

OUR HISTORY



2007

- Discussions center on the development of a 'Silicon Valley of Water.'
- First annual Water Summit and quarterly meetings are convened.

2008

- UW-Milwaukee submits proposal to create a School of Freshwater Sciences.
- Dues paying membership structure is adopted and first member of the Milwaukee 7 Water Council is welcomed.
- Recipient of U.S. Department of Labor Employment and Training Administration WIRED grant.

2009

- Milwaukee 7 Water Council officially incorporates as a 501(c)(3).
- Designated as a UN Global Compact City, one of 15 cities around the world selected for its concentration and expertise in a specific topic related to global health and development. Milwaukee is one of five cities recognized as a UN Innovating City.

2010

- National Science Foundation designates a \$2.75 million Industry/University Collaborative Research Center in Milwaukee.
- Site selected for the first Global Water Center.
- 17 acre/6.8 hectare business park identified as future Global Water Technology Business Park in Milwaukee.
- University of Wisconsin-Milwaukee announces \$53 million expansion to create the nation's first School of Freshwater Sciences.
- First student chapter is developed at UW-Whitewater and expanded to UW-Parkside and Marquette University.
- First full-time employee hired.

2011

- Recipient of the Job Accelerator Challenge Grant from the US Department of Commerce.
- Recipient of the IBM Smarter Cities Challenge.
- Winner of the United States Water Prize from the U.S Water Alliance for outstanding achievement in the advancement of sustainable solutions to our nation's water challenges.

2012

- Milwaukee 7 Water Council becomes The Water Council (TWC).
- Winner of the Growing Blue Award from Global Water Intelligence for advancing public understanding of how water is as essential to economic and social growth as it is to sustaining the environment.
- \$22 million renovation of a 98,000 sq.ft. (9,104 m²), seven-story warehouse, begins to create the Global Water Center.
- Establishment of the BREW Accelerator in partnership with the Wisconsin Economic Development Corporation.

2013

- World acclaimed business strategist, Rosabeth Moss Kanter from the Harvard Business School, releases a case study entitled 'Milwaukee: Making of a World Water Hub.'

- Global Water Center opens, creating the physical cornerstone to the World Water Hub and kick-starts the drastic acceleration of Milwaukee as the leading water technology cluster.
- 15 international trade delegations visit the Global Water Center.
- Featured by the U.S. Environmental Protection Agency as 1 of 3 examples of 'Building a Successful Technology Cluster.'
- Winner of the Bronze Excellence in Economic Development Award from the International Economic Development Council.

2014

- Selected as the North American regional partner for the Alliance for Water Stewardship, a global collaboration of leaders in sustainable water resource management.
- Global Water Center nears capacity with over 30 tenant organizations.
- International Water Association Board of Directors conduct annual meeting in coordination with the Water Summit in Milwaukee.
- Milwaukee Business Journal selects Global Water Center as a winner of a Real Estate Award and The Water Council for a Eureka Award for creative approaches in economic development.
- BREW Accelerator wins a Wisconsin Innovation Award.
- Recipient of JPMorgan Chase & Co. Small Business Forward grant to match capital with water innovation.
- First Investment in Water Innovation Week co-sponsored by JPMorgan Chase & Co. and TWC.
- 24 global delegations visit the Global Water Center.
- Recipient of U.S. Small Business Administration Regional Innovation Cluster contract to create a Small Business Channel to link small/medium water tech businesses to critical resources.
- Inaugural Wisconsin Water Innovation pavilion at WEFTEC.
- Partnership with the Wisconsin Historical Society to document the water renaissance occurring in the state.
- Team grows to 8 full-time staff.

2015

- Recipient of Wells Fargo Clean Technology & Innovation grant to create the Pilot Deployment Program to move water technologies from the lab to demonstration sites.
- Dean Amhaus, President & CEO, attends President Obama's State of the Union address as guest of US Senator Tammy Baldwin.
- Second TWC office opens in Madison, Wisconsin.
- Recipient of U.S. Department of Commerce Regional Innovation Strategies grant to launch a Water Seed Fund.
- Second year funding announced from JPMorgan Chase Small Business Forward program.
- Winner of the "Expanding Sector" award from the Wisconsin Economic Development Association.
- Winner of the 2015 SSTI Excellence in Technology Based Economic Development for water cluster development.
- Launch of Global Water Port, a super-charged, web-based, research and data dashboard to amplify global collaboration.
- Global Water Center II announced.
- Membership grows to over 180 corporate members.
- BREW Accelerator launches a corporate track and introduces, *POW! EmPowering Opportunities in Water* in partnership with Veolia.
- Rexnord announces move of Zurn headquarters to Reed Street Yards' Global Water Technology Business Park in Milwaukee from Pennsylvania.

