



City of Madison

Master

City of Madison
Madison, WI 53703
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File Number: 08316

File ID: 08316

File Type: Resolution

Status: Items Referred

Version: 1

Reference:

Controlling Body: ECONOMIC
DEVELOPMENT
COMMISSION

File Created Date : 11/27/2007

File Name: SE Madison Marketing Resolution

Final Action:

Title: Authorizing hiring of New Economy Strategies for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Notes:

CC Agenda Date: 12/04/2007

Sponsors: Judy Compton and Zachariah Brandon

Enactment Date:

Attachments: 7873 Addendum 1 Final.pdf ,7873-0-2007-MM Final
WI BioAg Gateway.pdf ,7873 Addendum 2 Final.pdf

Enactment Number:

Author: Matthew B. Mikolajewski

Hearing Date:

Entered by: jnichols@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Department of Planning and Community and Economic Development	11/28/2007	Referred for Introduction				
	Action Text: This Resolution was Referred for Introduction						
	Notes: Board of Estimates, Economic Development Commission						
1	COMMON COUNCIL	12/04/2007	Refer	BOARD OF ESTIMATES			
	Action Text: This Resolution was Refer to the BOARD OF ESTIMATES						
	Notes: Additional Referral(s): Econcomic Development Commission						
1	BOARD OF ESTIMATES	12/04/2007	Refer	ECONOMIC DEVELOPMENT COMMISSION		12/05/2007	
	Action Text: This Resolution was Refer to the ECONOMIC DEVELOPMENT COMMISSION						
	Notes:						
1	ECONOMIC DEVELOPMENT COMMISSION	12/05/2007	Return to Lead with the Recommendation for Approval	BOARD OF ESTIMATES			Pass
	Action Text: This Resolution was Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES						
	Notes:						

Text of Legislative File 08316

Fiscal Note

The proposed cost to complete Phase # 1 of the project (development of the marketing plan) is \$85,000. The proposed cost to complete Phase # 2 of the project (implementation of the marketing plan) is up to \$250,000, with recognition that a final budget can not be completed and agreed upon by the City until after the completion of Phase # 1. The 2007 adopted capital budget of the Department of Planning and Community and Economic Development includes \$100,000 for marketing and outreach (Project #10, "TID 24 - Southeast Industrial Development), of which \$15,000 has been previously committed, leaving a balance of \$85,000. The 2008 adopted PCED capital budget includes a total of \$284,000 in Project #8, "TID 24 - Southeast Industrial Development," for loans to businesses and for marketing.

Title

Authorizing hiring of New Economy Strategies for consultation services to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

Body

WHEREAS, the City of Madison desires to identify ways to enhance the marketability, and promote, the southeastern portion of the City as an attractive location for new business development; and,

WHEREAS, the City purchased 27-acres of the Wisconsin BioAg Gateway campus in 2006; and,

WHEREAS, in 2007 the City budgeted \$100,000 through TID 24 for professional fees related to marketing and outreach efforts to assist in the retention and expansion of existing businesses, and to attract new businesses to the Southeast Industrial District, with up to \$284,000 budgeted through TID 24 in 2008; and,

WHEREAS, the City of Madison issued a Request for Proposals seeking a consultant experienced in developing and implementing real estate and business marketing plans; and,

WHEREAS, eight proposals were received and evaluated by a selection team; and,

WHEREAS, four consultants were interviewed by the selection team; and,

WHEREAS, the selection team recommended the approval of New Economy Strategies.

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby authorize the Mayor, Director of the Department of Planning & Community & Economic Development, and City Clerk to execute a contract with New Economy Strategies to develop and implement a marketing plan for Southeast Madison Business Centers and the Wisconsin BioAg Gateway.

