



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: 10/15/2007
SUBJECT: Update regarding 3-5 Year Strategic Economic Development Implementation Plan

The following memo outlines the current status of our work with Ticknor & Associates, and provides a road map of decisions that will need to be made over the next couple of weeks. We have a special EDC meeting scheduled for Wednesday, October 24 at 5 pm to act on Mr. Bill Clingan's appointment to the position of Economic and Community Development Unit Director. Staff recommends that the EDC utilize this time to further discuss fundraising and the public participation strategy for this project.

Several Commission members have already made contact with likely contributors. Although we have not received a formal commitment yet, we are still hopeful that we will receive some additional outside assistance. Please continue to brainstorm likely sources of additional funds. Prior to making any phone calls, please contact Peggy Yessa at 267-8721 to confirm that another Commissioner has not already contacted the individual or firm.

As a reminder the following chart summarizes the services found in the executed contract, and those that could be provided through a contract amendment:

Item	Executed Contract \$50,000 total	Possible Contract Additions Option # 1/extra cost	Possible Contract Additions Option # 2/extra cost
Number of Madison Interviews	28	28/\$8,510	18/\$5,060
Retreat	1-three hour retreat		
Public Participation Time	8 hours total		
Survey Preparation	0	\$690	
Listening Sessions		4/\$2,530	
EDC Project Team Meetings		3/\$2,300	6/\$4,600
Draft Plan Public Review Sessions		4/\$2,760	
Total Cost	\$50,000	\$16,790	\$9,660

As you can see, we have the flexibility to pick the type and number of contract extensions that we view as most important given the level of outside assistance we receive. Only raising an additional \$2,500 could provide us with four listening sessions. Another \$5,000 could provide us with 18 additional interviews. As such, every outside donation that you are able to secure, even if it seems small, can go a long way to provide us with some additional public participation opportunities.

Mr. Ticknor and staff recently outlined the following likely schedule of upcoming public participation and interview sessions assuming we are able to secure additional outside assistance:

Date	Event	Activity
November 7, 2007	Tom Ticknor in Madison	Conducting Interviews
	Tom Ticknor at EDC, 5 pm	Project Update Report
November 8, 2007	Tom Ticknor in Madison	Conducting Interviews
November 9, 2007	Tom Ticknor in Madison	Conducting Interviews
November 27, 2007	Tom Ticknor in Madison	Conducting Interviews
November 28, 2007	Tom Ticknor in Madison	Conducting Interviews
		Listening Session
November 29, 2007	Tom Ticknor in Madison	Conducting Interviews
		Listening Session
December 4, 2007	Tom Ticknor in Madison	Conducting Interviews
		Listening Session
December 5, 2007	Tom Ticknor in Madison	Conducting Interviews
		Listening Session
	Tom Ticknor at EDC, 5 pm	Project Update Report
Week of December 10, 2007	Retreat	Tom Ticknor leads 3 hour retreat of EDC and others

Assuming we are confident that we will have the funds necessary to host four listening sessions with the business community, we will need to start publishing the dates, times, and locations soon after our Oct 24th meeting to insure that the business community becomes fully aware of the opportunities. As such, an update and discussion of our fundraising at our October 24th meeting is very important.

As of last week, Mr. Tom Ticknor and Mr. Steve Landau have already completed many of the interviews that were desired. The following table presents a list of interviews that have been completed to date:

Count of Interviews	Person(s) Interviewed
1	Susan Schmitz, DMI Mary Carbine, BID # 1
2	Jennifer Alexander, GMCC Raffael Carbonell, REDE
3	Hickory Hurie, CDBG
4	Don Marx, Real Estate Supervisor
5	Bob McDonald, MPO Director
6	Percy Brown, CDA Supervisor
7	Enis Ragland, Director of Community Services
8	Mark Olinger, Director DPCE
9	Art Rainwater, MMSD Superintendent
10	Dean Brassler, Comptroller
11	Frank Staniszewski, MDC
12	Larry Nelson, City Engineer
13	Vicky Selkove, EDC Richard Slone, EDC
14	Gary Wolter, CEO, MGE Phyllis Wilhelm, Director of ED

15	Mark Bugher
16	Ed Clarke, EDC & MATC, Pat Schram, Exec Director WDBSCW
17	Sue Gleason EDC Noel Radomski EDC member

The following four future interview slots must be reserved for EDC members and City Staff:

18	Bill Clingan (assuming confirmation)
19	Sandi Torkildson & Peng Her
20	Ralph Kauten & Zach Brandon
21	Two new EDC members

Based on the “Top 20” lists of interviews submitted by EDC members, the following individuals/organizations were found in the “Top 20” list from at least three EDC members:

22	Developers (no common developer)
23	George Austin
24	UW John Wiley
25	United Way & Community Shares
26	Mayor
27	Neil Lerner
28	Madison Kipp
29	Findorf Construction & Building Trades

As our executed contract calls for 28 Madison interviews, assuming we are unable to secure any additional funding for interviews, the above-noted list will be the final/entire group of City interviews for this project. Other individuals and organizations highlighted within the previous interview lists can and should be encouraged to contribute through the remaining public participation opportunities; including listening sessions, draft plan review, business survey, and letters/emails outlining specific concerns submitted to the City.

Based on the “Top 20” list submitted by Commissioners, the following organizations received votes from at least two EDC members. These organizations will be a priority if we are able to secure additional funds for interviews:

- 1) Latino Chamber of Commerce
- 2) African American Black Business Association
- 3) Hospitals/Major Medical Centers
- 4) Covance
- 5) TomoTherapy
- 6) Greater Madison Convention and Visitors Bureau/Overture/ Monona Terrace (recommended by staff)

In addition to interviews and fundraising discussions the following items have also been underway:

- Staff has been discussing with the consultant the available data to gauge Madison with the selected comparable communities. Although a base level of data is included with the contract, additional funding could provide us with more current and complete data on each comparable city.
- Staff and Mr. Noel Radomski have been in discussion with UW-Madison about the possibility of getting help with the preparation of a business survey for this project.

- Staff provided the consultant team with a business and development tour of the City last week Thursday.
- Staff has been discussing with the City Attorney how to amend the current contract assuming we raise additional funds. We will wait to officially amend the contract until after we have finalized our private financing sources and public participation strategy.

Once again, please be prepared for an update and discussion regarding public participation and fundraising at our special meeting to be held Oct 24th. Please do not hesitate to contact me directly with any questions or concerns that you may have. I can be reached at 267.8737 x 107 or mmikolajewski@cityofmadison.com.