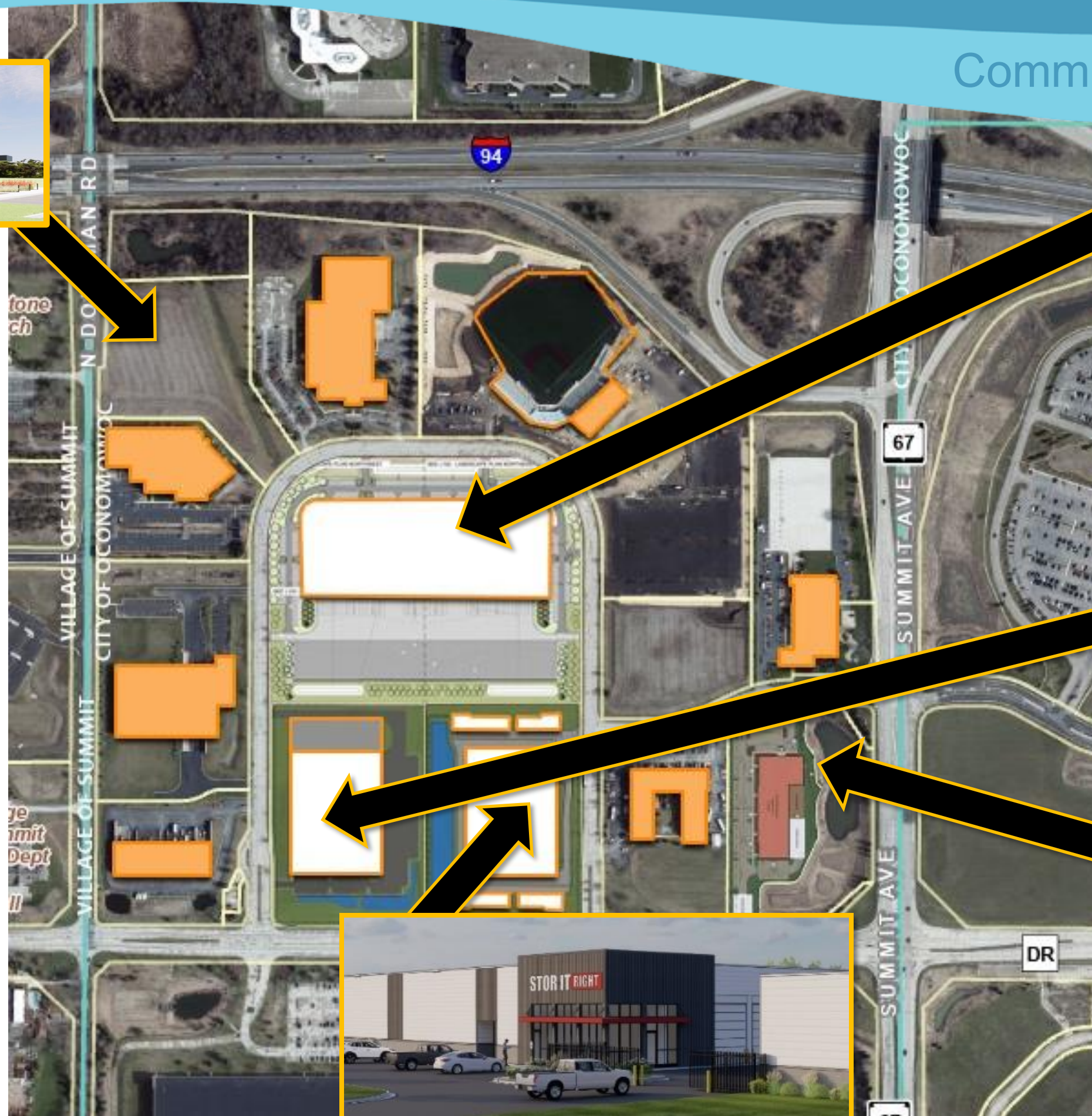
## Projects



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# Pabst Farms

## Commerce Center Projects



HSA Investments



Winnesota  
100k SF



Momentum Daycare /  
Multi-Tenant Bldg



# Winnesota

## Pabst Farms Commerce Center



# HSA Commercial

## Pabst Farms Commerce Center



# Wis-Pak Corporate Headquarters

Pabst Farms Commerce Center

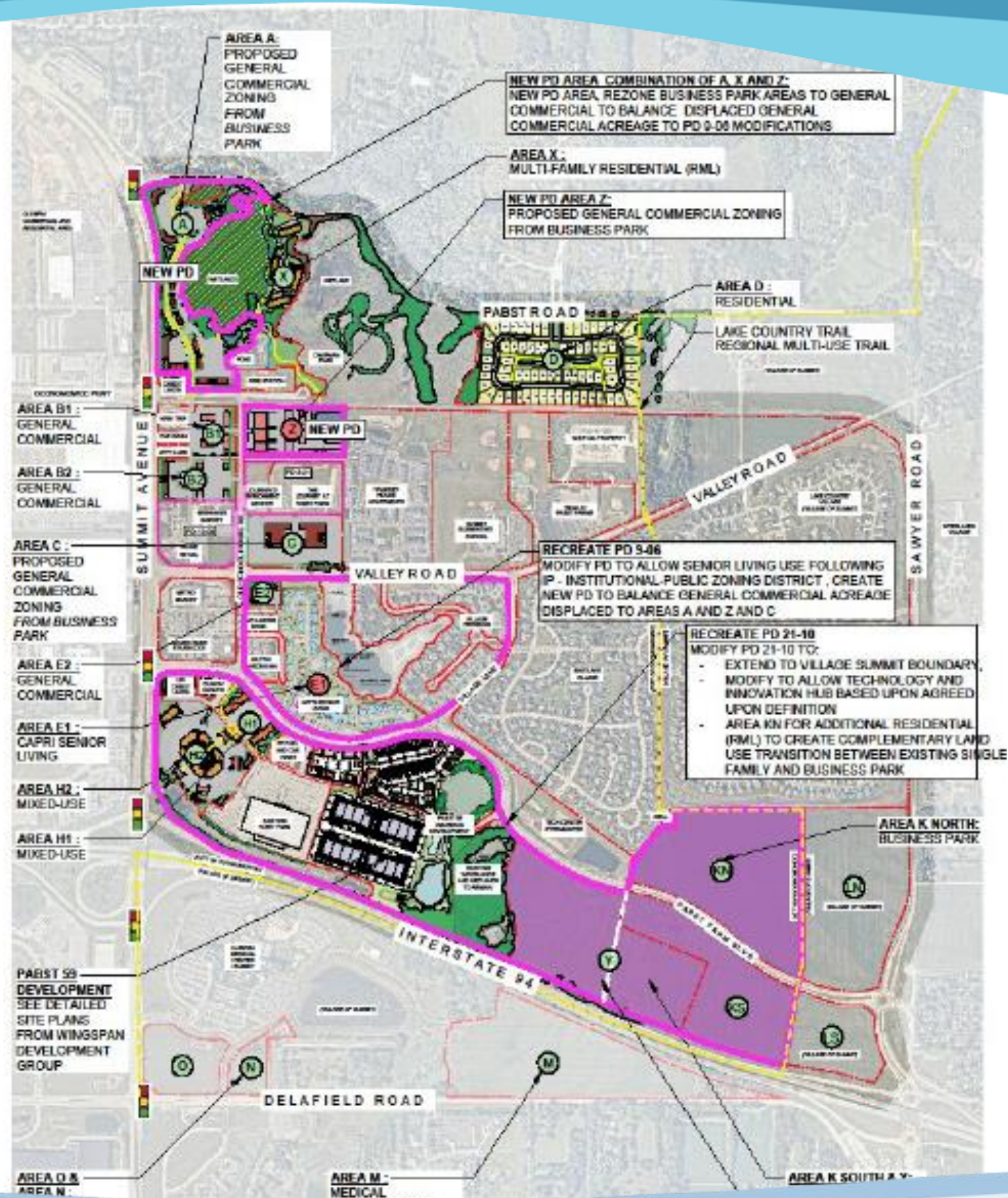


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## Approved Projects



# Pabst Farms

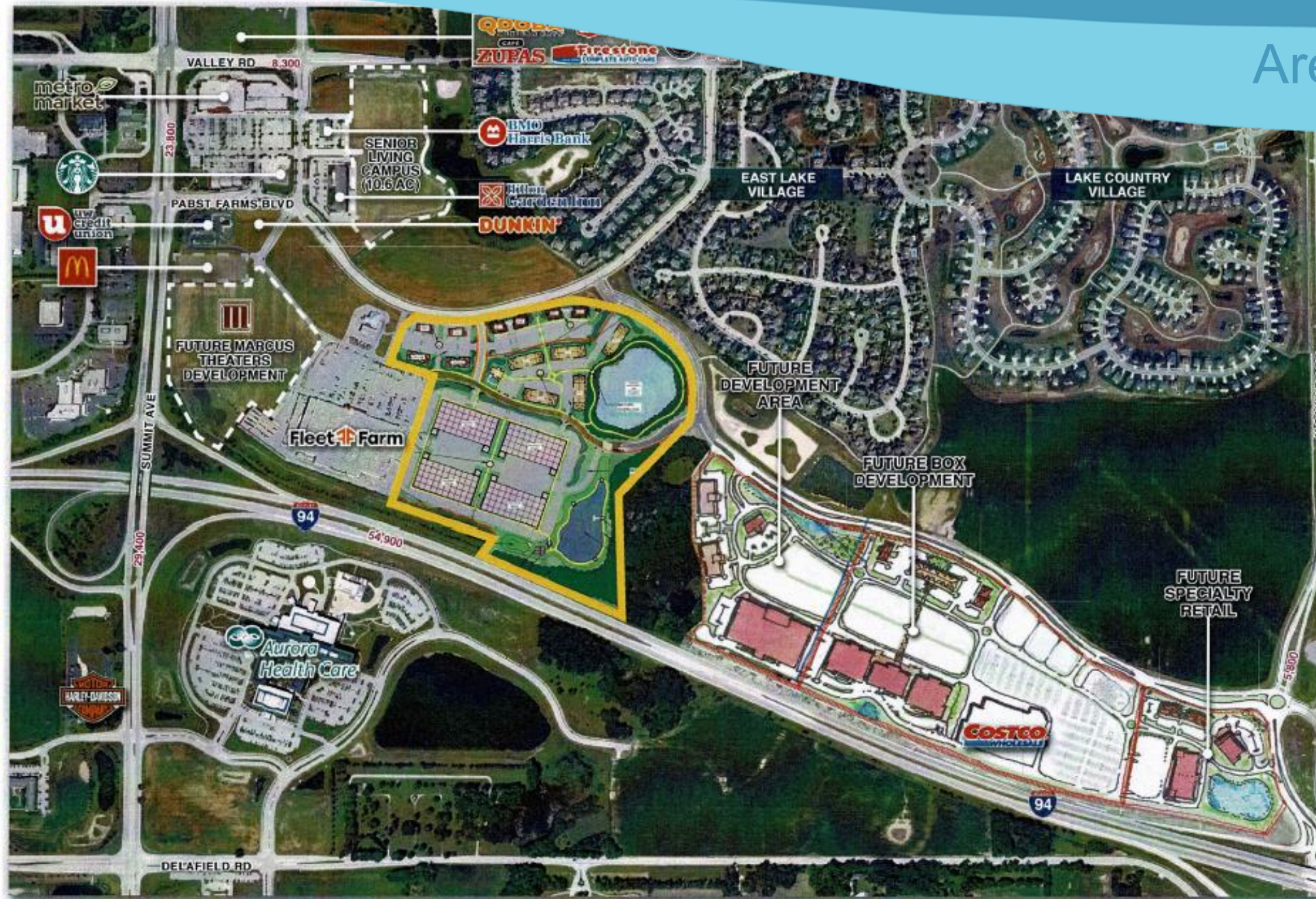


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# Pabst Farms

## Area Master Plan

### AREA DEVELOPMENT



WITHIN  
3 MILES  
IN 2024:

