Manufacturing Groups
Who's Doing What?
(Draft: 9/9/13)

Category	Activity	City of Madison	WEDC	Federal	WMC	Accelerate Madison	BioForward	CTC	MDC	MGE	Research Park	WMEP	WTC	SCWDB	MadREP	University	GMCC	How many groups do this?	(total)
BRE	Conduct outreach visits to businesses	X													X			0	0
	Respond to business requests for services/info	X	X								X							0	
	Connect Businesses with workforce services											X						0	
	Business networking programs				X		X	X				X	X					0	
	Help businesses navigate regulatory environment		X		X													0	
																		0	
Entrepreneurs & Innovation	Manage incubators and research parks										X							0	0
	Cultivate spin offs for existing companies																	0	
	Technology transfer, commercialization, patent support															X		0	
	Help new business access capital																	0	
	Provide business planning trainning/support																	0	
Workforce	High School Vo-Tech Programs													X				0	0
	Apprenticeship Programs													X				0	
	Career-oriented higher ed for non-traditional students																	0	
																		0	
																		0	
																		0	
Business Attraction	Identify target clusters														X			0	0
	Cold calls to prospective businesses	X	X															0	
	Respond to RFI's and other site selector inquiries	X													X			0	
	Post available sites on various lists	X																0	
	Maintain relationships with site selectors/brokers	X	X															0	
	Attend conferences						X											0	
	Host tours with commercial brokers/site selectors																	0	
Marketing City	Oversee image																	0	0
	Develop "brand" (logo, tagline, etc.)																	0	
	Manage relationships with state																	0	
	Tell Madison's "story" (innovative economic engine for WI)																	0	
	Develop brochures and other publications for prospective business																	0	
	Manage social media																	0	
Targeted Real Estate	Brownfield programs	X	X															0	0
	Land banking of target properties	X																0	
	TIF deals	X																0	
	Managing Research Park Development										X							0	
	Manage/position city-owned industrial sites	X																0	
																		0	
Long Range Planning, Research, Data Collection	Create & Maintain an Economic Development Strategy	X																0	0
	Identify high growth industries and key clusters	X																0	
	Identify catalytic opportunities	X																0	
	Track tax base	X																0	
	Track employment trends	X																0	
	Track new business formation	X																0	
	Track housing conditions	X																0	
	Track building permit activities	X																0	
	Track quality of life indicators (schools, crime, etc.)	X																0	

Government: City of Madison, WEDC, Federal

Partnering Organizations and Stakeholders: WMC, Accelerate Madison, BioForward, CTC, MDC, MGE, Research Park, WMEP, WTC, SCWDB, MadREP, University, GMCC