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Wisconsin Tech Council event on economic ‘opportunity zones’ incentives

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To learn more online: www.wisconsintechnologycouncil.com

Economic ‘Opportunity Zones’ incentives topic

at Jan. 10 Tech Council event in Wauwatosa

WAUWATOSA, Wis. – How can Wisconsin benefit from having parts of 44 counties, 60 municipalities and two tribal reservations designated as federal “Opportunity Zones”? Learn more at the **Thursday, Jan. 10** luncheon meeting of the Tech Council Innovation Network in Wauwatosa.

Created by the federal Investing in Opportunity Act as a part of the 2017 tax overhaul, Opportunity Zones aim to encourage private, long-term investments in low-income urban and rural communities in exchange for tax incentives. All 120 Wisconsin zones were approved by the U.S. Treasury Department, with 48 located in southeastern Wisconsin. Designations were based on recommendations from an interagency state government group.

Panelists include **Jon Lancaster,** managing director at Lancaster Investments, **Brenda Graat,** senior manager at Baker Tilly and **state Rep. Jason Fields,** D-Milwaukee.

The event will take place at UW-Milwaukee’s Innovation Accelerator, 1225 Discovery Parkway. Registration, networking and hors d’oeuvres start at 11:30 a.m. and the presentation at 12:30 p.m. The cost is $10 for students and returning veterans, $25 for individual members, $35 for non-members and included for Tech Council corporate members. Click here to register.

“This program provides an avenue for investors to spur development in Wisconsin’s

low-income, high-poverty areas," said Tom Still, president of the Wisconsin Technology Council. "We'll hear from experts who understand how to access the program and make a true difference for targeted communities and the entrepreneurs who live there."

The meeting is sponsored by UW-Milwaukee and UWM Research Foundation.

Immediately following the event is a free Governor's Business Plan Contest 2019 info session featuring veteran judge **Kalpa Vithalani** of the Medical College of Wisconsin and **Lorne Forsythe** of Shockray Self Defense, one of four top plans in 2018. Vithalani and Forsythe will offer an overview of the contest and the benefits of participating. Click here to register.

The Tech Council is the independent, non-profit science and technology adviser to the governor and Legislature, with events, publications and outreach that build Wisconsin's tech-based economy. To join, go to www.wisconsintechnologycouncil.com or call 608-442-7557.