  
\$218,927,327  
RETAIL GOODS  
SPENDING

  
\$38,224,835  
FOOD/DRINK  
SPENDING

  
\$607,234  
MEDIAN  
NET WORTH

  
420 AC  
NEARBY AREA  
CONSTRUCTION



# Pabst Farms

Marcus / Pabst Farms Town Centre

## TOWN CENTRE AT PABST FARMS



# Pabst Farms

## Costco & Future Commercial Sites



# ‘Pabst Farms will become a hub of technology and innovation’

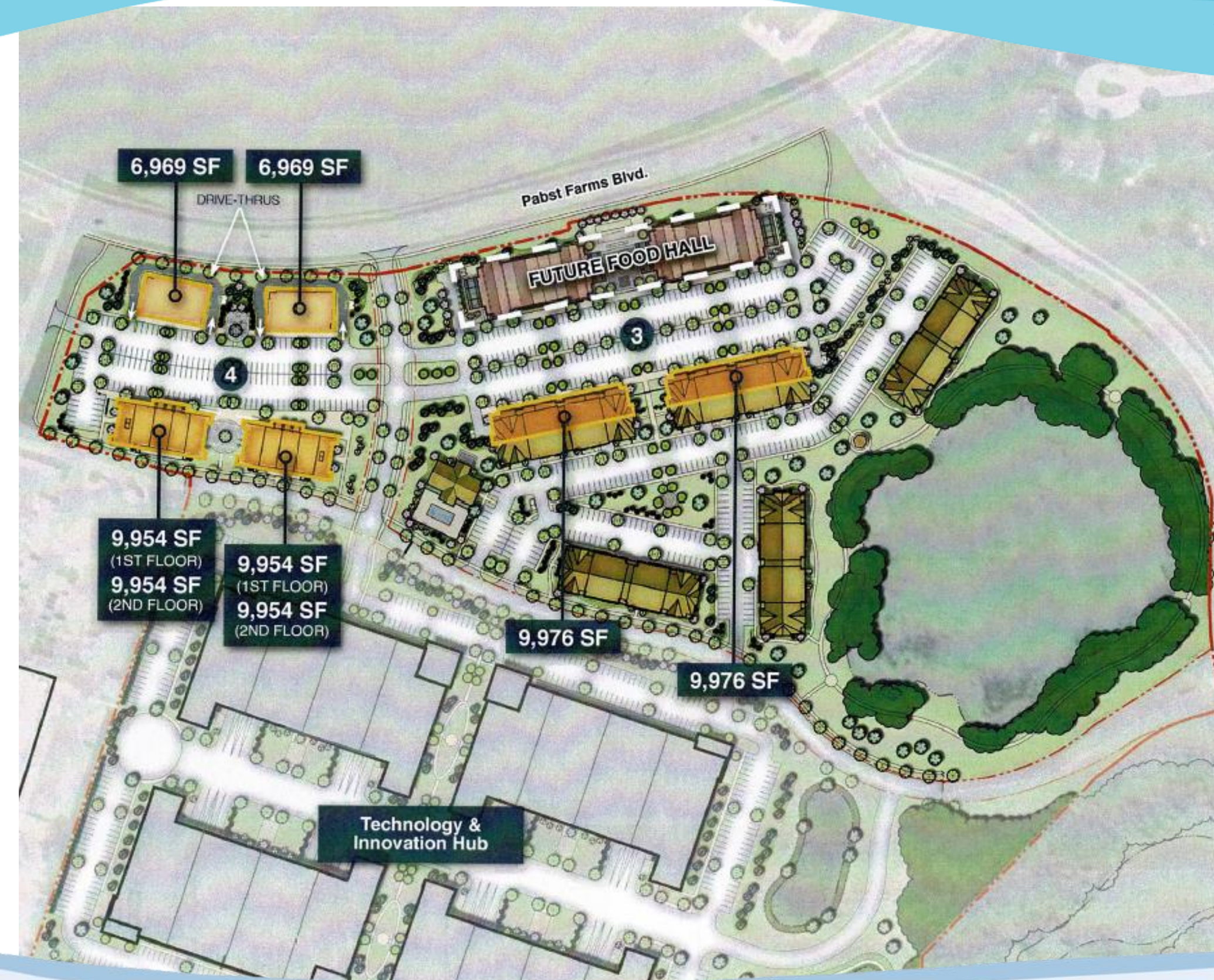
Developer wants to build office, retail, residential, restaurant and technology spaces

By Katherine Beck - Conley Media Staff Sep 14, 2023 Updated Sep 14, 2023



# Pabst Farms

## Wingspan / Pabst Farms Town Centre



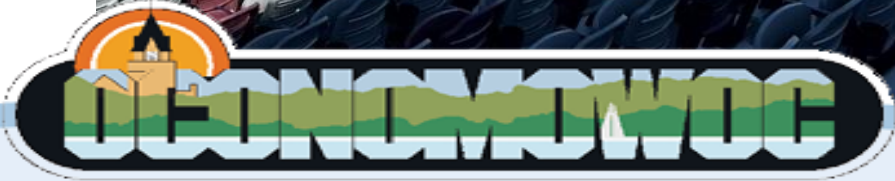
# Pabst Farms

Wingspan / Pabst Farms Town Centre



# Lake Country Dockhounds

Wisconsin Brewery Park



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# Support Oconomowoc!



Visit  
**Oconomowoc**  
**Local Events**



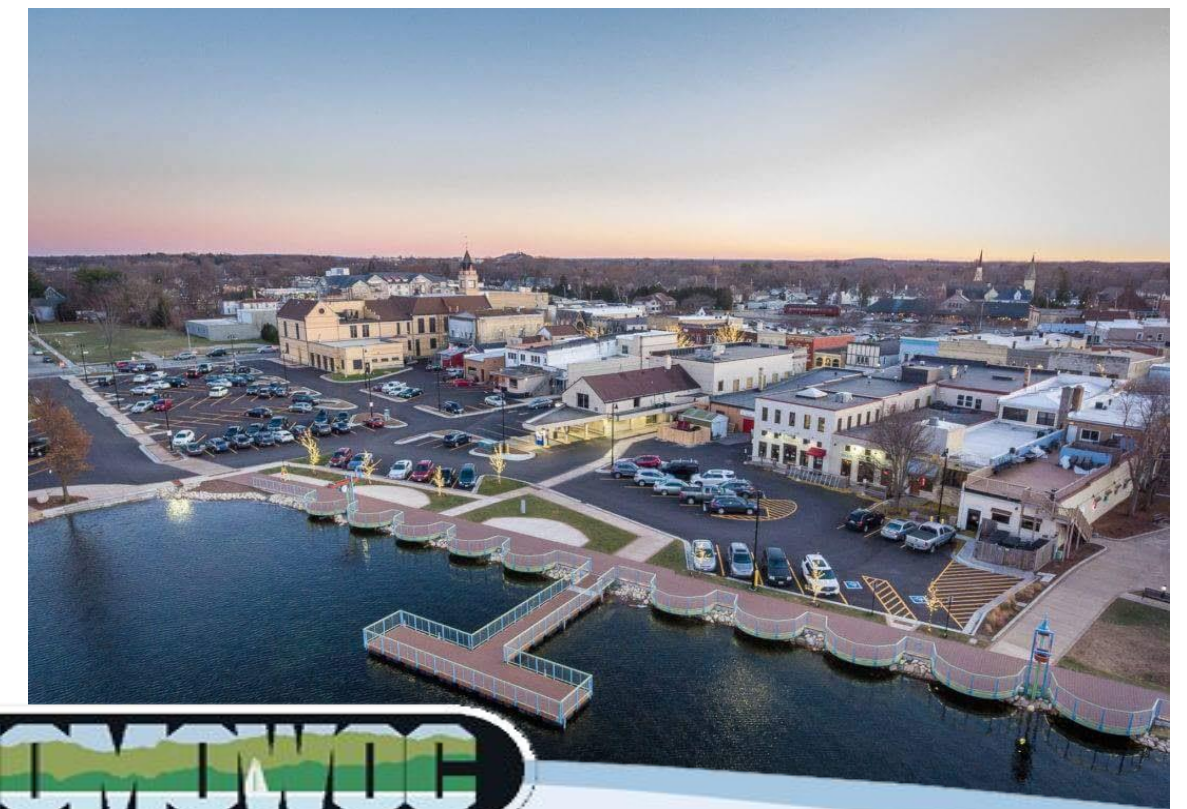
For more information, scan the  
QR code or visit us at  
**VisitOcon.com**



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# The Heart of Lake Country

Quality of Life at its Finest!



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# Enjoy Oconomowoc

Come Visit Us & Stay



## Experience Ocon!

[www.visitoconomowoc.com](http://www.visitoconomowoc.com)



# Thank You!



**Bob Duffy**

Economic Development + Tourism Director

*[rduffy@Oconomowoc-wi.gov](mailto:rduffy@Oconomowoc-wi.gov)*

# WI Biohealth Tech Hub - Fueling Innovation and Development



August 7, 2025

Wendy Harris  
Regional Innovation Officer  
BioForward/Wisconsin Biohealth Tech Hub



[Visit Our Website](#)

# Today's Topics

How the Wisconsin Biohealth Tech Hub is positioning the state as a national leader in personalized medicine — and what that means for innovation, infrastructure, and commercial real estate growth

What is a Tech Hub... and why Wisconsin was selected

How the Wisconsin Biohealth Tech Hub is structured and funded

Early wins: industry engagement, workforce growth, and investment traction

How biohealth innovation is driving demand for new lab, data, and flex space

What commercial real estate professionals can do to engage now

# What Is the EDA Tech Hubs Program?



## LAUNCHED BY EDA & CHIPS ACT

Created under the CHIPS and Science Act of 2022 to grow U.S. innovation capacity.

