

**CITY OF MADISON  
2010 ECONOMIC DEVELOPMENT WORK PLAN  
SURVEY**

The following list of possible projects for the City's 2010 Economic Development Work Plan ("Work Plan") was developed using the following as a guide:

- *Accepted 3-5 Year Strategic Economic Development Implementation Plan*
- 2009 Economic Development Work Plan
- Observations regarding the current economic recession
- Insight of the City's new Economic Development Director, Mr. Tim Cooley

Although each of these are possible projects to include within the Work Plan, the City does not have the staff or financial resources to work on all of these at this time. Economic Development Committee (EDC) guidance is therefore required with regard to what should be considered priorities, and whether or not members of the EDC have any additional ideas within each of these recommended areas. The recommendations reference directly back to those found within the *3-5 Year Strategic Economic Development Implementation Plan*.

On a scale of 1-5 please indicate the degree to which you believe the City should pursue this activity, with:

- |   |   |   |
|---|---|---|
| 1 | = | Little interest in pursuing this activity   |
| 2 |   |   |
| 3 | = | Moderate interest in pursuing this activity |
| 4 |   |   |
| 5 | = | Great interest in pursuing this activity    |

As you assign ratings to each of these activities, consider the appropriateness of City staff working on a particular activity at this point in time. There may be situations where you believe the activity is a great idea; however, you question whether it is right time or place for the City to take on the effort. In this case, you may wish to assign a "1" to the item.

Also, please keep in mind that several of these projects are multi-disciplinary in nature, requiring the participation of numerous City agencies and departments. For the purpose of this exercise, consider for the time being that the necessary staff capacity exists throughout City government. The degree to which this is, or is not, the case will need to be addressed, as the Work Plan is further refined. The same can be said for assigning specific staff, scheduling, budget, etc.

Common Council leadership has scheduled a work session for the evening of Monday, June 22<sup>nd</sup> to continue the discussion of the 2010 Economic Development Work Plan. You are encouraged to attend this work session with your ideas and priorities outlined. If as an EDC, you would like to schedule your own meeting prior to June 22<sup>nd</sup> to discuss these items further, City staff would be happy to arrange a special EDC meeting.

**RECOMMENDATION # 1 – CUSTOMER SERVICE**

\_\_\_\_\_ Zoning Code Modernization

*Complete re-write of the City's Zoning Code (already underway).*

\_\_\_\_\_ Development Services Center

*Development Services Center website (already underway),  
implementation of ELAM permitting software (already underway), and  
physical space development of a center.*

\_\_\_\_\_ Dept. of Planning & Community & Economic Development website

*Complete re-design of the DPCED website.*

\_\_\_\_\_ Road Construction Information/Assistance

*Continued partnership between the Office of Business Resources, City  
Engineering, and the Chamber Small Business Advisory Council to use  
the Road Construction Survival Guide and Road Works website  
developed in 2009 to outreach to, and help prepare business owners who  
will be impacted by road construction in 2010.*

\_\_\_\_\_ *Other:*

\_\_\_\_\_ *Other:*

## **RECOMMENDATION # 2 – QUALITY JOB CREATION**

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### Proactive retention/expansion

*As outlined in the 3-5 Year Strategic Economic Development Implementation Plan, this project would include the purchase of retention/expansion software to manage a proactive effort on the part of City staff and other economic development partners to reach-out to businesses in a proactive manner to determine their future retention/expansion needs.*

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### Proactive retention/expansion (revised)

*The approach above requires allocation of financial resources to purchase software, additional staff capacity (as outlined in the 3-5 Strategic Economic Development Implementation Plan), and availability of volunteers in the private sector to assist with the effort. The current economic recession puts the likelihood of all three of these components in jeopardy.*

*One of the goals of this effort is to determine what business needs are at the moment, and where there may be opportunities for expansion. Given that all businesses have unique needs at the moment, an alternative approach in lieu of purchasing software and starting a new effort on promoting the resources that are already available to businesses within the community, while doing more to work with those businesses that contact us.*

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### Small Business Conference

*If the City wishes to host a fourth bi-annual small business conference in 2011, planning will need to be during the second half of 2010.*

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### Workforce Summit

*The 2009 Economic Development Work Plan called for a Workforce Summit in 2009. Given staffing demands, we will not be able to host this event in 2009.*

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### Workforce Development

*In lieu of, or in addition to, a Workforce Summit continue the work of the Workforce Development Sub-Committee of the EDC to further explore the role the City could play relative to workforce development throughout the community.*

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### Business Requests/Prospects

*City staff receives unsolicited requests on a weekly basis from businesses, site selectors, developers, the Department of Commerce,*

*etc. with ideas for businesses interested in expanding within Madison or re-locating to Madison. Economic Development Division staff serves as a lead on these prospects by providing information about available space, demographic information, and financial assistance.*

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Business Creation/Talent Portal

