

GREATER MADISON CONVENTION & VISITORS BUREAU
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WWW.VISITMADISON.COM

MEMO

DATE: Monday, June 15, 2015

TO: Dan Kennelly

FROM: Deb Archer, Diane Morgenthaler

SUBJECT: Economic Development Strategic Plan

CC: Economic Development Committee

Thank you for the opportunity to have input to the creation of the Economic Development Strategy. Below, please find the suggestions that we shared in our recent meeting. We are happy to elaborate on these or provide additional input as you move forward to completing this plan.

Goal 1: CONNECT Madison businesses with talent, capital, facilities, ideas and new markets to foster innovation and entrepreneurship in all sectors.

Initiative:

Engage the Greater Madison Convention & Visitors Bureau (GMCVB) to attract and support innovative events to the destination.

Goal 5: CONNECT the region's robust food system to our economy and embrace food's role as a platform for community-based entrepreneurship and wealth-building.

Initiative:

Engage GMCVB to attract agricultural and food related conventions and events to the destination. Support existing events such as World Dairy Expo to ensure retention of the event in the destination.

Goal 6: CONNECT Madison's large bicycle industry cluster, identity as a bike-friendly city, and appeal as a destination for bicycle-based recreation and tourism to become the bicycling epicenter of North America.

Initiative:

Engage Madison Area Sports Commission (MASC) in attracting and supporting biking events and competitions to the destination.

Goal 8: CONNECT Madison's various creative industry sectors (arts, music, theater, digital technology, graphic design, gaming design, etc.) to build stronger links between these disciplines and enhance creative industries as an economic driver and visitor draw.

Initiative:

Encourage the GMCVB to feature arts and culture in promotional materials.