## BUILDS REGIONAL INNOVATION ECOSYSTEMS

Helps regions develop global leadership in critical technologies like biotech, AI, and semiconductors.

## INVESTS IN GROWTH INFRASTRUCTURE

Supports R&D scaling, workforce development, and commercialization capacity.

## FUELS CROSS-SECTOR COLLABORATION

Aligns academia, industry, and government to drive national security and economic resilience.

*“Tech Hubs are about turning cutting-edge innovation into economic opportunity — in communities across America.”*

— U.S. Department of Commerce

# EDA Tech Hub - A History of WINS for WI

MAY 15, '23

EDA issued Notice of  
Funding Opportunity

AUG 15, '23

Phase 1 Application  
Submitted

OCT 23, '23

WI Receives Tech Hub  
Designation

FEB 29, '24

Phase 2 Application  
Submitted

JULY 2, '24

Phase 2 Recipients  
Announced

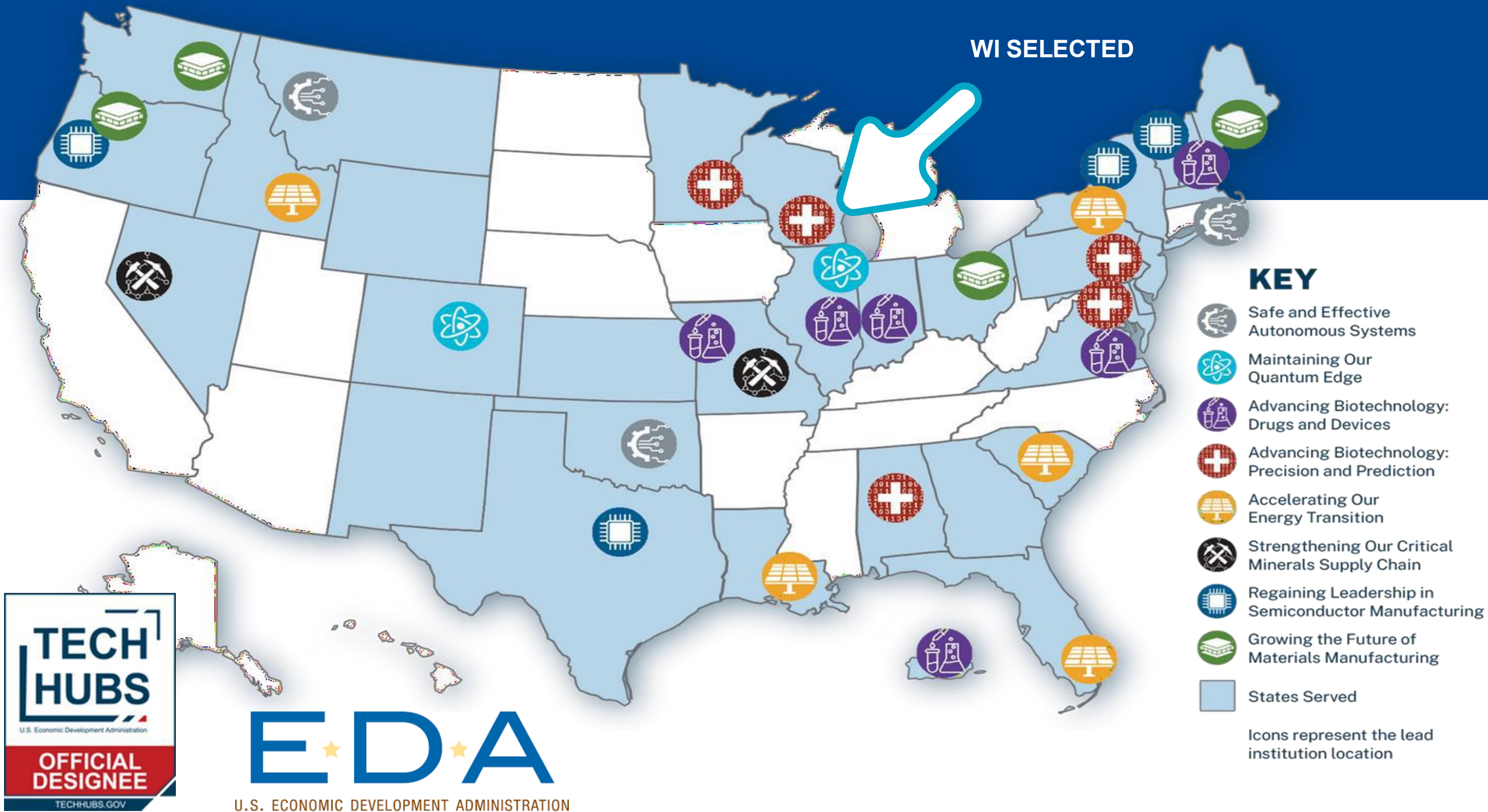
ONGOING

Implementation

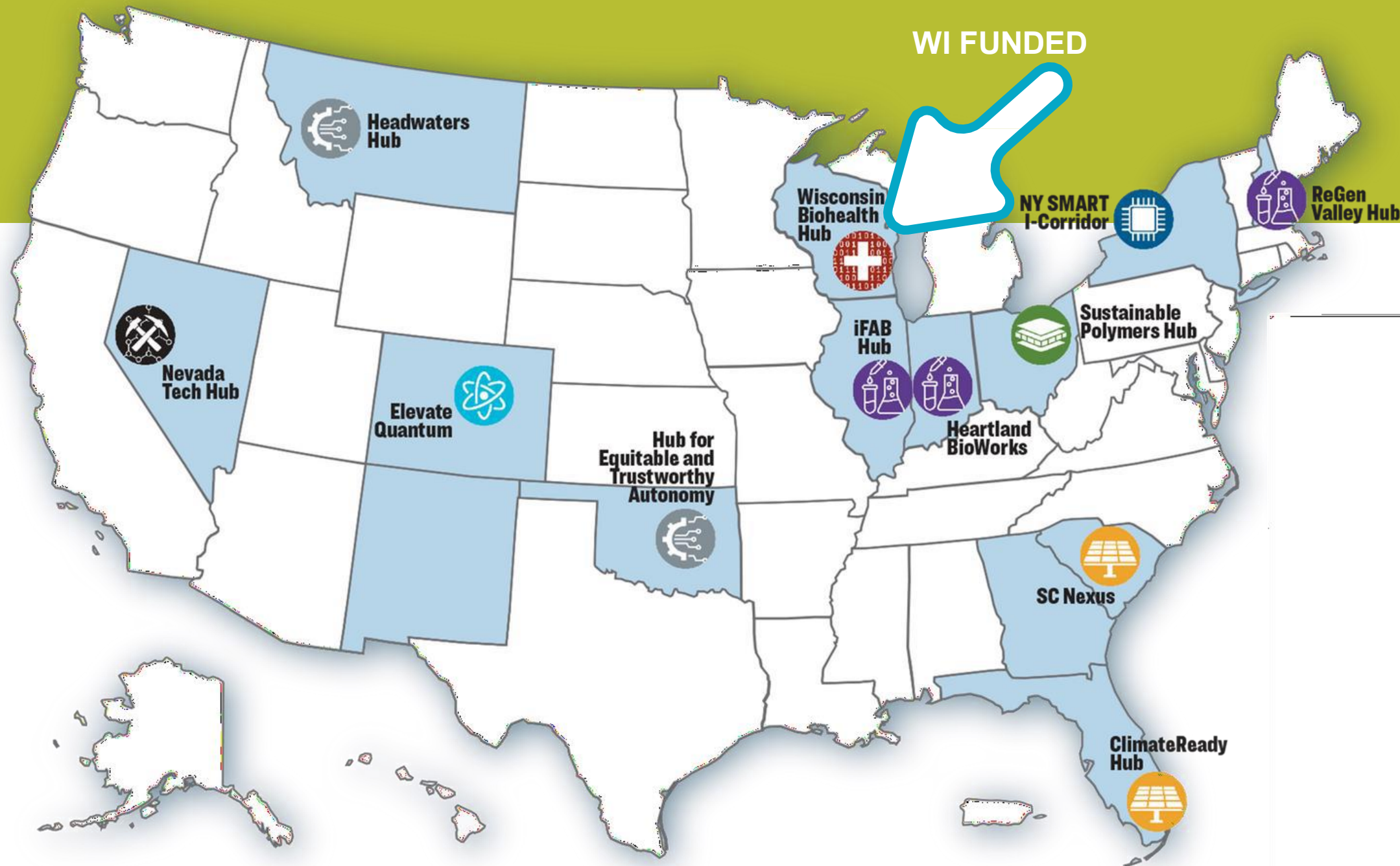
## **WISCONSIN is HOME to the Biohealth Tech Hub**

What is a Tech Hub? Economic development initiative that leverages existing R&D strengths and technology demonstration and deployment capacities (public and private) within a region to drive technology and innovation-centric growth and job creation in a region

# Phase 1 Outcome: 31 Designated Tech Hubs

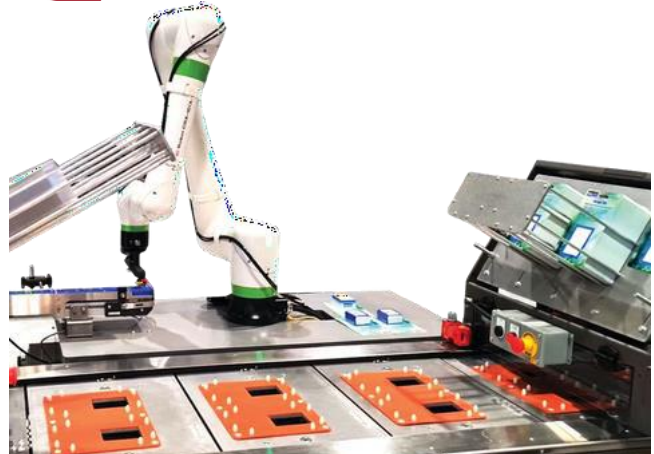


# Phase 2 Outcome: 12 Hubs, \$504M in Implementation Grants



KEY	
	Safe and Effective Autonomous Systems
	Maintaining Our Quantum Edge
	Advancing Biotechnology: Drugs and Devices
	Advancing Biotechnology: Precision and Prediction
	Accelerating Our Energy Transition
	Strengthening Our Critical Minerals Supply Chain
	Regaining Leadership in Semiconductor Manufacturing
	Growing the Future of Materials Manufacturing
	States Served
Icons represent the lead institution location	

