



Department of Planning & Community & Economic Development
Economic & Community Development Division

Office of Business Resources

Madison Municipal Building, Suite LL100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
TTY/TEXTNET 866 704 2318
FAX 608 267 8739
Website: www.businessmadison.com
Email: obr@cityofmadison.com

Matthew B. Mikolajewski, Manager
PH 608 267 8737 x107

Michael P. Gay, CECD
PH 608 267 4933 x104

Peggy Yessa
PH 608 267 8721 x105

TO: Economic Development Commission

FROM: Matthew B. Mikolajewski

DATE: October 3, 2007

SUBJECT: Revised Scope of Services for 3-5 Year Economic Development Plan Contract

The contract executed with Mr. Tom Ticknor presents a baseline of public participation/outreach activities for the 3-5 Year Strategic Economic Development Implementation Plan. Per the direction of the EDC, the following memo outlines an expanded public participation/outreach plan, including the cost associated with extending the contract beyond its original scope.

We originally scheduled 8 hours of public participation meetings (11 total hours including travel and prep). Options for gaining additional public participation include Listening Sessions, EDC/Project Team meetings open to the public, and Draft Public Review Sessions.

Listening Sessions

Listening sessions will be scheduled early in the process, primarily to provide Mr. Ticknor with an opportunity to hear from as many representatives of the business community as possible. What are their experiences working with the City of Madison? What does the City do well? How could the City improve? How do they view the current and future economy of the City? The four listening sessions will include:

- Small Business – Targeted toward small business owners, the City would work with the BID, Small Business Advisory Council, and Neighborhood Business Associations to attract small business owners to this session. The session would likely be scheduled early in the morning in recognition that many small retailers who do not open until late morning and remain open into the evening (2 hours).
- Mid-Large Size Business – Targeted toward “larger” businesses, the City would work with DMI, the Chamber, and Neighborhood Business Associations to insure a broad base of attendance from the business community. This session would likely be scheduled during the day (2 hours).
- High Tech Business – This session would be targeted toward businesses associated with the High Tech fields common in Madison. The City would work with the Technology Council and Research Park to promote attendance at this session, which will likely be held during the day (2 hours).

- General Community – This evening session will target general community leadership and business owners who were unable to attend one of the other three sessions, along with the general public (2 hours).

(Total hours devoted to listening sessions: 11 hours including travel & prep = \$2,530)

Website Development

Although Mr. Ticknor will provide input about the information associated with this project displayed on the City website, the actual material will be developed by City of Madison staff. No additional direct work will be required of Ticknor & Associates.

Survey Preparation

Although Mr. Ticknor would provide input and advice regarding the survey, the actual preparation of the survey document will be through City staff, with possible assistance from the University of Wisconsin – Madison. Mr. Ticknor has suggested that the City use a web-based survey program, such as Survey Monkey or Zoomerang, which would cost about \$750 if the City does not already have a license.

(3 additional consulting hours to review, test, interpret survey = \$690)

Interviews

The base contract calls for a total of 35 interviews to include 28 Madison stakeholders and 7 contacts from comparable communities. On average, Mr. Ticknor can conduct 7 interviews per day and interview trips are 2-3 days long. It has become apparent that additional time will be needed to devote to these interviews as is outlined in the revised cost estimate and interview schedule.

(Adding another 28 Madison interviews would require an additional 37 consulting hours = \$8,510 plus travel expenses.)

(Adding approximately 18 more would require an additional 22 consulting hours = additional \$5,060 plus travel.)

Project Team/EDC Meeting Attendance

Mr. Ticknor will attend between three (3) and six (6) Project Team meetings with the Economic Development Commission. Whenever possible, these meetings will coincide with interviews.

(Adding three meetings will require 10 consulting hours = \$2,300, add six requires 20 hours = \$4,600.)

3-Hour Retreat

Maintain one (1) three-hour retreat as outlined in the current contract.

Draft Plan Review

The draft plan review would occur after all interviews, listening sessions, and retreat have been held. At this point, Mr. Ticknor would have developed the first draft of the plan recommendations. The purpose of these sessions will be to present the draft plan to the business community, and secure

the feedback of the business community. The draft plan review will occur over four sessions to include:

- Small Business – Targeted toward small business owners, the City would work with the BID, Small Business Advisory Council, and Neighborhood Business Associations to attract small business owners to this session. The session would likely be scheduled early in the morning in recognition that many small retailers do not open until late morning and remain open into the evening (2 hours).
- Mid-Large Size Business – Targeted toward “larger” businesses, the City would work with DMI, the Chamber, and Neighborhood Business Associations to insure a broad base of attendance from the business community. This session would likely be scheduled during the day (2 hours).
- High Tech Business – This session would be targeted toward businesses associated with the High Tech fields common in Madison. The City would work with the Technology Council and Research Park to promote attendance at this session, which will likely be held during the day (2 hours).
- General Community – This evening session will target other community leadership and business owners who were unable to attend one of the other three sessions, along with the general public (2 hours).

(Total hours devoted to listening sessions: 12, with travel and prep = \$2,760.)

Final Plan Presentation

Maintain final plan presentation to the Economic Development Commission as outlined in the current contract.

Cost Estimate for Revised Scope of Services

The following table presents additional costs associated with the revised Scope of Services as outlined in this memo.

Potential Add-Ons Incorporating Draft Staff/EDC Suggestions				
Task	Baseline		Additional Options	
	Hours	Trips	Hours	Trips
4 Listening Sessions	11	1		
Survey	3	0		
28 or 46 Additional Interviews*	37	2	22	1
3 or 6 EDC Project Team Meetings	10	2	10	1
4 Draft Public Review Sessions	12	1		
Total	73	6	32	2
Less Contracted Public Participation**	-11	-1		
Net New	62	5	32	4
Fees	\$14,260		\$7,360	
Travel	\$1,650		\$1,050	
Survey Monkey or Zoomerang**	\$750			
	\$16,660		\$8,410	
Total, All Options				
Fees	\$21,620			
Travel	\$2,700			
Survey Monkey or Zoomerang***	\$750			
	\$25,070			

* 28 = 28 additional; 46 = 28 plus 18 additional

** 8 contract plus travel and prep

***If City does not have survey license already.