

The EDC Process

The City of Madison EDC is in a good position to bring value and growth to the City as representatives of the Public and the consultation of the Mayor and Economic Development Division. Upon the completion and implementation of the Develop Process Initiative, the EDC will be more involved in reviewing developments and the process in the City. It is incumbent upon this commission to act prudently, pragmatically and efficiently in exercising the responsibilities in the Development Process specifically, but also, more broadly, the responsibilities set forth by the charter and mission of the commission.

In order to do this we need to adopt some standard processes and agenda items for our meetings and yearly work. Those processes are basic and provide the fundamental structure upon which we as a commission will make decisions. It is important to adopt these basic fundamental processes in order to bring appropriate levels of accurate data to the discussion and decisions we make, along with the various philosophical and ideological positions. The following are the three areas we need to focus on in order to begin to build the basic processes:

1. Project and Initiative Review – we need a process to define and track the important projects and initiatives we have in progress.
2. Process to develop initiatives for the EDC to complete – we need a process by which we develop our own initiatives and coordinate them with the Mayor, Common Council and the EDD.
3. Process to evaluate new projects and initiatives – we need to define our process to meet the development process as well as other initiatives to define the necessary criteria and processes to evaluate new projects

The effort to institute these processes is minimal by nature and can draw on existing data, workflows and reports. It would focus firstly on the work that we currently have on going. The suggestion would be to have a project list similar to the one below that focus on the critical data including revenue generation, cost, timeline and progress and issues.

<i>EDD</i>	<i>Stage</i>	<i>Type</i>	<i>Assigned</i>	<i>Budget (MM\$)</i>	<i>Projected (MM\$)</i>	<i>Project Time (Mo.)</i>	<i>Required FTE</i>
<i>Madison</i>							
PROJECT 1	PRE-APPLICATION	TIF	GEB/MWE/BSL	13	12.5	18	1.5
PROJECT 2	PRE-APPLICATION	TIF	GEB/VLA/MWE	13.2	12.2	30	1.5
PROJECT 3	APPLICATION	LAND ACQUISITION	GEB/VLA/MWE	1.3	1.2	12	1
INITIATIVE 1	"	BUSINES PROCESS	GEB	1		18	0.25
INITIATIVE 2	"	DEVELOPMENT PLAN	GEB/Cont	3		15	0.5
INITIATIVE 3	"	REVIEW	None	2		10	0.5
INITIATIVE	"	REVIEW	None	0.8		7	1

The process would be to review this report at monthly for new additions or significant changes if we see things that are not going the right way for the city we can suggest a full review at the next meeting and issue a statement to the EDD and the Mayor regarding our thoughts and ideas.

As the EDC we need to review initiatives and work to develop programs the Mayor, Common Council and the EDD can implement to bring development to the city. This would be “our work” and would require some select subcommittee work. The process would be the following:

1. Yearly – as we currently do all ready – collect new ideas and develop the short – list of items to move forward on.
2. Review and vote on these items in December / January and prepare the work plan similar to the one shown below
3. In January – apply members and plans to work on these items – the focus is to outline the initiative and prepare something that could be reviewed discussed and carried forward into the work plan for the EDD or the city at large
4. In February – review the basic plan proposals and schedule with Mayor, Common Council – move forward with comments and initiatives
5. Monthly review as part of the report above
6. If new initiatives are brought in... we select one meeting a quarter to add those to incoming list and prepare for discussion and planning

Original Number	Abbreviated / Paraphrased Description from the Tally of EDC Future Topics from 1/14/2011 and presented at January 19th meeting	Summary Topics
1	Downtown Bus Station	
2	Economic impact of stem cell research	EDC Mission and Tactics
3	Impact on economy on change in state government	Topic Numbers 12, 13, 17, 18, 21
4	Gov 2.0 Initiative	
5	How to bring high - tech manufacturing industries to Madison	Economic Development Strategy
6	City job creation presentation by Norman Davis	Topic Numbers 11, 15, 16
7	Sector 67	
8	Minority / Women owned businesses	Business Development and Job Creation
9	Small businesses	Topic Numbers 2, 4, 5, 6, 7, 8, 9, 10, 14, 22
10	Green businesses	
11	Strategy Alignment	Transportation System Development
12	Tactical Performance	Topic Numbers 1, 19, 20
13	Analysis Tools	
14	Mayoral Job Discussion	
15	Review Downtown plan in context with jobs, Entrepreneurial development	
16	Review Economic Development Plan Priorities 2010	
17	Collaborate with effort to review city permit process - look at Lafollete study	
18	Invite city staff to revisit the discussion of tracking job creation, job related outcomes for city funded projects	
19	Economic development issues around siting of the high speed rail stations	
20	Economic development impact of the proposed transportation enhancements being considered by the RTA	
21	Consider any changes to the EDC process to make the committee more effective	
22	Invite Sean Robbins to the EDC to discuss the data shared at the Annual Thrive meeting	

The third topic and process would be a process to evaluate new projects and initiatives. This process would be one where the commission would set up basic criteria for review along with the other more qualitative criteria. In order to implement this we would begin by developing the basic economic development data that we need to see to properly review and vote on the topics. This would include

guidelines to provide to the persons bringing the project to the table for review and would be added to the Development Process.

Following this we would need some basic scoring and judging criteria after reviewing the data. This would be basic and similar to the spreadsheet shown below.

Project Review Comparison			
	Project		
		Rating	Weight
Project Size	\$250,000		9
Project Type	80%		7
Revenue:Cost	100%		10
Job Creation			
a) Technical Worker	40%		9
b) Manager / Consultant	0%		7
c) Retail / Food Server	0%		7
Technology Brought to Area	Jonas		3
Supply Chain Connections			3
Located near suppliers			
Located near customers			
Type of Services	Steamfitting		6
	Sheetmetal		
	Plumbing		
	Fire Protection		
	Electrical		
Work Sub-contracted	Insulation		4
	Controls		
	Balancing		
	Values Vary by Project		
Public Safety and Welfare			8
Fire Risk of the Business	0		
Public Safety Risk	4		
Environmental Risk	45		
Neighborhood & City Perception	yes		6
Neighborhood Fit	yes		4
Comments			
TOTAL		0.00	

We could entertain new projects at each meeting with required information and data submitted a minimum of 2 weeks ahead of the meeting. It does not take long and the feedback would go directly to the Mayor, Common Council and EDD.