# You Already Know WI Biohealth



*The smart automation behind your health products*



*Your ultrasounds, MRIs, and scans.*

**ACCURAY**



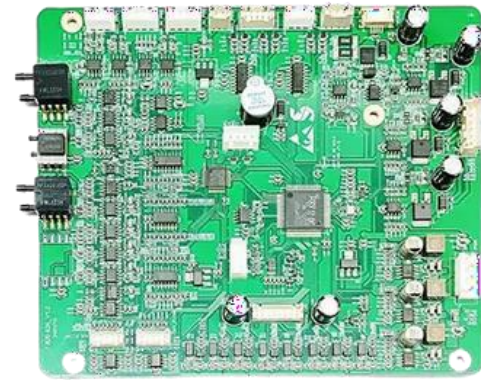
*Your pinpoint-precise cancer treatment.*

**EXACT SCIENCES**

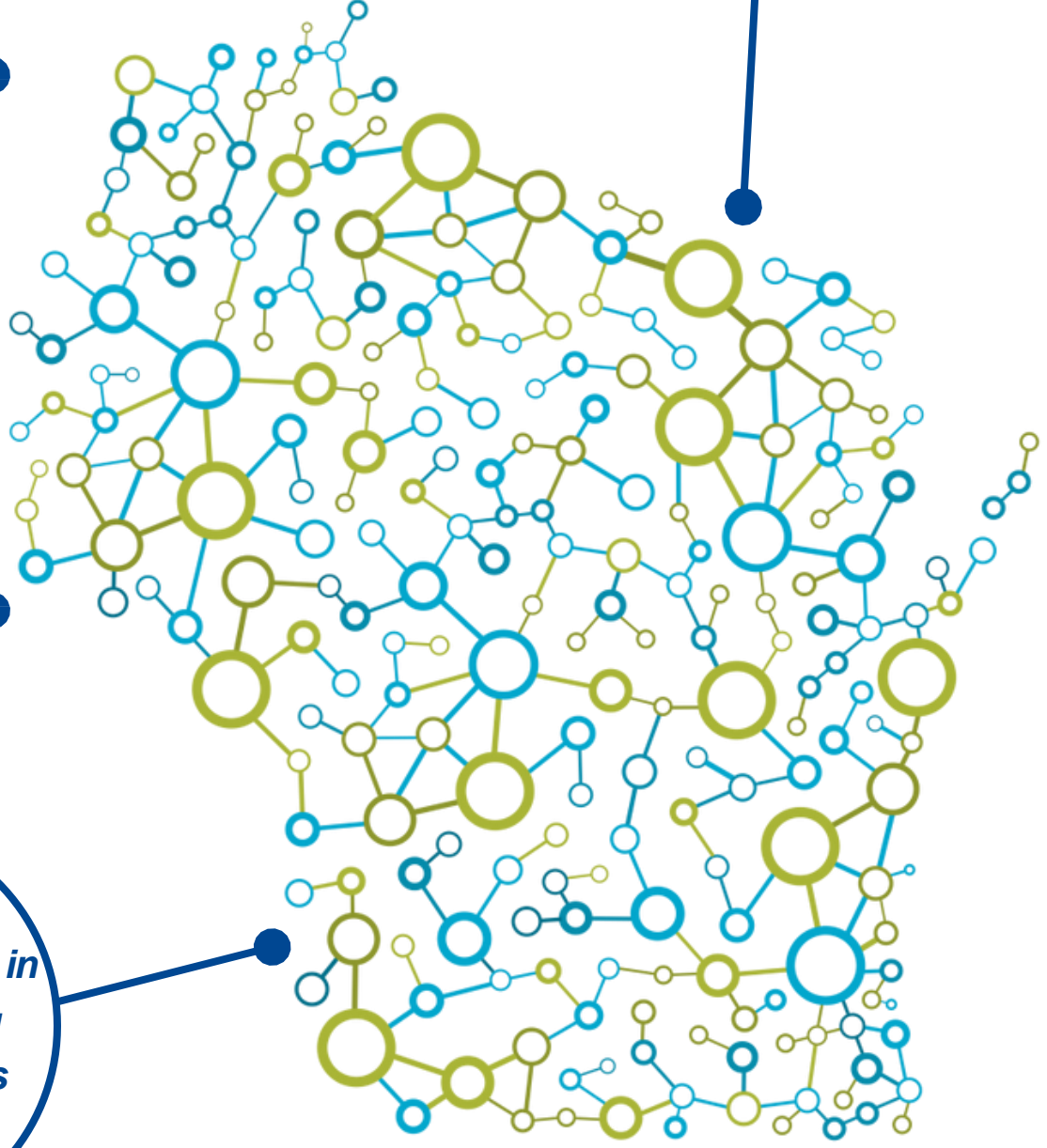


*Your home cancer screening tests.*

**PLEXUS**



*The components in your life-saving medical devices*



Wisconsin biohealth powers the medical products, tests, and technologies that keep you healthy — and we're working together to make them even better.

# WI Biohealth Industry

**>12K**

New Jobs  
Since 2018

**\$104K**

Average  
Biohealth  
Wage

**>141K**

Total  
Jobs

**>58K**

Directly  
Employed

**\$45M**

Venture  
Investment  
Capital in  
2023

**5%**

Industry  
Growth  
Rate

**2.42**

Multiplier  
Effect

**13X**

More  
Concentrated  
in Med Device  
MFG Than US  
Average

**\$1.2B**

R&D  
Expenditures  
in 2022

**56%**

Of Issued  
Patents Were  
Medical Device  
Related

**>\$10B**

In Products  
Sold Under  
WARF License  
in Last 10 Years

**3,832**

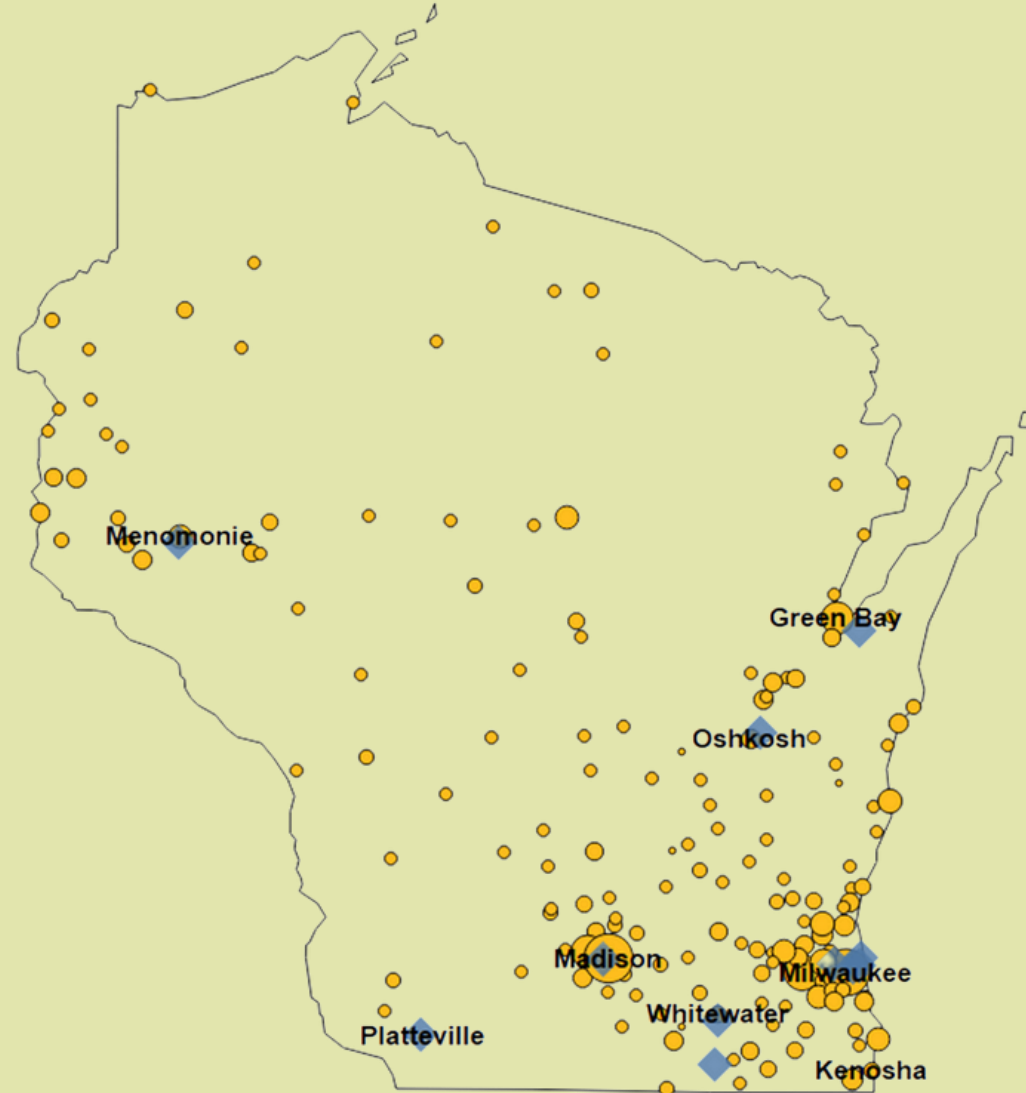
Total  
Patents

An industry with demonstrated  
strength and a history of economic  
growth in Wisconsin!

# Why in WI?

1. Established history of personalized medicine strength
2. Economic strength of ecosystem
3. Home to GE HealthCare, Epic, Exact Sciences, Promega, etc...
4. Strength in imaging, diagnostics, genomics, AI in health
5. Real commercialization infrastructure, not just R&D
6. Biohealth manufacturers are supported by a diverse co-located network of in-state suppliers & potential academic R&D partners

