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A YEAR IN REVIEW

MESSAGE FROM THE CO- CHAIRS

**“ Milwaukee –
This is a town that
understands water.”**

**-THE BUFFALO NEWS,
SEPTEMBER 2015**

2015 was a significant defining point for The Water Council. The concentration of knowledge and expertise comprised of over 200 water technology companies and 20 academic institutions with water-based curriculum, and the unique spirit of collaboration in Wisconsin has positioned us as the world's water technology center of excellence.

From the announcement of a 2nd Global Water Center, and relocation of Zurn Industries' global headquarters to Milwaukee; to the development of new technology that detects the age of drinking water at the University of Wisconsin-Milwaukee, and an expanded Water Law & Policy Initiative at Marquette University, Milwaukee's World Water Hub has achieved many great successes.

To help our network continue to connect, we launched the world's 1st Global Water Port creating an online, globally-focused research and collaboration platform to enhance connectivity between individuals and companies seeking innovative solutions with the highest impact to address the planet's water-related challenges.

From severe droughts and flooding, to water security and aging infrastructure risks, the world needs innovative solutions. It is now time to

push harder on the proven approach of cluster development, and strategically expand our efforts to improve water-related conditions around the world.

We've had an exceptional year with rapid movement thanks to our members, global partners, financial supporters and staff.

What does 2016 have in store? Policy. Growing our national and global footprint. Demonstration sites for testing new innovations. Creating opportunity for small water technology businesses. Attracting companies to Milwaukee.



PAUL JONES, CO-CHAIR

Retired Chairman

A. O. Smith Corporation



RICH MEEUSEN, CO-CHAIR

President/CEO/Chairman

Badger Meter, Inc.

\$211.6 MILLION

in total investment in the Milwaukee Water Technology District since 2010

26 NEW CLASSIFICATIONS

were determined by TWC as qualified industry parameters of what a 'water technology company' is

1 NEW, STELLAR WEBSITE

giving you 24-7 access to current news and events

47 COUNTRIES

spanning 5 continents visited our World Water Hub

3 NEW STARTUPS

added to our accelerator each round thanks to corporate partners like Veolia

\$5 MILLION

Water Seed Fund initiated to invest in early stage water companies through the U.S. Commerce Department's Regional Innovation Strategies Program

1 NORTH AMERICA'S 1ST

3 training workshops by the Alliance for Water Stewardship-North America held in Arizona, California, and Illinois where 29 companies and 45 individuals completed training for utilizing the International Water Stewardship Standard

62 STORIES

about TWC in the media, averaging 5 per month

2 ECONOMIC DEVELOPMENT HONORS

TWC received the SSTI Excellence in Technology-Based Economic Development national award "Improving the Competitiveness for Existing Industry" and the Wisconsin Economic Development Association award for "Expanding Sector - Advancing Wisconsin's Position in the World Marketplace"

37 EXPERT SPEAKERS

and over 350 water professionals attended our 8th annual Water Summit

24 PRESENTATIONS

given by TWC staff at global conferences to create awareness of our membership's strengths

1ST EVER

Water Venture Investment Conference held during WEFTEC, bringing together 120+ investment professionals and entrepreneurs to examine the untapped potential in water investment

50 SMALL BUSINESSES

participated in 16 programs dedicated to small business development in the water tech industry

6 YEARS

since we became an official 501(c)(3) organization

227 TOURS

of the Global Water Center given to students and inquiring organizations from around the world

OVER 60

events and programs developed and carried out for TWC Members to help expand networks

\$14 MILLION ZURN GLOBAL HEADQUARTERS

Zurn Industries' Global Headquarters (an affiliate of Rexnord Corporation) announced their relocation to Milwaukee and began construction in the Reed Street Yards Water Tech Park

14 PROJECTS

funded with \$650,000 through the Water Equipment & Policy Research Center, which has generated funds totalling \$7.57 million since being founded in 2010

OVER 2,000

K-12 students in the Milwaukee region exposed to opportunities in water through TWC

3 PILOT SITES

launched plus new funding announced to help move working prototypes out of the lab with financial support from Wells Fargo, Milwaukee Metropolitan Sewerage District, and Fund for Lake Michigan

17 WATER TECH STARTUPS

have offices in the Global Water Center with additional space opening in 2016/2017 in Global Water Center II

OVER 180

Member organizations in our global network

\$2,500,000+

in self-reported, funding (royalty-based, equity, debt financing and grants) raised by startup portfolio companies located in the Global Water Center

408,600

408,600 FT² - 37,960 M²

19 REGIONS

contacted TWC to learn how to develop a successful public-private partnership around water in their region

21 PARTNERS

including our 4 new partners in 2015:
Daegu Metropolitan City, Korea Water Forum, Catholic Relief Services, and U.S. Water Partnership

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NEW INITIATIVES LAUNCHED TO HELP YOU EXCEL

Alliance for Water Stewardship-North America
BREW Corporate
Global Water Center II
Global Water Port
Pilot Deployment Program
Small Business Channel
Water Seed Fund
Water Venture Investment Conference

COUNTLESS

opportunities await you – join the freshwater movement today!

of R&D and office space dedicated to water innovation in the Milwaukee Water Technology District including University of Wisconsin-Milwaukee School of Freshwater Sciences, Zurn Industries' Headquarters, and Global Water Center I & II

REVENUE

Grants & Contracts	\$ 1,600,373
Global Water Center	706,523
Membership	257,399
Water Summit	233,510
Contributions	47,340
Other	17,113
Total Revenue	2,862,258

EXPENSE

Programs	\$ 1,921,109
Global Water Center	699,732
Operations	426,269
Water Summit	79,053
Marketing	60,701
Total Expense	3,186,864

The charts above provide unaudited financial information as of December 31, 2015. The excess of expenses over revenue is due to the planned use of restricted funds recognized as revenue in 2014. The use of these funds added approximately \$394,000 in expenses in 2015.

THE WATER COUNCIL

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