

For Immediate Release

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New Interactive Map Makes It Easier to Identify State's Gigabit Business Parks

Joint effort by WEDC, Wisconsin State Telecommunications Association expected to provide state with a competitive edge in business attraction

MADISON, WI. April 16, 2015 – The Wisconsin State Telecommunications Association (WSTA) and the Wisconsin Economic Development Corporation (WEDC) have unveiled a [new interactive map](#) that identifies more than 100 state business and industrial parks with gigabit broadband availability.

The Gigabit Business Park mapping project, the first of its kind in the nation, identifies the parks that are capable of providing broadband service of 1 gigabit per second (Gbps) or more. The map indicates whether a business park has 1Gbps, 10Gbps or 100Gbps.

There are currently 130 business and industrial parks on the map, which will continuously be updated as new sites are identified. WEDC will continue to work with WSTA and other providers to expand the list of gigabit business parks.

A gigabit broadband connection is 100 times faster than average Internet speeds, which means businesses with a 1Gbps connection can transfer large data files more efficiently. Large data file download or upload times on a 1Gbps broadband connection may be reduced to a few seconds, which results in increased efficiency and business productivity.

“The mapping of business parks and industrial parks with 1 gigabit or higher broadband is a competitive advantage for Wisconsin and enables the state to better attract businesses that have high-speed Internet needs,” said Reed Hall, secretary and CEO of WEDC, the state’s lead economic development organization. “The new map enables site selectors and corporations to quickly determine which parts of the state have the high-speed services they need.”

“Our partnership with WEDC on this project creates a tremendous competitive advantage for Wisconsin,” added Bill Esbeck, executive director of WSTA, which represents more than 70 local phone companies, Internet providers and wireless carriers. “With this initiative, we can make gigabit broadband availability a selling point and a component of future economic development success. Companies considering relocating or expanding in Wisconsin will know that we have the broadband they need.”



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In addition to indicating the level of broadband at each park, the map also identifies the internet service providers and provides direct contact information for them.

The business park information is included at LocateInWisconsin.com, WEDC's free online search tool for businesses looking to relocate to or expand in Wisconsin. The interactive map provides company executives and site selectors with comprehensive information for making business expansion decisions in Wisconsin, including commercial real estate data, demographic breakdowns, community details, lists of buildings available for sale or lease, and information on the local workforce.

Access to high-speed Internet service is increasingly becoming a major factor among site selectors or corporations in deciding where to relocate or expand. In a 2008 ranking of top site selection criteria by *Area Development Magazine*, broadband ranked as the 21st most important consideration in such decisions. By 2013, broadband ranked fifth highest. A similar study of site selectors conducted by *Site Selection Magazine* found that 55 percent of site selectors request information about broadband as part of a standard site survey, while 40 percent of location decisions involve specific broadband speed requirements.

"Faster broadband options are a higher priority for today's business customers," Esbeck explained. "Although many companies can operate efficiently with lower speeds, the infrastructure required to provide a 1Gbps connection requires a fiber backbone optic cable and high-quality, cutting-edge electronics, providing a quality platform for future growth. WSTA members have broadband networks that can handle current and future demands."

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About the 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. Visit www.inwisconsin.com or follow WEDC on Twitter @_InWisconsin to learn more.