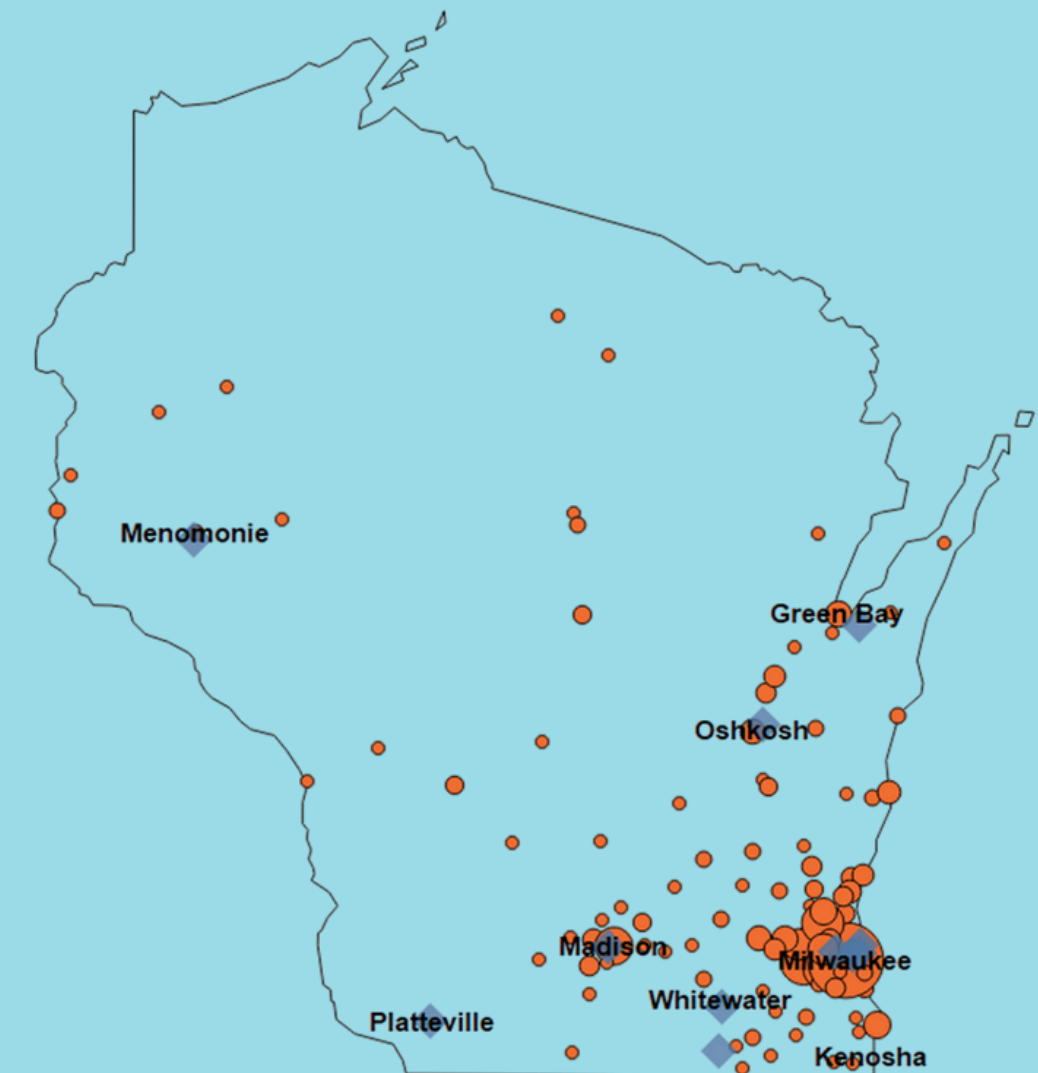
## Biohealth Manufacturers & Potential R&D Partners



Potential R&D Partners

- Marquette University
- Milwaukee School of Engineering
- UW-Green Bay
- UW-Madison
- UW-Milwaukee
- UW-Oshkosh
- UW-Parkside
- UW-Platteville
- UW-Stout
- UW-Whitewater
- Wisconsin College of Medicine

## Biohealth Suppliers & Potential R&D Partners





The Consortium

Lead Consortium Member



Consortium Members



EXACT  
SCIENCES



W R T P | BIG STEP

# What Makes Us Different?

*A consortium of 18 partners, including industry leaders, academic and research institutions, economic development groups, and labor and workforce development organizations.*

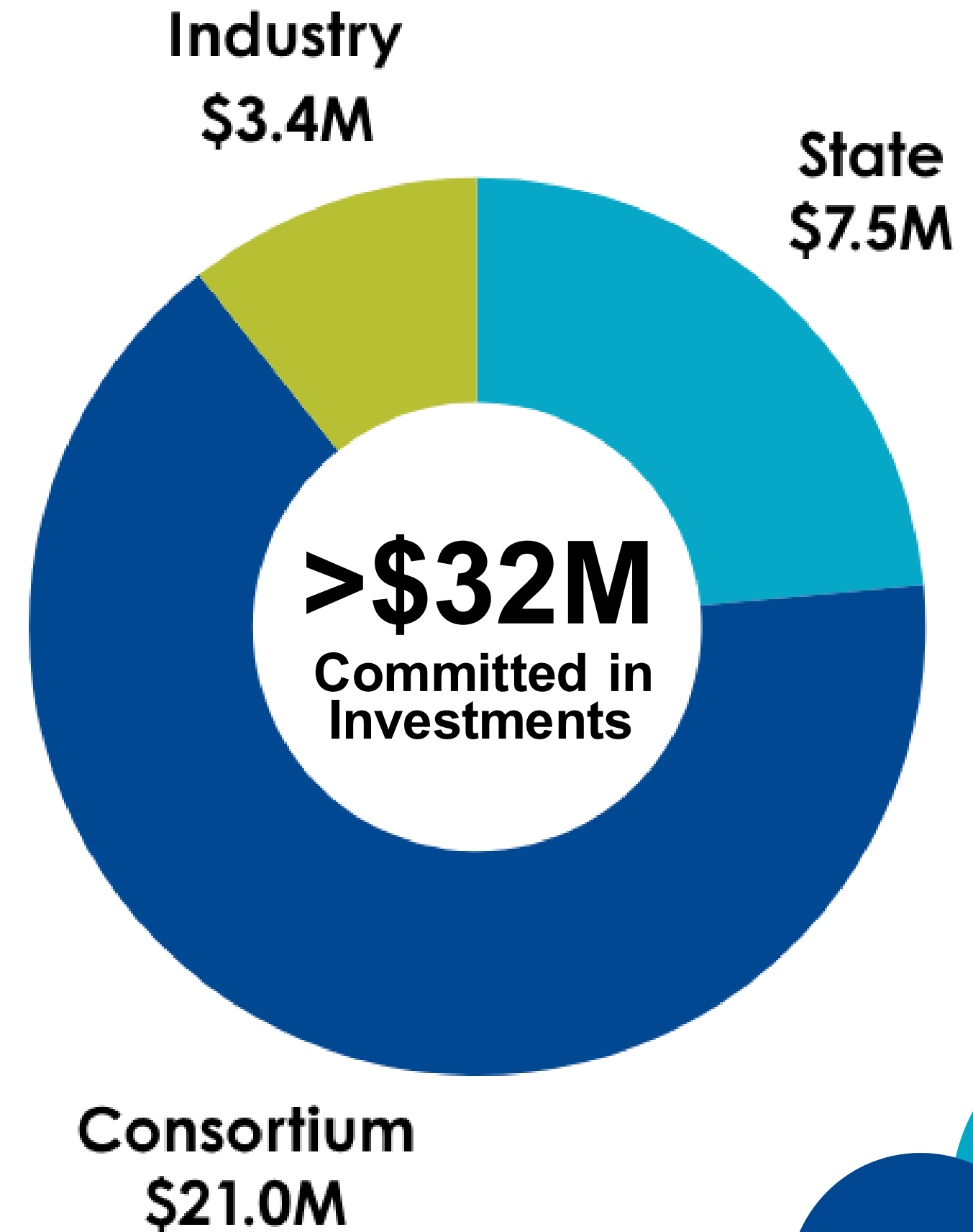
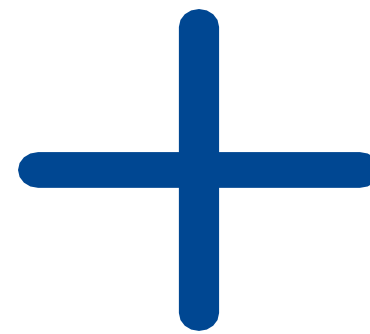
**UNITED for a  
Shared Vision**

# Funding

Commitments

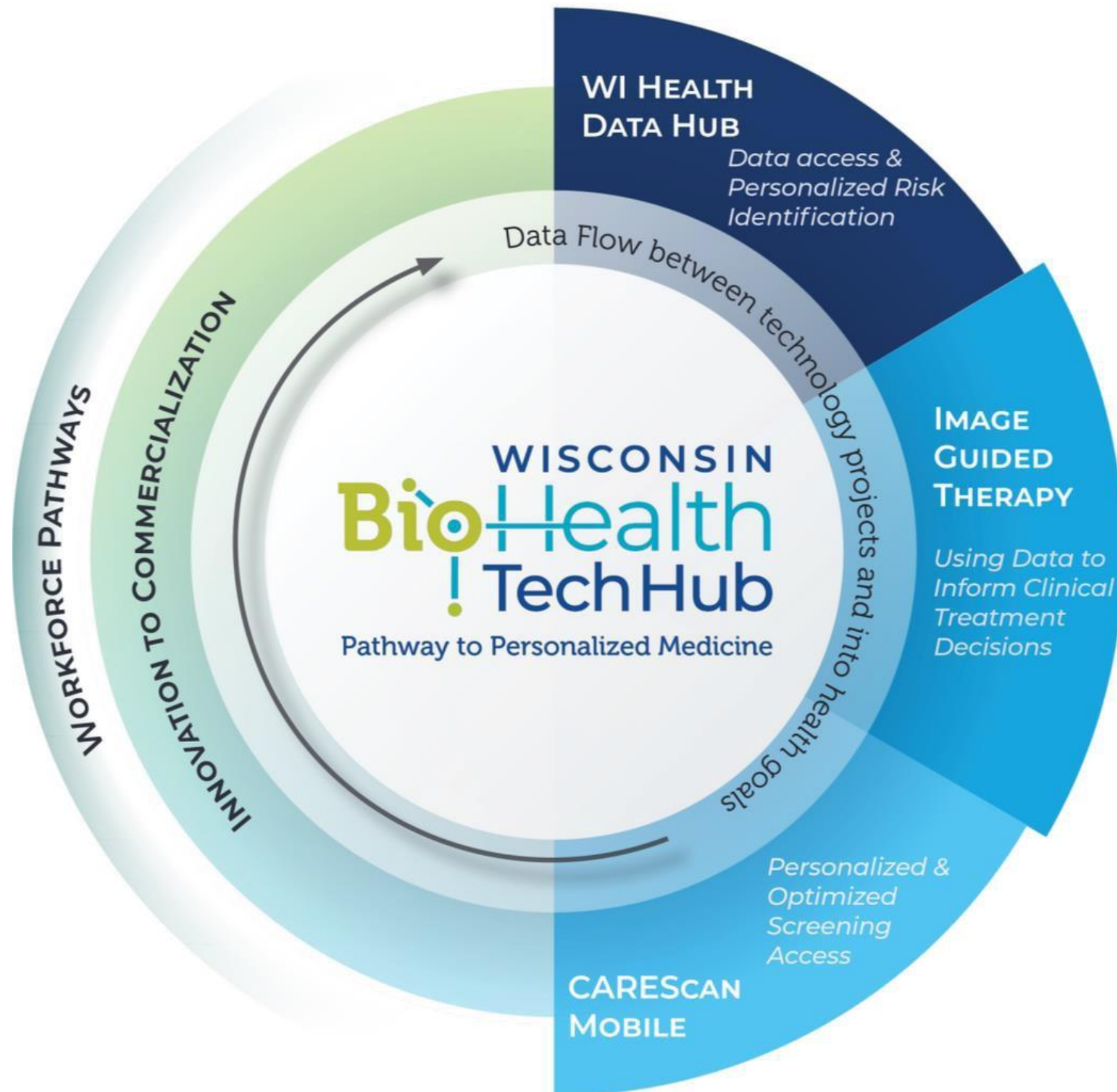
**>\$49M**

Awarded in  
EDA Funds



# Our Projects

- 3 foundational technology projects
- 1 innovation/entrepreneurship project
- 1 workforce development project