- Presented first Water Venture Investment Conference at WEFTEC.
- Alliance for Water Stewardship and TWC hire first North American Director to lead implementation of the Stewardship Standard across North America.
- Joins Overseas Private Investment Corporation's Partners Program.
- BREW Accelerator announces third class of winning entrepreneurs.
- Milwaukee Metropolitan Sewerage District and Fund for Lake Michigan partner with TWC to expand the Pilot Deployment Program beyond the initial year with \$600,000 commitment over two years.
- BREW Corporate holds first call for applications.
- TWC and Mid-West Energy Research Consortium announce partnership to examine Water Energy Nexus.
- 227 tours of the Global Water Center provided to students and inquiring organizations from around the world.
- 26 new classifications were determined as qualified industry parameters of what a "water technology company" is
- Wisconsin Economic Development Corporation, University of Wisconsin-Milwaukee and TWC release economic impact analysis that found \$211.6 million in additional investment has occurred from both the public and private sectors, within Milwaukee's Water Technology District.
- Debuts fresh new look with the roll-out of new branding and a revamped website.
- Alliance for Water Stewardship-North America hosts first training sessions in Chicago and Arizona.
- 47 countries visit the Global Water Center.
- TWC and UW-Milwaukee participate in a White House Roundtable on Water Innovation, aimed to challenge stake holders to increase innovation and investments in water technology.
- Staff grows to 10 full-time staff, and 3 interns.

2016

- Receives International Economic Development Council's Gold Award for Entrepreneurship.
- Alliance for Water Stewardship-North America launches first membership campaign.
- TWC and Veolia name first participants to BREW Corporate called "POW!"
- Attends first-ever White House Water Summit.
- Announces new format for Water Summit 2016, with moderator Charles Fishman, author and Fast Company contributor, leading the program.
- Marquette University becomes third academic partner at Global Water Center, leading to 99% occupancy, with 40+ organizations within the building.
- International Water Association announces plans to locate a North American regional office at the Global Water Center.
- Makes water commitments in conjunction with the White House Water Summit, including launching 75 startups over 5 years, making data from National Labs more accessible via the Global Water Port, and implementing the Alliance for Water Stewardship Standard at 10% of the sites in the city of Milwaukee.
- Secures additional BREW Corporate sponsors with A.O. Smith Corporation and Rexnord Corporation, and will add up to 6 additional startups each year.
- TWC/Milwaukee chosen to participate in Village Capital's VilCap Communities startup program.
- Receives CoreNet Global's 2016 Economic Development Leadership Award for water technology cluster leadership.
- Website receives Bell Award from Business Marketing Association – Milwaukee.
- Membership 2.0 debuts.

- A revolutionary innovation commercialization exchange launches that ushers in a new era for TWC.
- Hires first Chief Technology Officer.
- Launches attraction and awareness floor teams at international conferences that target small businesses looking to locate in North America.
- Dean Amhaus, President & CEO, appointed to the Environmental Technologies Trade Advisory Committee for a two year term.
- Membership exceeds 190 organizations.
- New software adopted to track PR coverage and 800 media placements including outlets Bloomberg and The Huffington Post in 2016.
- Hosts 3 startups from France and Mexico in the Global Water Center.
- Zurn Industries opens their new headquarters in Reed Street Yards.
- MOU signed with the German Water Partnership.
- 21 international delegations visit the Global Water Center.
- Milwaukee School of Engineering and St. Thomas More High School (first high school!) create new student chapters.
- Brownie troops visit TWC for a fun filled day of learning about water technology.
- Water Equipment & Policy Research Center adds 4 new members, funds 14 projects with \$1,062,000, submits 2 patent applications with 1 patent granted and 1 licensing agreement, and receives 7 invention disclosures.
- Since 2013, BREW Accelerator winners produce 38 internships, 65 full-time positions, 14 of 25 winners with patents granted or pending, 115 contracts/pilot sites/MOUs, 200 customer interviews, and \$2.6M raised in additional capital.
- Partnership develops with the Federal Laboratory Consortium for Technology Transfer.
- 28 Global Water Port demos.
- Launches second round of the Pilot Program and fourth round of the BREW Accelerator.
- TWC and affiliate Wisconsin Water Co-Investment Fund invests in 12 startups.
- Over 50 sites in active implementation of the Stewardship Standard in North America, 17 members join, and 80 individuals attend Alliance for Water Stewardship-North America training.
- 11 full-time staff and 2 interns.

2017

- Debuts 4 new success stories showcasing people leveraging TWC's platform.
- Water Leaders Summit receives new name in honor of 10th anniversary.
- Announces region's first Energy Water Nexus Roadmap.
- Fifth round of the BREW Accelerator opens.
- Chicago investor Guy Turner from Hyde Park Venture Partners visits the Global Water Center and meets with water entrepreneurs.
- **Rest of our journey is currently in the making ...**