

## **Connect Madison Economic Development Strategy Status Update on Implementation of Priority 1 Projects**

### **Report to Economic Development Committee**

**Prepared: 2/12/18**

The Connect Madison Economic Development Strategy was adopted by the Madison Common Council in March of 2017. The Economic Development Committee assigned project leads to each of the Strategy's "Priority 1 Projects." Economic Development Division Staff, working with the EDC project leads, has begun initial steps on project implementation. It is important to note that the projects from the Connect Madison Strategy are just part of the overall work plan for the Economic Development Division. Implementation of the Strategy will be an ongoing, multi-year effort with work on the projects interwoven into the Division staff's existing workload of projects and responsibilities. The following is a status report and approximate timeline for each of the Priority 1 Projects.

#### **Priority Project #1: Business Assistance Team**

In late 2017, OBR staff met individually with colleagues from key departments around the City to discuss the Business Assistance Team (BAT) in concept. A staff team consisting of city agencies that interact with Businesses is now meeting regularly to chart next steps. Some first steps that have been completed or are in progress include creating a inter-agency contact list of personnel assigned to the BAT team, developing a series of brochures to provide quick guides addressing frequently-asked questions about common types of businesses, and working with Madison Metro to create a letter to businesses in southeast Madison to inform them about new City bus services to the area. Going forward, the intent is that the BAT Team creates more clear and coordinated city-wide systems and processes for sharing information with businesses.

#### **Priority Project #2: Development Districts**

Craig Stanley, Dan Kennelly, Matt Wachter, and Tom Otto had two meetings in fall of 2017 to discuss the Development Districts concept. Staff has begun work on an initial whitepaper describing next steps. Implementation of the Development Districts concept will require a joint effort that includes Economic Development Division Staff (including both OBR and Real Estate), as well as collaboration with the Planning Division. Related to this, the Common Council recently requested staff to evaluate and potentially update the City's "Jobs TIF" policy. In addition, EDD staff has been asked to update the Capital Revolving Loan program guidelines. Because updating these programs is time-sensitive and closely related to the Development Districts concept, staff recommends spending the first half of 2018 working on the updates to the Jobs TIF policy and the Cap Revolving Loan program. In late 2018, once the Cap Revolving Loan and Jobs TIF updates are complete, attention should be turned to implementation of the Development Districts concept.

#### **Priority Project #3: Targeted Business Retention and Expansion (BRE)**

The focus of this project is the City's Business Walk Program. The City is planning to conduct three business walks in 2018. The first will be on the southside in the Park Street corridor and along Regent Street, with an emphasis on engaging healthcare and food related businesses. The second will be on the

westside in the Odana Road Corridor and UW Research Park area, with an emphasis on engaging the biotechnology sector. The third will be a city-wide effort to engage with non-profit organizations.

#### **Priority Project #4: Transportation**

The City is making progress on planned implementation of an initial Bus Rapid Transit System. The City is also exploring options for updating the structure of City committee related to transportation. EDD stay will continue to monitor and engage with these processes, but does not anticipate initiating a separate initiative related to transportation in 2018.

#### **Priority Project #5: Career Pathways and Work Based Learning**

The City will continue to work with Madison Metropolitan School District on the implementation of the Personalized Pathways Program and coordinate with and contribute to other related efforts. Pat Schramm is deeply engaged with these efforts. Staff will continue to provide input and support but EDD does not anticipate undertaking a separate initiative focused on Work-Based Learning in 2018.

#### **Incorporation of Racial Equity and Social Justice Analysis**

The Connect Madison Strategy was designed to prioritize projects that will have a positive impact on racial equity and social and economic justice in Madison. As the City moves forward with implementation of the projects within the strategy, it will be important to develop clear expectations for how equity will be incorporated. As a first step with each project, staff recommends utilizing the City's Equity Tool (either the complete version or the "Fast Track" version) to analyze the initiative and provide recommendations on how the project is implemented.

#### **Next Steps and Timeline**

As noted, the implementation of the Connect Madison Strategy will be a multi-year effort and projects will be pursued in sequence based on need and staff capacity. The following table summarizes next steps and timing for each of the five Priority 1 Projects.



Project	EDC lead	Primary Staff	Timeline
#1 Business Assistance Team	Susan Bulgrin	Ruth Rohlich and Mike Miller	<b>Underway</b> – An interagency staff team led by Ruth is implementing first steps.
#2 Development Districts	Craig Stanley	Dan Kennelly, Tom Otto, and Matt Wachter	<b>Focus of Q3/Q4 2018 and into 2019</b> - Staff and Craig have done research and brainstorming of initial concepts. Staff's recommendation is to complete updates to Cap Revolving Loan and Jobs TIF programs before focusing on implementation of Development Districts
#3 BRE/Business Walks	Frank Staniszewski	Ruth Rohlich	<b>Underway</b> – three business walks are being planned for 2018
#4 Transportation	Ald. Denise Demarb	Dan Kennelly and Tom Otto	Ongoing engagement but no new EDD initiative anticipated in 2018
#5 Work Based Learning	Pat Schramm	Matt Mikolajewski	Ongoing engagement but no new EDD initiative anticipated in 2018
<b>Incorporation of Equity Analysis</b>	Marianne Morton	All	Incorporate equity tool into each project. Start by using the tool to evaluate the BAT team concept.