## Tech Hub Projects:

1

### Wisconsin Health Data Hub

Lead:



2

### CAREScan Mobile Health Screening

Lead:



3

### Image Guided Therapy

Lead:



4

### Innovation to Commercialization

Lead:



5

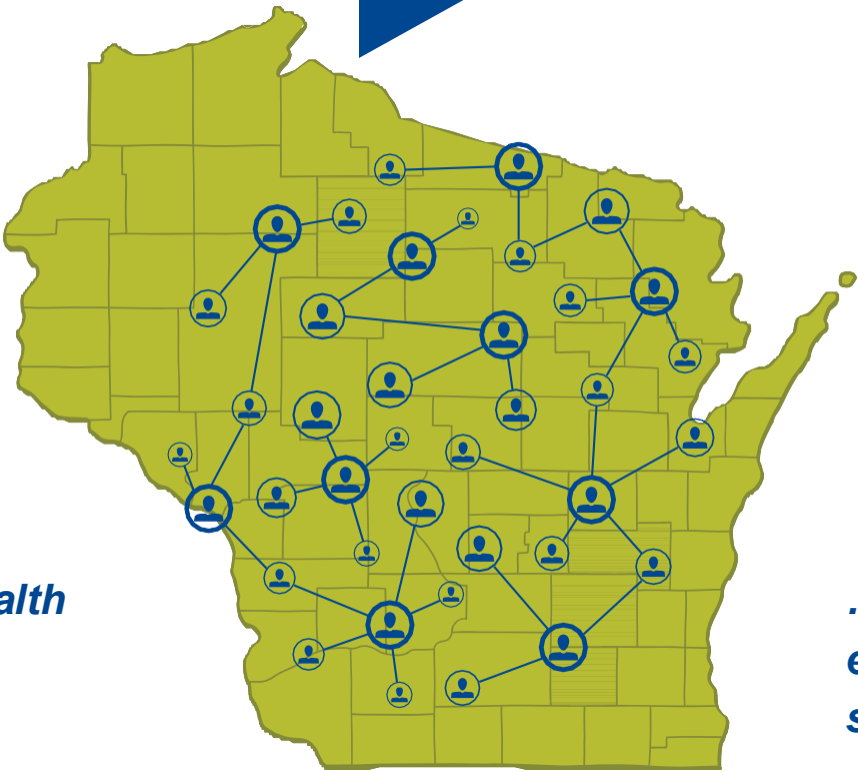
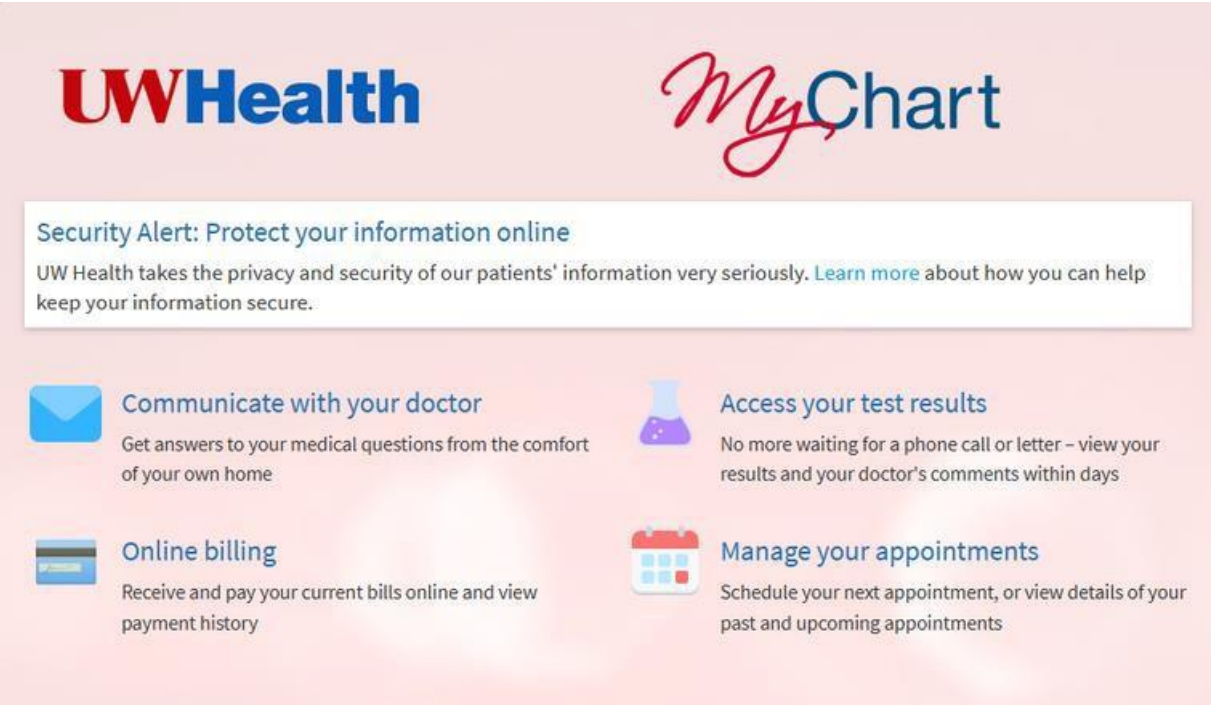
### Actualizing Career Pathways/Experiences

Lead:



# Wisconsin Health Data Hub

*Empowering Innovators with Secure Health Data Access*



*You already have health data in systems like MyChart...*

*...but this data is scattered across systems, expensive, and hard for researchers and startups to access.*

A project of the **WISCONSIN BioHealth TechHub**



## PROBLEM

Fragmented, hard-to-access health data keeps WI innovators from building **life-saving solutions** for people like you!



## SOLUTION

To responsibly and securely connect health data from across the state, making it more affordable and accessible to fuel **new treatments, companies, and jobs.**

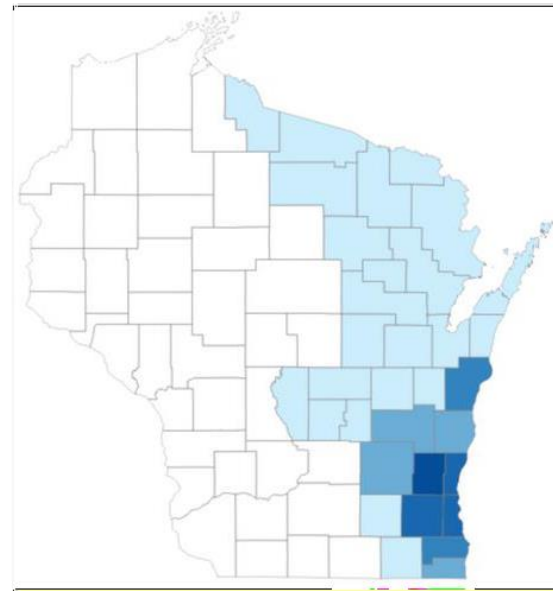
## EVERYDAY IMPACT

✓ More breakthroughs for diseases that matter to WI families | ✓ Faster development of treatments & technologies | ✓ More WI jobs & startups

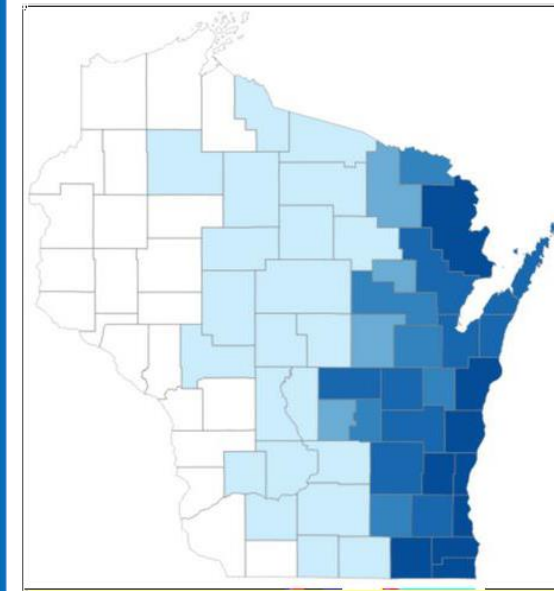
Connecting our data means healthier communities, more local innovation, and better access to care for all.

