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

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)  1-3a. Implement Development Services Center. (underway)  1-3a. Implement Development Services Center. (underway)  1-3b. Refine OBR website. (\$5,000)  1-5a. Upgrade DPCED website. (\$5,000)  1-5a. Upgrade DPCED website. (\$7,000)  1-1a. Revise DPCED mission statement.  1-3a. Covenies and information advisory committee for East Washington  3-3a. Develop public/private/foundation advisory committee for East Washington  3-3a. Develop public/private/foundation advisory committee for East Washington  3-3a. Convene an informal public/private economic development leadership group.  3-3a. 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.  5-5a. Build public/private/non-profit support for UW-Madison basic sector growth and employment development. (\$5,000)  3-0a. 2008  6-1a. Retain an experienced, highly-skilled ED Director.(\$140,000)  3-0a. 2008  6-1a. Retain an experienced highly-skilled ED Director.(\$140,000)  3-0a. 2008  6-1a. Retain an experienced highly-skilled ED Director.(\$140,000)  3-0a. 2008  6-1a. Monitor progress against plan metrics.  4-0a. 2008  6-1a. Annually monitor implementation progress. (\$10,000)  1-1a. Develop and utilize a fiscal impact benefit/cost model to allocate tools for major development projects. (\$50,000)  1-1a. Develop and implement internal process metrics and customer comments techniques. (\$50,000)  1-1a. Develop and implement internal	implementation rian - buly 13, 2000	
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2-3a. Establish Small Business Solutions OBR Team. 2009	2-1c. Purchase or create account management plan and contact management	
2-4a. Conduct an incubation feasibility study. 2009		
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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)	2009 or beyond 3-4Q 2010
6-6b. Fully upgrade Plan every two years. (\$60,000) 5-1a. Convene the team of local private and public economic development	
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