

Economy and Culture Recovery Team Work Plan - Version 10/6/20

BACKGROUND: The following Economy and Culture Recovery Team Work Plan was developed by a multi-Department staff team. The plan focuses on initiatives that are directly related to, or where the need became more apparent because of, the COVID-19 Pandemic and increasing awareness of the economic equity needs of the City this year. As such, this is not an exhaustive list of the work being completed by the Economic Development Division and other City agencies related to economic development. It also does not replace the *Connect Madison* Economic Development Strategy. Rather, it augments economic development work already being completed. The column labeled "Disparity Recommendation" refers to an *EOC Disparity Workgroup Study* completed earlier this year.

GOAL A: USE COVID LESSONS TO IMPLEMENT LASTING IMPROVEMENTS TO CITY SERVICES FOR SMALL BUSINESS

Initiative 1	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Small Business Technical Assistance for City Services	3/30/2021		Ruth Rohlich	Yes	1
Milestone A	Reconvene the BAT Team	10/31/2020		IT TBD		
Milestone B	Identify Changes Already Made Due to COVID & New Initiatives	12/31/2020		DCR TBD		
Milestone C	Common Council action on related Ordinance Changes	3/30/2021		City Attorney TBD		

GOAL B: HELP RESTAURANTS SURVIVE COVID AND CREATE LASTING CHANGES TO REGULATIONS RELATED TO DINING

Initiative 2	Relief	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Launching "Streatery" Program to assist restaurants	12/31/2020		Meghan Blake-Horst and Eric Melton-White	No	1
Milestone A	Mayor emergency order and preparation of "Streatery Guidebook"	5/29/2020		Rebecca Cnare		
Milestone B	Implementation of new outdoor dining options	6/30/2020				
Milestone C	Follow-up on program - further adjustments needed?	12/31/2020				
Initiative 3	Relief	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Third Party Delivery Fee Regulation Research	12/31/2020		OBR Team	No	1
Milestone A	Focus Groups with Restaurants and Trade Organizations	10/31/2020				
Milestone B	Restaurant Survey	10/31/2020				
Milestone C	Drafting and securing approval of legislation (if needed)	12/31/2020				
Initiative 4	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Long-Term Business ROW and Parking Lot Flexibility	3/30/2021		Meghan Blake-Horst	No	1
Milestone A	Pulling together Inter-D City Team	10/31/2020		TE TBD		
Milestone B	Researching results of Streatery and related COVID modifications	1/30/2021		Rebecca Cnare		
Milestone C	Common Council action on related Ordinance Changes	3/30/2021		Matt Tucker/Plan Review		

GOAL C: SUPPORT ENTREPRENEURS OF COLOR DURING COVID AND BUILD THE FOUNDATION OF A MORE EQUITABLE POST-COVID ECONOMY

Initiative 5	Relief	End Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Increased support of Black Chamber of Commerce and Latino Chamber of Commerce	12/31/2020		Mike Miller	No	1
Milestone A	Mayor emergency order re-directing funding	5/29/2020				
Milestone B	Finalizing scope of services for use of funding	6/30/2020				
Milestone C	Follow-up with status of use of funds	12/31/2020				
Initiative 6	Relief	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	KIVA Program Expansion	12/31/2020		Ruth Rohlich	Yes	1
Milestone A	Amending existing KIVA contract by initial \$50,000	6/15/2020				
Milestone B	Launching new KIVA match program	6/15/2020				
Milestone C	Review demand for additional Kiva Match resources	12/31/2020				
Initiative 7	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Commercial Ownership Assistance Program	12/31/2020		Mike Miller	Yes	1
Milestone A	Ordinance Preparation	6/16/2020				
Milestone B	Approval by Common Council	7/12/2020				
Milestone C	Promotion of Program	12/31/2020				
Initiative 8	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Entrepreneur of Color Directory and Purchasing Program	6/30/2021		Ruth Rohlich	Yes	1
Milestone A	Identify Core Private Sector Partners	10/31/2020		Saran Ouk		
Milestone B	Developing the Directory	3/31/2021		Mark Miller		
Milestone C	Developing the Wrap-Around Purchasing Program	6/30/2021				
Initiative 9	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Entrepreneur of Color Survey/Census	6/30/2021		Ruth Rohlich	Yes/No	1
Milestone A	Pull together private/public sector team	12/31/2020		Mike Miller		
Milestone B	Development of the survey/census	12/31/2020		Amanda Knack		
Milestone C	Complete the survey/census	6/30/2021		Lana Wood		
Initiative 10	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Small Business Equity & Recovery Program (SBER)	3/30/2021		Matt Mikolajewski	Yes	1
Milestone A	Common Council Budget Amendment	9/1/2020		Ruth Rohlich		
Milestone B	Sub-program Guidelines - Develop and Council Approval	12/31/2020		Mike Miller		
Milestone C	Launching and Managing Sub-programs	3/30/2021		Amanda Knack		
Initiative 11	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Long-Term Entrepreneur of Color Organization Support	6/30/2021		Amanda Knack	Yes	1
Milestone A	Create plan of action with Community Development Division	12/31/2020		Lana Wood		
Milestone B	Outreach to individual Chambers and Organizations	3/30/2021		Ruth Rohlich		
Milestone C	Common Council Action on Funding Changes	6/30/2021		Mike Miller		
Initiative 12	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Launch Madison ACRE Program	3/30/2021		Saran Ouk	No	1
Milestone A	Complete 2020-2021 Madison Test	3/30/2021		Mike Miller		
Milestone B	Identify external partner to lead program	12/31/2020		Melissa Gombar		
Milestone C	Launch Madison ACRE Program	3/30/2021		Matt Wachter		

