



Semiconductor Manufacturer & Business Recruitment Strategies
at the Century City Business Park

Community & Economic Development Committee Meeting
April 21, 2021



Semiconductor Development Facts



Latest fabs announced in the U.S. range from **550,000 to 7 million square feet**



Average land needed: 55+ acres, though companies are buying hundreds of acres with plans to expand (see Cree example)



The average cost to build a fab in the U.S. starts at **\$1 billion**, with an advanced chip fab costing as much as \$20 billion. Due to this high cost compared to other countries strong public-private partnership is essential to balance cost



An existing semi-conductor eco-system is important, with many companies choosing to expand on or near an existing facility



Project timeline is at least **20-24 months**

Semiconductor Project Example

Cree to build \$1 billion silicon carbide wafer plant Marcy, N.Y. Cree Inc. is building a computer chip factory in Marcy, NY, to help meet demand in the electric vehicle, 4G/5G mobile and industrial markets. The project is expected to create 615 jobs.



- 639,000 square foot fab on 56.25 acres at the northern end of the 398-acre site, which leaves room for two additional fabrication facilities.
- Timeline: Started construction Q1 of 2020 with production anticipated to begin 2022.
- New York state's economic development arm, Empire State Development, will provide a \$500 million grant toward the project.

Century City Real Estate Development

Over 50 acres of land cleared and prepared for development



Site Assets

- Municipally-controlled land
- Established infrastructure and transportation networks
- Connected by seven bus routes
- Skilled workforce
- Large, contiguous site – can accommodate single-and multi-user scenarios

- Existing users:

Talgo



GOODCITY
BREWING
W. L. W. C.



- Previous use that successfully engaged nearby workforce:

BENSON
INDUSTRIES



What's Possible at Century City?



Milwaukee 7 is at the forefront of growth trends and business recruitment regionally, nationally, and internationally. **CENTURY CITY IS A TOP PRIORITY!**

DCD conducted extensive research to identify business sectors where Century City would be competitive. Four criteria were analyzed: **Competitiveness, High Transaction Volume, Workforce Match, & Positive Growth Trends.**

Competitive Sectors Include:

- **Fabricated Metal Product Manufacturing**
- **Machinery Manufacturing**
- **Computer Electronic Product Manufacturing**
- **Food & Beverage Manufacturing**
- **Electrical Equipment, Appliance and Component Manufacturing**

What's Happening at Century City

- Talgo is growing and hiring!
- Good City is bringing more tenants to Century City 1.
- Pak Technologies is using the rail to expand their business
- Marketing partnership with BID #37 for 35th & Capitol
- 45+ Projects identified in the *“Connecting the Corridor Plan”*
- Melvina Park expansion
- DCD/RACM continues site preparations



Comparable Sites - Similar Scale and Investment

We could have sold the whole project out in a couple of years if we weren't picky, but it took about 10 years to find the right mix of developments that we could feel good about. We needed the help of multiple groups to do the heavy lifting—the corporate sector to invest, the non-profits to help make the connection with the neighborhoods. It's more than the city could do on its own. – Dave Misky

This quote describes the approach to the Menomonee Valley Industrial Center, but it applies to the Century City Business Park as well.

Menomonee Valley Industrial Center

Total Acreage:	120
Acreage Made Available:	60
Acreage Currently Available:	0
Current Number of Companies:	14
Investment in Pre-Development:	\$35M
Year Acquired/First Sites Available:	1999/2005
Timeline to Fill Park:	21yrs (1999-2020)

Century City Business Park

Total Acreage:	148
Acreage Made Available:	73
Acreage Currently Available:	50
Current Number of Companies:	7
Investment in pre-development:	\$40M
Year Acquired/First Sites Available:	2009/2014
Development Timeline to Fill Park:	Ongoing



More Information:

Century City Website:

<http://city.milwaukee.gov/centurycity>

Choose Milwaukee:

<https://www.choosemilwaukee.com>

Connecting the Corridor Plan:

<https://city.milwaukee.gov/AreaPlans/NearNorth/Connecting-the-Corridor.htm>

Industrial Land Analysis:

<https://mkeindustrial.com/>