



Department of Planning & Community & Economic Development  
Economic & Community Development Division  
**Office of Business Resources**

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**TO: Economic Development Commission**

**FROM: Matthew B. Mikolajewski**

**DATE: November 7, 2007**

**SUBJECT: Status memo for 3-5 Year Strategic Economic Development Implementation Plan**

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The following memo outlines the current status of the preparation of the 3-5 Year Strategic Economic Development Implementation plan:

Fundraising

Madison Gas & Electric will graciously provide \$5,000 to assist with the facilitation of listening sessions and draft plan review sessions with the business community as outlined in previous memos (four groups: small business, mid-large business, general business/public, and high-tech business).

Next Steps for Public Outreach

Following is an outline/timeline of future participation/outreach efforts:

- November 28<sup>th</sup> – Listening session (general public) and initial interviews
- November 29<sup>th</sup> – Two listening sessions (small and medium/large) and initial interviews
- December 5<sup>th</sup> – Initial interviews and EDC meeting
- December 6<sup>th</sup> – Listening session (high-tech) and initial interviews
- December 12<sup>th</sup> – Retreat (7:30 – noon)
- January 8/9<sup>th</sup> – Fine tuning interviews and presentation of draft plan to EDC
- mid-January to mid-February – EDC members present draft plan to business organizations
- mid-February – Draft plan review sessions with Mr. Ticknor (single day-long session)
- February – Final plan presentation (???)

Contract Amendment

The Common Council Resolution authorizing the execution of a contract with Ticknor & Associates provided Mark Olinger with the authority to amend the contract upon securing additional outside financial assistance. Assuming the EDC concurs, the EDC should make a motion tonight that would

enable Mr. Olinger to negotiate and execute a contract amendment to allow us to proceed with the listening sessions and draft plan review sessions with Mr. Ticknor as noted above.

### Listening Sessions

Following is a status of activities related to the listening sessions to be completed in late November:

- Dates, times, and locations have been set (see attached invitation).
- Staff has prepared a plan for reaching-out to the business community regarding these listening sessions. The sessions will be advertised largely via email given the short notice (see attached plan). Staff plans to begin promoting these sessions Friday of this week.

### Review of Comparable Communities

Mr. Ticknor has prepared a survey (see attached survey) to solicit input from comparable communities outside of Dane County. Mr. Ticknor has requested each EDC member to complete portions of the survey as well. Staff will soon begin to schedule these sessions.

Staff will also begin to research economic development tools available in surrounding Dane County communities to augment the work completed by Mr. Ticknor elsewhere in the United States.

### Website

Staff has met with the City's Webmaster, and project information will likely be posted on the City's website next week.

### Local Business Survey

We have been unable to secure additional assistance regarding the preparation of a local business survey. Given the short window of time between now and the December 12<sup>th</sup> retreat, it is likely not possible to prepare, distribute, and collect a useful survey. The website noted above will; however, provide another outlet for business participation.

### Interviews

Peggy Yessa continues to schedule the remaining interviews as discussed and approved at the last EDC meeting.

### Retreat

Mr. Ticknor will look for guidance from the EDC regarding who the EDC would like to invite to the December 12<sup>th</sup> retreat at the MATC Board Room (TRUAX Campus).