GOAL D: SUPPORT OUR CREATIVE ECONOMY DURING COVID AND BUILD A FOUNDATION FOR A STRONGER CREATIVE ECONOMY FOLLOWING COVID

Initiative 13	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Review/summarize "Equity in Music Studies"	12/31/2020		Angela Puerta	No	1
Milestone A	Set-up E + C Team to review.	10/15/2020		Karin Wolf		
Milestone B	Gather previous reports.	10/31/2020		Joe Gromacki		
Milestone C	Summarize recommendations to inform work of E+C Team	12/31/2020		Sound Diplomacy		
Initiative 14	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Prepare "One-page" Public Health Creative Economy Winter Guide.	11/30/2020		Public Health TBD	No	1
Milestone A	Set-up E + C Team, Public Health, and creative economy team.	10/15/2020		Stacie Reece		
Milestone B	Meet and work with Public Health to prepare "one-page" public health creative economy winter guide.	10/31/2020		Karin Wolf/Angela Puerta		
Milestone C	Distribute guide.	11/30/2020		Lana Wood		
Initiative 15	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Prepare Public Health Summer 2021 Creative Economy Guide.	12/31/2020		Public Health TBD	No	1
Milestone A	Set-up E + C, creative economy, venue representative, Planning/Zoning and Public Health team.	10/30/2020		Stacie Reece		
Milestone B	Identify opportunities and impediments to a more robust Summer 2021 season; craft changes to health orders/ordinances as needed.	11/30/2020		Karin Wolf/Angela Puerta		
Milestone C	Prepare and launch communication around opportunities for the 2021 summer season.	12/31/2020		Parks/Kelli Lamberty		
Initiative 16	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Promote Kiva Match Availability for Creative Economy Business Owners of Color.	12/31/2020		Ruth Rohlich	No	1
Milestone A	Work with Kiva Madison to expand sponsorship opportunities.	10/30/2020		Kiva Staff		
Milestone B	Prepare and launch promotional materials/strategy; including artist-specific Zoom sessions for Kiva Match.	11/30/2020				
Milestone C	Monitor progress.	12/31/2020				
Initiative 17	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Create an Artist Registry/purchasing Consortium	6/30/2021		TBD	No	2
Milestone A	Research the effectiveness/usefulness of a registry/purchasing consortium and create recommendation.	12/31/2020				
Milestone B	If desire to move forward, create E+C Team, with private partners, to review research and define implementation strategy, including exploration of a new private organization to lead.	3/30/2021				
Milestone C	Partner with private sector on implementation of project.	6/30/2021				
Initiative 18	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Prepare and Launch a CreativeReady Program for the Creative Economy.	6/30/2021		Mike Miller	No	2
Milestone A	Research the effectiveness/usefulness of a CreativeReady program for the creative economy.	12/31/2020				
Milestone B	If desire to move forward, create E+C Team, with private partners, to review research and define implementation strategy.	3/30/2021				
Milestone C	Partner with private sector on implementation of project.	6/30/2021				

GOAL E: ADDRESS SYSTEM-WIDE CHILDCARE CHALLENGES MADE MORE APPARENT DURING COVID CRISIS

Initiative 19	Recovery	Date	Status	Key Staff	Disparity Recommendation	Priority Level
Deliverable	Long-Term Child Care Planning and Sustainability	6/30/2021		Lana Wood	No	1
Milestone A	Background research with Community Development Division	12/31/2021		Ruth Rohlich		
Milestone B	Preparation of a Findings and Recommendations Document	3/30/2021		Zoning/Planning TBD		
Milestone C	Implementation of Recommendations	6/30/2021		Eric Knepp or Parks TBD		

Key

Not Started	Planned to start at a later date
On Track	Moving forward as planned
Off Track	1) Currently behind, but will get back on track 2) Obstacle is anticipated
Attention Needed	Off track and requires resources, guidance, or attention to move forward
Held	Started but intentionally paused to address other priorities
Complete	Achieved the desired objective