Recommendations - 3-5 Year Strategic Ec	onomic						
Development Implementation Plan - July	15, 2008						
		orange=item	with budget of	cost			
		black=definit					
		blue=ongoin					
		red=TBD	9				
Kay Implementation Stone		yellow=ASAI		Detec			
Key Implementation Steps	2/4 0=1= 0000	1/2 Ortr 2000	Target		3/4 Qrtr 2010	1/2 Ortr 2011	2/4 Ortr 2011
	3/4 Qrtr 2008	1/2 Qrtr 2009	3/4 Qrtr 2009	1/2 Qrtr 2010	3/4 Qrtr 2010	1/2 Qrtr 2011	3/4 QITT 2011
1-Fundamentally Improve Madison Business Climate through							
Zoning Modernization and Customer Service Initiatives.							
1-1a. Revise DPCED mission statement.							
1-2a. Complete the Zoning Code modernization. (underway)							
1-3a. Implement Development Services Center. (underway)							
1-4a. Identify customer service best practices.							
1-4b. Develop and implement internal process metrics and							
customer comments techniques.(\$50,000)							
1-4c. Regularly report customer service outcome.							
1-5a. Upgrade DPCED website. (\$7,000)							
1-5b. Communicate DPCED plans through a quarterly DPCED							
electronic newsletter and annual report. (\$5,000)							
1-5c. Encourage Council/business rapproachment.							
1-6a. Upgrade citizen/customer service across City							
departments and evaluate taking the City through a Baldridge							
quality management process.							
2-Support Quality Job Creation by Existing Employers							
2-1a. Create Retention and Expansion Task Force.							
<ul><li>2-1b. Develop target list for Retention and Expansion effort.</li><li>2-1c. Purchase or create account management plan and</li></ul>							
contact management support software for Retention and							
Expansion effort. (\$35,000)							
2-2a. Capitalize on systematic retention and expansion							
contacts.							
2-3a. Establish Small Business Solutions OBR Team.							
2-3b. Refine OBR website. (\$5,000)							
2-3c. Continue, support and work with small business							
contacts.							
2-3d. Monitor Kaufman impacts.							
2-3e. Support "Economic Gardening."							

	2/4 Orts 2008	1/2 Ortr 2000	2/4 Ortr 2000	1/2 Ortr 2010	3/4 Qrtr 2010	1/2 Ortr 2011	2/4 Ortr 2011
2-4a. Conduct an incubation feasibility study. (\$30,000)	3/4 Qrti 2006	1/2 QITT 2009	3/4 QITI 2009	1/2 QILI 2010	3/4 QIII 2010	1/2 QILI 2011	3/4 QILI 2011
3.Accelerate Physical Development Necessary for Quality Job							
Creation							
3-1a. Continue to work with existing business/business owners							
in employment centers.							
3-2a. Continue City Engineer/Planning Director liaison							
regarding Research Park II.							
3-2b. Research and Development Center District Status for							
Research Park II.							
3-2c. Support the Research Park in efforts to recruit outside							
companies.							
3-3a. Develop public/private/foundation advisory committee for							
East Washington Gateway.							
3-3b. Exert strong City leadership including concept planning,							
land and property assembly and development competitions							
within the East Washington Capitol Gateway.							
3-3c. Establish Business Improvement District (BID) at E.							
Washington Capitol Gateway.							
3-4a .Reestablish Tax Increment District (Southeast Industrial							
Area).							
3-4b. Utilize City land assembly capabilities within the							
Southeast Industrial Area.							
3-4c. Develop and implement Bio-Ag marketing plan, focusing							
on this area but including the whole city.(underway-through 2008)							
4-Make the City Economic Development Toolkit More							
Strategic.							
4-1a. Develop and utilize a fiscal impact benefit/cost model to							
allocate tools for major development projects. (\$50,000)							
4-2a. Revise TIF policies to favor basic sector development							
and compete more effectively with neighbor and other							
Midwestern communities.							
4-3a. Utilize the Community Development Authority and/or							
investigate creating a new public/private venture to catalyze							
basic sector employment creation opportunities within key							
physical priority areas, including along the East Washington							
Corridor.							
4-4a. Capitalize Project Facilitation Fund. (\$1,000,000)							
4-5a. Develop staff capabilities and expertise to seek state and							
foundation grants more effectively and to partner with state							
and local foundations, assess upside potential. Assign present							
staff or hire new staff or outside contract to develop matrix of							
programs and timelines.							

	3/4 Ortr 2008	1/2 Ortr 2009	3/4 Qrtr 2009	1/2 Ortr 2010	3/4 Ortr 2010	1/2 Ortr 2011	3/4 Ortr 2011
	5/4 Q11/ 2000	1/2 4/11/2000	0/4 Q1ti 2000	172 Q10 2010	0/4 Q10 2010	172 Q111 2011	0/4 Q10 2011
4-6a. Encourage the formation of Neighborhood Business							
Improvement Districts (BIDs).							
4-7a. Utilize the Capitol Budget to develop enhanced proactive							
funding strategies.							
5-Build the Public/Private Economic Development Team							
5-1a. Convene the team of local private and public economic							
development practitioners.							
5-2a. Convene an informal public/private economic							
development leadership group.							
5-3a. Convene private and non-profit leadership support to							
implement key tasks within this plan, starting with the business							
retention and expansion and the East Washington Capitol							
Gateway.							
5-4a. Develop more aggressive strategy and convene							
partners, commit to marketing plan.(\$50,000-\$100,000)							
5-5a. Build public/private/non-profit support for UW-Madison							
basic sector growth and employment development. (\$5,000)							
5-6a. Encourage the eventual formation of a countywide							
public/private economic development partnership.							
6-Implement the Necessary City Organizational Changes to							
Carry Out the Strategy.							
6-1a. Retain an experienced, highly-skilled ED							
Director.(\$140,000)							
6-1b. Hire experienced economic developer to lead R&E.							
(\$80,000) 6-1c. Retain project development manager/specialist to lead							
key physical projects/priorities. (\$90,000)							
6-1d. Expand support of small business solutions. (\$10,000)							
6-2a. Add capabilities to DPCED to do: Communications, GIS							
and website development, external newsletter and to pursue							
grants. (\$50,000)							
6-3a. Project management designation of staff & training.							
6-4a. Monitor progress against plan metrics.							
6-4b. Report annually to Mayor, EDC and Council.							
6-5a. Expand funding for DPCED staff training. (\$10,000)							
6-6a. Annually monitor implementation progress. (\$10,000)							
6-6b. Fully upgrade Plan every two years. (\$60,000)							