THE "CONNECT MADISON" ECONOMIC STRATEGY

Strategic Framework Part 1

DRAFT - Summary of Strategies, Projects, and Initiatives

	Strategies		PROJECTS & INITIATIVES	Potential Partners	Priority/ Timeframe
1	*CONNECT* Madison businesses with talent, capital, ideas, and new markets and become a national leader in supporting the growth of startups as well as existing businesses	1.1	Support StartingBlock and other "innovation infrastructure" (incubators, maker-spaces, co-working facilities)	StartingBlock, MGE, Am Fam	Priority 1
		1.2	Increase Coordination with UW Madison Commercialization Efforts	WARF, UWRP, D2P	Priority 2
		1.3	Support Non-Technology Entrepreneurship (e.g. Food Entrepreneurship)	Madison College	Priority 3
		1.4	Create a One-Stop Shop for Business Needs	Chamber	Priority 1
		1.5	Building stronger partnerships with Local Business Associations and Corsortiums	Chambers, DBL	Priority 2
		1.6	Deploy the use of Small Cap TIF for business development in strategic locations throughout the City	Chamber	Priority 3
		1.7	Implement the Women's Technology Fund	WWBIC,	Priority 2
		1.8	Implement the business cooperatives development program	UW Cntr for Coops	Priority 1
		1.9	Support the increase of Business Improvement Districts throughout the City	Chamber, DBL	Priority 3
		1.10	Expand the City's Business Retention & Recruitment program	MadRep	Priority 2
2	*CONNECT* Madison's youth with a pre-career experience (internship, mentorship, apprenticeship) while in High School to create a stronger next generation workforce and inspire young people to find meaningful career paths	2.1	Develop a mentorship match-making Program	MMSD, DBL. Workforce	Priority 2
		2.2	Provide City Matching funding for interns placed at small local companies	MMSD, DBL, Chamber, Workforce	Priority 3
		2.3	Incorporate more interns in city agencies	MMSD	Priority 1
		2.4	Connect Students with Entrepreneurs and support building entreprenearship into HS Curriculum	MMSD, StartingBlock, 100State, Cap Entr.	Priority 2
3	CONNECT Madison's people and economy to the region's robust food system through the Adoption of the Madison "10-10-100" Local Food Target	3.1	Implement the plan for the Madison Public Market District	Numerous Partnerships in Place	Priority 1
		3.2	Explore the development of a Food Innovation Center near the Public Market	FEED, MadRep, Exten, DATCP, DCFM	Priority 3
		3.3	Create a Startup Grant/loan program Targeted to minority food entrepreneurs	FEED, Madison College	Priority 2
		3.4	Create incentives and support efforts to encourage Local Food Purchasing by Institutional Food Buyers	MadRep, Dane County	Priority 3
		3.5	Coordinate a network of produce retail in partnership with neighborhood ethnic grocers	Latino Chamber,	Priority 1
4	*CONNECT* Madison's large bicycle industry cluster, identity as a bike-friendly city, and appeal as a destination for bicycle-based recreation and tourism to become the bike mecca of North America	4.1	Direct outreach to area bike industry companies	MadRep	Priority 1
		4.2	Recruitment of suppliers and customers to grow the cluster	MadRep	Priority 2
		4.3	Build High-profile Bike Infrastructure Projects		Priority 3
		4.4	Create events and programs focused on Advanced Manufacturing, Custom Fabrication & Prototyping in the Bike Industry	Bike Fed	Priority 2
		4.5	Incorporate Bicycle Infrastructure into New Development Projects		Priority 3
5	*CONNECT* real estate redevelopment opportunities in Madison with unmet market demand to grow our tax base and revitalize targeted areas of the City	5.1	Create a Robust Land Banking Program		Priority 1
		5.2	Introduce Fiscal Impact Analysis Into Development Review Process – Utilizing the Urban Footprint tool		Priority 2
		5.3	Support efficient, compact, multi-use, and transit-oriented development and redevelopment on key commercial corridors		Priority 2
		5.4	Build on the City's recent TIF policy updates and create a comprehensive and clear citywide TIF strategy		Priority 1
6	*CONNECT* Madison Residents to their City government, job opportunities, and the outside world by modernizing City Services and Infrastructure	6.1	Improve the City's committee structure		Priority 3
		6.2	Establish customer-service kiosks for some city functions	Entrepreneurial community	Priority 2
		6.3	Create "Digital Comment Box" App for City Services and a "311" hotline	Entrepreneurial community	Priority 1
		6.4	Crowd source governance	Entrepreneurial community	Priority 3
		6.5	Encourage the creation of a Modern, Sustainable, Technology-enabled Multi-Modal Transportation Network	Metro	Priority 1
		6.6	Wired Homes, Businesses, Schools, Libraries, Community Centers		Priority 2
		6.7	Make the City a Laboratory for Prototyping Technology	Entrepreneurial community	Priority 3

Priority 1 = Projects that are already underway, have an immediate need or opportunity, and/or are highest importance

Priority 2 = Near term projects to pursue within the next 1 to 3 years depending on capacity and partnerships

Priority 3 = Longer term projects that are important but have longer timeframes (subject to change).