# Wisconsin Health Data Hub Coverage

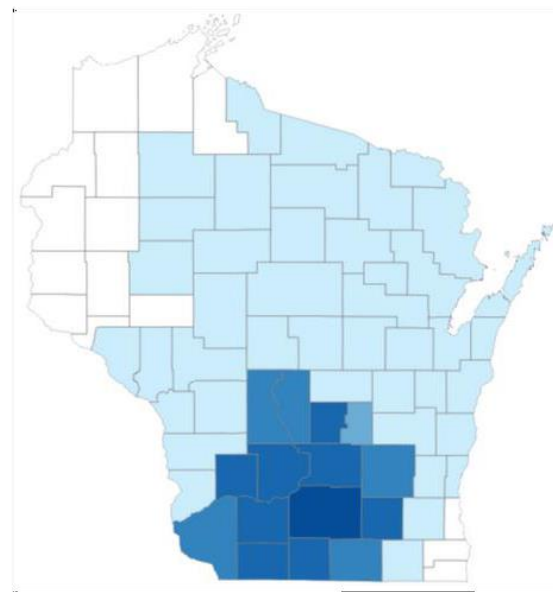
**MCW**



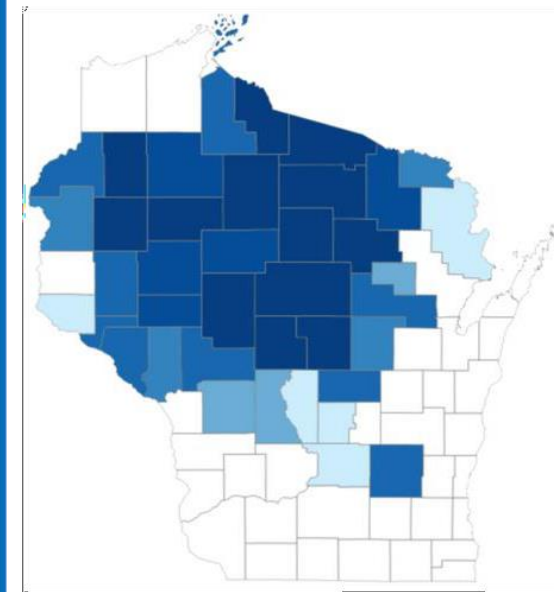
**Aurora**



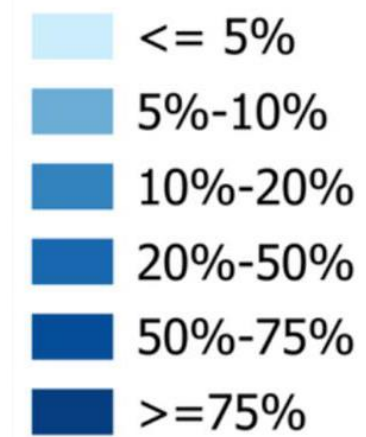
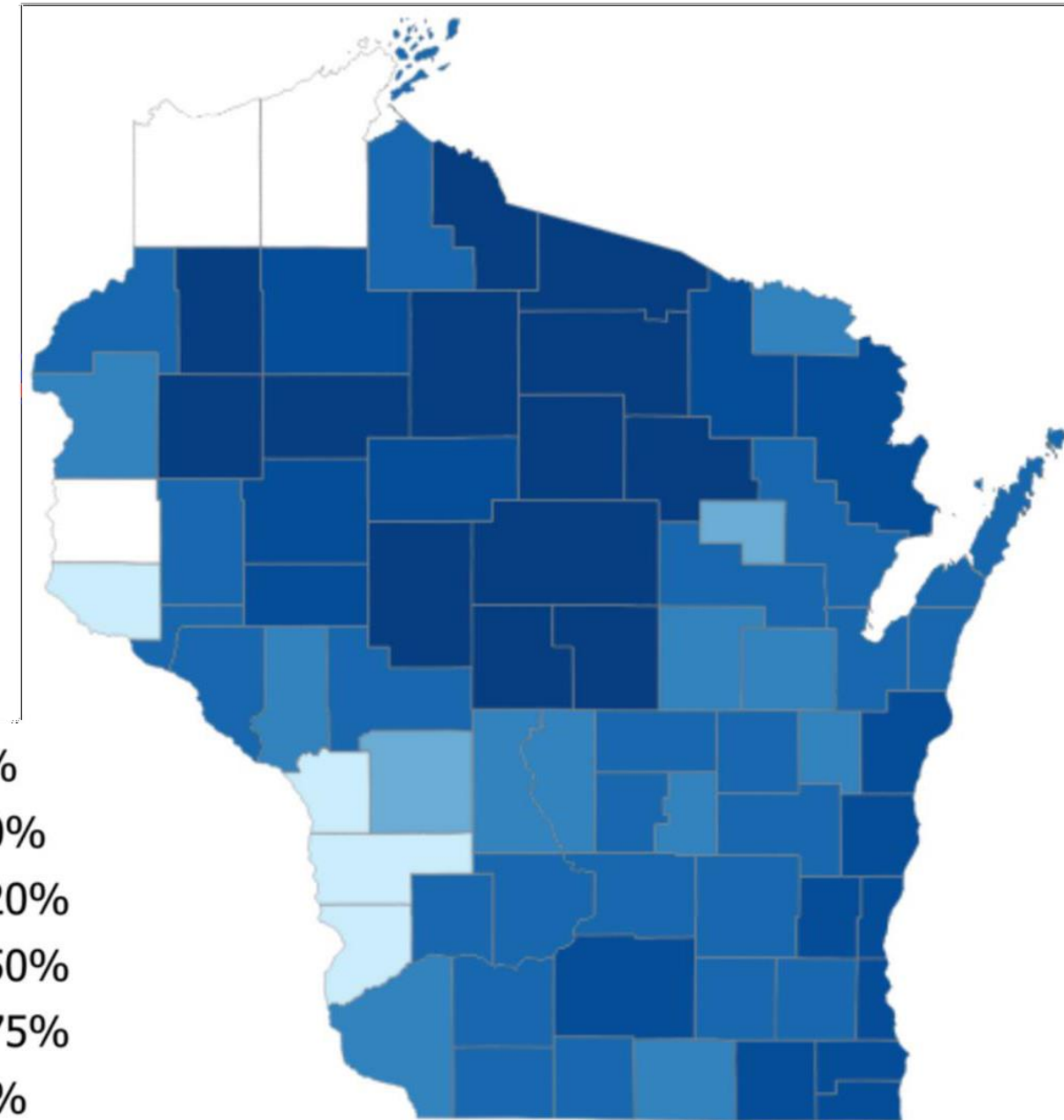
**UW**



**Marshfield**



**Wisconsin Health Data Hub**



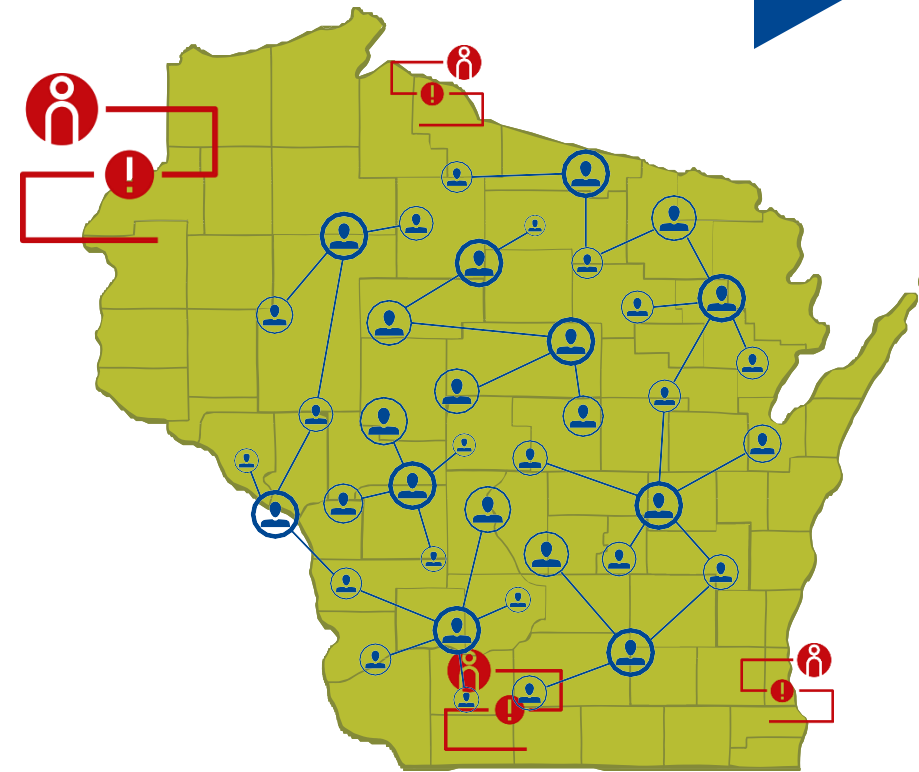
Active patient population expressed as percentage of the population of each county

# CAREScan Screening

*Bringing Early Detection to Everyone, Everywhere*

A project of the **WISCONSIN**  
**BioHealth**  
**!TechHub**

Led by  
  
**MEDICAL**  
**COLLEGE**  
**OF WISCONSIN**



*Too many people miss out on life-saving early detection because of where they live or barriers to trust and access*

## How CAREScan Helps



- ✓ **Goes to the community:** Mobile vans meet people where they are.
- ✓ **Connects care:** Screening, follow-up, telehealth — all in one place.

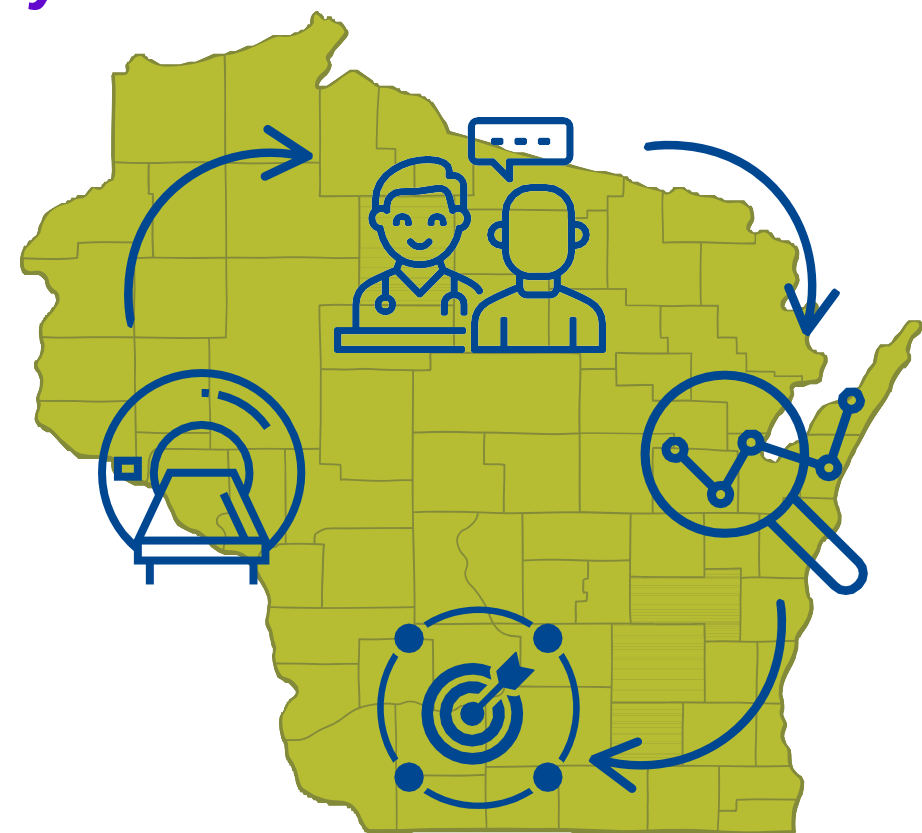


- ✓ **Builds trust:** Community-led outreach & real-time engagement.
- ✓ **Completes the picture:** Data fills gaps so new treatments work for everyone.

CAREScan: Fast-tracking early detection for healthier communities, more jobs, and a stronger Wisconsin.

# Image-Guided Therapy

*Helping Doctors Personalize Treatment for Everyone*



A project of the **WISCONSIN**  
**BioHealth**  
**!TechHub**

Led by  
**GE HealthCare**

*From your scan to your treatment plan:  
helping doctors pick the best therapy for  
you.*

## How It Helps



✓ Uses smart tools to help doctors and patients choose the best precision treatment.

✓ Brings new jobs and startups to Wisconsin by growing our imaging & therapy supply chain.

