

	3/4 Qtr 2008	1/2 Qtr 2009	3/4 Qtr 2009	1/2 Qtr 2010	3/4 Qtr 2010	1/2 Qtr 2011	3/4 Qtr 2011
2-4a. Conduct an incubation feasibility study. (\$30,000)							
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 Qtrr 2008	1/2 Qtrr 2009	3/4 Qtrr 2009	1/2 Qtrr 2010	3/4 Qtrr 2010	1/2 Qtrr 2011	3/4 Qtrr 2011
4-6a. Encourage the formation of Neighborhood Business Improvement Districts (BIDs).							
4-7a. Utilize the Capitol Budget to develop enhanced proactive funding strategies.							
<i>5-Build the Public/Private Economic Development Team</i>							
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.							
<i>6-Implement the Necessary City Organizational Changes to Carry Out the Strategy.</i>							
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)							