

# **Economic Development Listening Session Comments from Handouts**

MGE Innovation Center

Dec 6, 2007

1:30-3:30 p.m.

## **Key Questions**

### **1. Should Madison have a more proactive economic development approach, or is it doing so well that it can afford to be complacent?**

- It can be complacent as long as we are OK with a slow death-but if we want to grow we must be proactive.
- Yes, more proactive.
- MSN takes advantage of tech growth co's; gives little to help co's.

### **2. What should our economic development goals be?**

- Higher family income
- More quality jobs
- Entry level with a career path
- Don't be stupid-regulatory certainty is critical to decision makers-has to be done over the fence?-What if you aren't even here yet?
- More jobs
- Retain people in WI and Madison
- MSN public schools are a poor value for highly educated, high-income families. MSN schools are great value for "special-needs" families, MSN schools strategy is to attract & service special needs populations. Dane County(ex-MSN) schools have more balanced spend on all students; hence high-ed/high-income families move out of MSN.

### **3. What are Madison's best economic development opportunities over the next 3-5 years?**

- Childcare for UW/hosp/lab type employees
- East Washington Blight and RR crossings
- Bio-tech
- Ag(Bio AG)
- IT
- School vouchers to stop talent flight out of city.

### **4. What has City government done well to encourage quality job creation and economic prosperity?**

- By default they have a very lengthy + time consuming approval process which results in only the best projects happening. The less thought through or marginal things don't happen which is good.
- Starting ED groups
- Westside Urban Planning.

**5. Where can City government improve to encourage quality job creation and economic prosperity?**

- Better training
- Higher salaries
- Link educational spending & priorities to MSN economic goals. Will “special needs” populations create high-pay jobs? Don’t pretend “public education is not the City government’s responsibility.”

**6. What are your other comments and suggestions?**

- Get more proactive
- Work together with all
- Free city-wide Wi-Fi; continue, accelerate implementation
- more value for high-income residents-now its much better to move out of MSN, into neighboring communities.

**7. What is your single highest priority?**

- Retain highly educated people, CEOs, mgrs, etc.
- Quality(gifted and Talented, enriched, modern) public education
- Current choices are move out of MSN or private schools.

Also see ocrcomments.pdf a PDF file of a 5 page memo from UW-Madison Office of Corporate Relations.