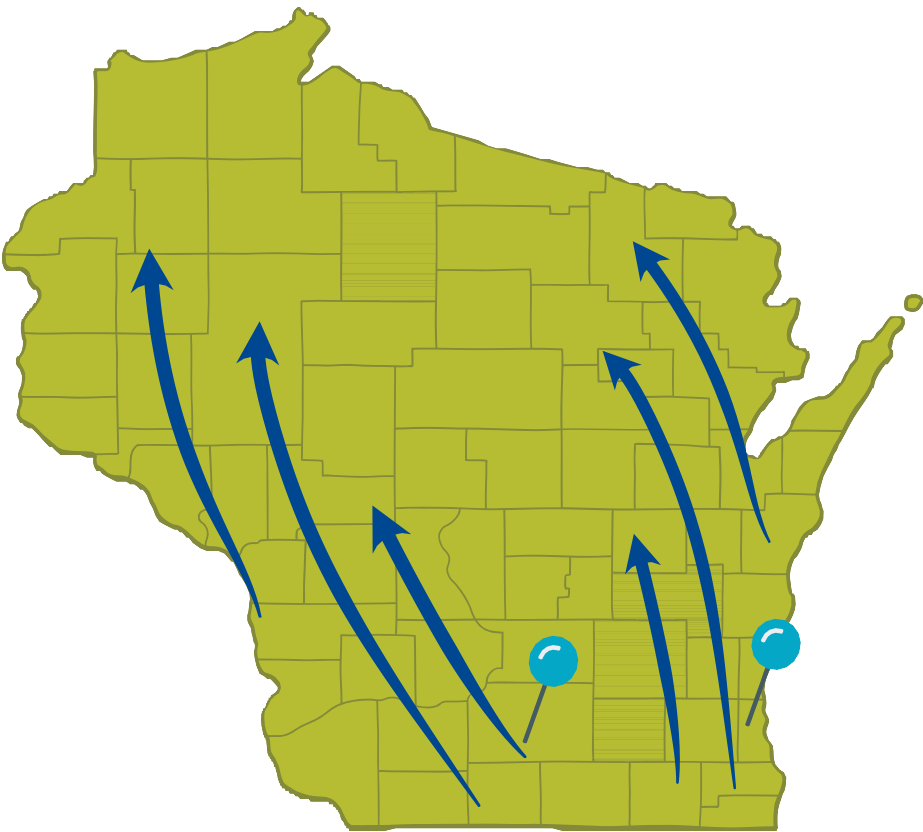
✓ Makes sure Wisconsin has the radiotracers & imaging services needed for advanced therapies.



Wisconsin is building a system where personalized medicine is more accessible, affordable, and effective —  
so every patient gets the right care at the right time.

# Advancing Innovation to Commercialization

Turning Great Ideas Into Real Companies



A project of the WISCONSIN  
**BioHealth**  
! TechHub

Led by  
**BioForward**  
WISCONSIN

*When Wisconsin’s entrepreneurs have the right lab space, support, and guidance, they can turn discoveries into products that save lives — and create good jobs here at home.*



## How It Helps



✓ **Better Startups:** More support for early-stage biohealth companies.

✓ **Better Spaces:** State-of-the-art labs & offices for entrepreneurs to grow.

✓ **Better Communities:** New jobs, new products, and opportunities across Wisconsin — not just in Madison and Milwaukee.

The Advancing Innovation to Commercialization Project helps Wisconsin turn ideas into impact — faster, smarter, and together.

# Actualizing Biohealth Career Pathways

Connecting Wisconsinites to Great Careers



- ★ Stackable credentials
- ★ Good jobs

*The ABC Pathways Project helps more people get the skills, training, and support they need to build rewarding careers in Wisconsin’s growing biohealth industry.*

A project of the **WISCONSIN BioHealth TechHub**



✓ **Clear Pathways:** Step-by-step career maps so people know exactly how to enter and grow.

✓ **Inclusive Growth:** Reaching underrepresented communities and helping every worker succeed.

✓ **More Opportunities:** Expanded programs, new credentials, apprenticeships, and real-world experience.

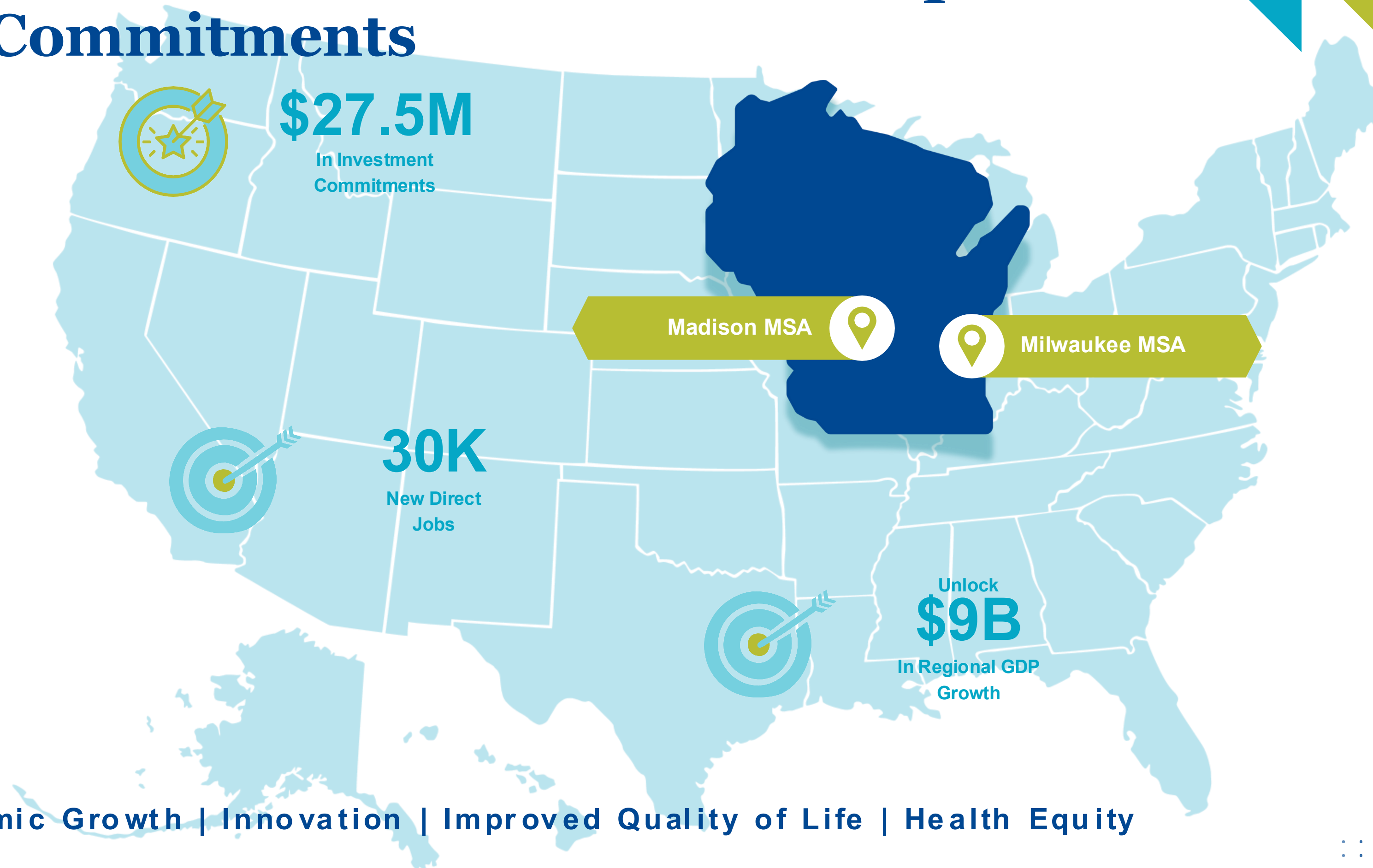


Together, we’re building Wisconsin’s next generation of biohealth talent — and helping every community share in the opportunities this growing industry creates.

# WI Biohealth Tech Hub Economic Development & 10-Year Commitments

## Vision

Leveraging innovation, manufacturing, and workforce development to become a global leader in personalized medicine



Economic Growth | Innovation | Improved Quality of Life | Health Equity

# Building Momentum – Fast

**Momentum is building across Wisconsin — in both public projects and private investment.**



**Project launches & progress**



**Investments made in WI  
biohealth industry**



**Economic Impact**

Over 5,500 people  
engaged through 70+  
presentations and  
convenings

GE HealthCare's \$100M  
investment in  
Waukesha campus  
aligns with Tech Hub  
focus areas

Forward BIOLABS  
expanding to  
Milwaukee with new  
office

Most projects are close  
to fully staffed

Media reach: 6.2M+  
impressions across  
earned and digital  
media

Ongoing coordination  
with UW, MCW, MATC,  
and industry partners  
to build workforce  
capacity

MCW cancer hospital  
expansion

UW-Madison East Park  
clinical expansion

# Growth Ahead: Commercial Real Estate Demand

## Wet Labs & Flex R&D Space

### What's needed:

- Specialized lab infrastructure with ventilation, piped utilities, and bio-safety protocols
- Shared or modular labs for early-stage startups

### Why:

- Growth of Forward BIOLABS
- Commercialization of academic research
- Expansion of diagnostics and biotech startups

## Imaging, Data, & AI Facilities

### What's needed:

- Secure data environments
- Imaging centers (radiology, theranostics, remote diagnostics)
- AI-ready cloud or hybrid data infrastructure

### Why:

- Launch of the Wisconsin Health Data Hub
- Integration of imaging and AI in care delivery (e.g., GE Theranostics Toolkit)

## Offices + Hybrid Talent Space

### What's needed:

- Modern workspaces near hospitals and campuses
- Training centers and flex spaces for workforce initiatives

### Why:

- ABC Pathways expansion
- Employer demand for hybrid-ready life sciences HQs
- Surge in training/apprenticeship programs (MATC, UW)

# How You Can Get Involved



## Identify & Prepare Innovation-Ready Sites

- Promote sites near research institutions and health systems
- Prioritize zoning/flexibility for biotech, lab, or data uses
- Support growth in Milwaukee, Kenosha, and rural hubs



## Build for Flexibility & Biohealth Needs

- Design spaces adaptable to wet lab, R&D, imaging, and AI/data uses
- Consider lab-to-market incubators, hybrid training centers, and shared manufacturing footprints
- Consider co-location and industry centric development



## Partner On Workforce Development

- Co-locate with or support training hubs (MATC, Madison College, UW)
- Create internship, mentorship, and skills-training pipelines via your tenants and networks



## Join the Biohealth Ecosystem

- Attend Tech Hub briefings and working groups
- Connect your development projects to strategic cluster growth
- Invest in spaces that power health, equity, and innovation

It takes more than breakthrough science to grow a Tech Hub — it takes real estate that's ready to move with it.

WISCONSIN  
**BioHealth**  
**TechHub**

Pathway to Personalized Medicine  
*Powered by BioForward Wisconsin*

**Thank you**



[Visit Our Website](#)

# Questions?

## Oconomowoc's Rise in the Madison-Milwaukee Tech Corridor

Sponsored by:



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