

Recommendations - 3-5 Year Strategic Economic Development Implementation Plan - July 15, 2008

Recommendation Titles	
1-Fundamentally Improve Madison Business Climate through Zoning Modernization and Customer Service Initiatives.	
2-Support Quality Job Creation by Existing Employers	
3.Accelerate Physical Development Necessary for Quality Job Creation	
4-Make the City Economic Development Toolkit More Strategic.	
5-Build the Public/Private Economic Development Team	
6-Implement the Necessary City Organizational Changes to Carry Out the Strategy.	
Key Implementation Steps	Target Dates
1-2a. Complete the Zoning Code modernization. (underway)	underway-through 2009
1-3a. Implement Development Services Center. (underway)	underway-2008
2-3b. Refine OBR website. (\$5,000)	2-4Q 2008
1-5a. Upgrade DPCED website. (\$7,000)	3-4Q 2008
1-1a. Revise DPCED mission statement.	3Q 2008
1-4a. Identify customer service best practices.	3Q 2008
3-3a. Develop public/private/foundation advisory committee for East Washington Gateway.	3Q 2008
5-2a. Convene an informal public/private economic development leadership group.	3Q 2008
5-3a. Convene private and non-profit leadership support to implement key tasks within this plan, starting with the business retention and expansion and the East Washington Capitol Gateway.	3Q 2008
5-5a. Build public/private/non-profit support for UW-Madison basic sector growth and employment development. (\$5,000)	3Q 2008
6-1a. Retain an experienced, highly-skilled ED Director.(\$140,000)	3Q 2008
4-2a. Revise TIF policies to favor basic sector development and compete more effectively with neighbor and other Midwestern communities.	3Q 2008
1-5b. Communicate DPCED plans through a quarterly DPCED electronic newsletter and annual report. (\$5,000)	4Q 2008
3-4a .Reestablish Tax Increment District (Southeast Industrial Area).	4Q 2008
6-4a. Monitor progress against plan metrics.	4Q 2008
4-1a. Develop and utilize a fiscal impact benefit/cost model to allocate tools for major development projects. (\$50,000)	1Q 2009
6-6a. Annually monitor implementation progress. (\$10,000)	2Q 2009
2-2a. Capitalize on systematic retention and expansion contacts.	2009 on
1-4b. Develop and implement internal process metrics and customer comments techniques.(\$50,000)	2009
1-4c. Regularly report outcome.	2009
1-6a. Upgrade citizen/customer service across City departments and evaluate taking the City through a Baldrige quality management process.	2009
2-1a. Create Retention and Expansion Task Force.	2009
2-1b. Develop target list for Retention and Expansion effort.	2009
2-1c. Purchase or create account management plan and contact management support software for Retention and Expansion effort. (\$35,000)	2009
2-3a. Establish Small Business Solutions OBR Team.	2009
2-4a. Conduct an incubation feasibility study.	2009

3-3b. Exert strong City leadership including concept planning, land and property assembly and development competitions within the East Washington Capitol Gateway.	2009
4-4a. Capitalize Project Facilitation Fund. (\$1,000,000)	2009
4-5a. Develop staff capabilities and expertise to seek state and foundation grants more effectively and to partner with state and local foundations, assess upside potential. Assign present staff or hire new staff or outside contract to develop matrix of programs and timelines.	2009
4-6a. Encourage the formation of Neighborhood Business Improvement Districts (BIDs).	2009
5-4a. Develop more aggressive strategy and convene partners, commit to marketing plan.(\$50,000-\$100,000)	2009
6-1b. Hire experienced economic developer to lead R&E. (\$80,000)	2009
6-1c. Retain project development manager/specialist to lead key physical projects/priorities. (\$90,000)	2009
6-1d. Expand support of small business solutions. (\$10,000)	2009
6-2a. Add capabilities to DPCED to do: Communications, GIS and website development, external newsletter and to pursue grants. (\$50,000)	2009
6-3a. Project management designation of staff & training.	2009
6-4b. Report annually to Mayor, EDC and Council.	2009
6-5a. Expand funding for DPCED staff training. (\$10,000)	2009
5-6a. Encourage the eventual formation of a countywide public/private economic development partnership.	2009 or beyond
6-6b. Fully upgrade Plan every two years. (\$60,000)	3-4Q 2010
5-1a. Convene the team of local private and public economic development practitioners.	ASAP
1-5c. Encourage Council/business rapprochement.	ongoing
2-3c. Continue, support and work with small business contacts.	ongoing
2-3d. Monitor Kaufman impacts.	ongoing
3-1a. Continue to work with existing business/business owners in employment centers.	ongoing
3-2a. Continue City Engineer/Planning Director liaison regarding Research Park II	ongoing
3-2c. Support the Research Park in efforts to recruit outside companies.	ongoing
3-4c. Develop and implement Bio-Ag marketing plan, focusing on this area but including the whole city. (underway-through 2008)	underway
4-3a. Utilize the Community Development Authority and/or investigate creating a new public/private venture to catalyze basic sector employment creation opportunities within key physical priority areas, including along the East Washington Corridor.	ongoing
4-7a. Utilize the Capitol Budget to develop enhanced proactive funding strategies.	ongoing
2-3e. Support "Economic Gardening."	TBD
3-2b. Research and Development Center District Status for Research Park II Gateway.	TBD
3-4b. Utilize City land assembly capabilities within the Southeast Industrial Area.	TBD