*Major economic recessions, such as the one we are currently facing, result in a significant number of highly skilled unemployed/underemployed individuals along with opportunities for new business development. The City could foster the connection of individuals with opportunities through the development of an online business creation/talent portal.*

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Product Beta-testing in Appropriate Clusters (such as “Green Industries”)

*Businesses often require beta-testing of new products with potential customers. Madison is already recognized as a “green community,” taking a lead in new efforts for sustainability. There may be some opportunity to reach-out to companies in the growing “green” business cluster to complete their beta-testing here. Especially in cases where are firms are not already familiar with Madison, this could be a great way to introduce them to Madison, with the goal of accommodating their future expansions here.*

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Other:

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Other:

**RECOMMENDATION # 3 – PHYSICAL DEVELOPMENT**

\_\_\_\_\_ Community Infrastructure (roads, facilities, etc.), including related real estate transactions

*Continued investment in City infrastructure (roads, facilities, etc.), including the necessary real estate transactions for said projects.*

\_\_\_\_\_ Physical Development Projects

*Implementation of physical development projects, including but not limited to: UW Research Park II, Capitol Gateway, BioAg Gateway (including BioLink), Truman Olson, Royster Clark, Garver, Union Corners, Edgewater Hotel, Marcus Hotel (and related private development), and the Downtown Library (and related private development).*

\_\_\_\_\_ “Green” Workforce Homesteading

*Given its central location, available transit, mixed-use neighborhoods, etc. living in the City of Madison provides individuals with a greater opportunity to “live green” than most other locations within the region. As a way to retain/attract a quality workforce within the community, this concept could be further explored.*

\_\_\_\_\_ Other:

\_\_\_\_\_ Other:

## **RECOMMENDATION # 4 – ECONOMIC DEVELOPMENT TOOLKIT**

\_\_\_\_\_ Promotion of Available City Financial Assistance

*Continued promotion of financial assistance available through the City of Madison, including BREWD, TIF, Capital Revolving Fund, Facade Improvement Grant, and Energy Efficiency Stimulus Funds.*

\_\_\_\_\_ Federal Funding Guide

*A more proactive review/promotion of federal funding options available to the City or directly to businesses for economic development activities.*

\_\_\_\_\_ Commercial Real Estate Database

*Collaboration with the local commercial brokerage community, and allied economic development partners, to enhance the type and accessibility of information about available commercial real estate.*

\_\_\_\_\_ Promotion of Business Improvement Districts (BIDs)

*In partnership with neighborhood business districts, promote the use of Business Improvement Districts (BIDs) to enhance and capture opportunities within those corridors.*

\_\_\_\_\_ Economic/City Financial Metrics

*In coordination with the Madison Measures project, develop additional metrics to measure the state of the Madison economy.*

\_\_\_\_\_ “Madison” Branding Campaign

*Develop a campaign for branding Madison as a great location for business.*

\_\_\_\_\_ Explore Future TIF Opportunities

*In the context of the economic development emphasis of the recently adopted TIF Policy, review and map opportunities where the use of TIF could leverage additional private investment over the next five-ten years.*

\_\_\_\_\_ Community Tours

*Meet/tour other Wisconsin/Midwest communities to learn more about their economic development approaches in an effort to gain additional ideas for Madison.*

\_\_\_\_\_ Continued Use of CDA for Economic Development Projects

*Per the 3-5 Year Strategic Economic Development Implementation Plan, continue to explore ways in which the Community Development Authority (CDA) can continue to promote economic development within the community.*

\_\_\_\_\_ Home Ownership and Rehabilitation Programs

*Continued promotion of the home ownership and rehabilitation programs managed by the Office of Economic Revitalization.*

\_\_\_\_\_ Other:

\_\_\_\_\_ Other:

**RECOMMENDATION # 5 – PUBLIC/PRIVATE ECONOMIC DEVELOPMENT TEAM**

\_\_\_\_\_ Evangelism of Business Resources and Vision

*In partnership with other economic development organizations, do more to share the resources available here in Madison with employers who are looking elsewhere for possible expansion/location, and the vision of a great business sector throughout the entire community.*

\_\_\_\_\_ “Brother Cities”

*Similar to the “Sister Cities” concept, develop relationships with U.S. cities in other regions of the Country for the purpose of generating leads of businesses looking for Midwest locations.*

\_\_\_\_\_ Better Utilization and Partnership with Allied Business and Economic Development Organizations

*Promote better utilization and partnership with the City’s allied business and economic development organizations, including: Chamber, CVB, THRIVE, MAGNET, BID, DMI, Smart Growth Greater Madison, Dane County, UW, MMSD, etc.*

\_\_\_\_\_ Other:

\_\_\_\_\_ Other:



**RECOMMENDATION # 6 – ORGANIZATIONAL CHANGES**

\_\_\_\_\_ Other:

\_\_\_\_\_ Other:

**OTHER**

Other ideas/suggestions: