



Department of Planning & Community & Economic Development

## Economic Development Division

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

- Office of Business Resources
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- Office of Real Estate Services

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## 2009 Economic Development Work Plan

*Adopted by the Economic Development Commission on January 7, 2009*

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The Common Council accepted the *3-5 Year Strategic Economic Development Implementation Plan* ("ED Plan") on August 5, 2008 with direction that the Economic Development Commission (EDC) work with the Common Council, Mayor's Office, and Department of Planning & Community & Economic Development to prioritize the recommendations outlined within the ED Plan with the intention that said recommendations be implemented through future work plans and budgets. The following document outlines a work plan for 2009.

The 2009 Economic Development Work Plan ("Work Plan") takes recommendations directly from the ED Plan, and is ordered in a similar manner. The EDC has also added other projects that were already underway and are directly related to the recommendations outlined within the ED Plan.

This Work Plan does not include all of the recommendations outlined within the ED Plan, nor does it capture all of the recommendations provided by individuals during the preparation of the ED Plan. Rather, the purpose of the Work Plan is to prioritize and outline the specific activities to be carried-out this year. The EDC will prepare and submit a 2010 Economic Development Work Plan, as required by the Common Council, prior to the submission of budget requests in late spring of this year. Through its preparation, the EDC will revisit the recommendations outlined within the ED Plan, review the feedback received throughout the preparation of the ED Plan, consider current economic conditions, and prepare a 2010 Economic Development Work Plan accordingly. The same exercise will be completed in subsequent years.

During each Work Plan deliberation certain activities will likely be removed, others added, with remaining ones changed. As such, the Economic Development Commission will continue to work with all stakeholders interested in the City's economic future to determine the most appropriate City economic development activities for the upcoming year.

**RECOMMENDATION # 1 – CUSTOMER SERVICE**

**1-2a. Zoning Code Modernization**

*Staff:* Planning Division

*Schedule:* All Year

**1-3a. Development Services Center**

*Staff:* DPCED Director

*Schedule:* TBD

**1-5a. Upgrade DPCED Website**

*Staff:* DPCED Director

*Schedule:* TBD

**Other SBAC Road Construction Task Force**

The Greater Madison Chamber of Commerce Small Business Advisory Council (SBAC) is exploring ways to improve the experience of businesses directly impacted by road construction. City staff may assist with this effort this year.

*Staff:* Office of Business Resources, City Engineering

*Schedule:* All Year

**RECOMMENDATION # 2 – SUPPORT QUALITY JOB CREATION BY EXISTING EMPLOYERS**

**2-1a. Create Retention and Expansion Task Force**

**2-1b. Develop target list for Retention and Expansion Effort**

**2-1c. Purchase Contact Management Support Software**

*Staff:* Economic Development Division Director, Office of Business Resources

*Schedule:* Begin 2<sup>nd</sup> Quarter 2009, and continue throughout the year

**Other Small Business Conference**

The City of Madison and Greater Madison Chamber of Commerce Small Business Advisory Council (SBAC) will host a bi-annual Small Business Conference in May 2009.

*Staff:* Office of Business Resources, Mayor's Office

*Schedule:* 1<sup>st</sup> and 2<sup>nd</sup> Quarter 2009

**Other Workforce Summit**

A partnership of local workforce development practitioners, with support of the EDC Workforce Development Sub-Committee, will host a workforce summit next spring.

*Staff:* Mayor’s Office, Community Development Division, Office of Business Resources

*Schedule:* 1<sup>st</sup> and 2<sup>nd</sup> Quarter 2009

**Other Business Requests**

City staff field requests from dozens of businesses every month regarding available space, financial assistance, business planning resources, City ordinances, demographic analysis, project positioning, permits, and approval processes.

*Staff:* DPCED (including OBR), Mayor’s Office, and other City Departments as needed

*Schedule:* All Year

**Other Business Prospects – Site Selection**

City staff work on several major retention, expansion, and attraction business prospects throughout the year. Whether direct prospects to the City, or indirect prospects through the State Department of Commerce, Thrive, and Dane County, staff devote significant time to researching prospect needs, and pulling together appropriate proposals. These proposals can include financial assistance through TIF and the Capitol Revolving Fund. Many prospects are forwarded to the City with limited advanced knowledge and short windows of response.

*Staff:* Office of Business Resources, Office of Real Estate Services, Planning Division, DPCED Director, Economic Development Division Director, and City Departments as needed

*Schedule:* All Year

**Other Research**

Collecting, maintaining, and sharing business and economic data about the City of Madison internally and externally through the business section of the City website.

*Staff:* Office of Business Resources, Planning Division

*Schedule:* All Year

**RECOMMENDATION # 3 – PHYSICAL DEVELOPMENT**

**3-2. Research Park II**

*Staff:* Mayor’s Office, City Engineering, Planning Division

*Schedule:* All Year

**3-3. East Washington Capitol Gateway**

*Staff:* Mayor's Office, DPCED Director, Economic Development Division Director

*Schedule:* All Year

**3-4. Bio-Ag Gateway**

Marketing Plan

The firms of Hiebing and Vandewalle & Associates are currently retained by the City to develop and implement a marketing strategy for the BioAg Gateway and southeast Madison. A marketing plan was prepared in 2008. Throughout 2009, staff will continue to implement the marketing plan, using marketing materials to reach-out to businesses that may be interested in locating within the BioAg Gateway.

Facilitating State and University of Wisconsin Partnerships

A portion of the marketing plan noted above calls for building partnerships with the State and UW to facilitate development of the BioAg Gateway. These efforts started under the contract noted above in 2008, and will need to be carried forward by staff in 2009.

World Dairy Campus Owners Association

The City owns 27 acres of BioAg Gateway property that was parceled-off from the former World Dairy Campus. The World Dairy Campus includes private streets and private common areas governed by an Owners Association. The City must revive and reposition the Owners Association to effectively accommodate the vision of the BioAg Gateway. These efforts began in 2008, and will continue through 2009.

*Staff:* Office of Business Resources, DPCED Director, Mayor's Office

*Schedule:* All Year

**Other Truman Olson Army Reserve Center Disposition**

Work on the Truman Olson project will continue through 2009, and will include efforts to accommodate homeless providers elsewhere who had expressed interest in the Truman Olson property, work with the Department of Defense on the disposition of the property, possible implementation of a Tax Increment Finance (TIF) District within the Wingra BUILD planning area, continued outreach to stakeholders within the Wingra BUILD planning area, and implementation of the Wingra BUILD Plan.

*Staff:* Staff team including Mayor's Office, DPCED, and City Engineering

*Schedule:* All Year

**RECOMMENDATION # 4 – ECONOMIC DEVELOPMENT TOOLKIT**

**Other BREWD Program Promotion**

The City of Madison received \$1 million from the State Department of Commerce to capitalize a new brownfield remediation program. As this is a new program, the City has budgeted funds to market the availability of this useful economic development tool.

*Staff:* Office of Business Resources, Office of Real Estate Services

*Schedule:* 1<sup>st</sup> and 2<sup>nd</sup> Quarters of 2009

**Other Continued Promotion of Available City Financial Assistance**

In addition to BREWD, the City has the ability to use TIF, the Capital Revolving Loan Fund, and the Facade Improvement Grant program to assist with business development, expansion, and attraction. Efforts will continue to promote and utilize these programs.

*Staff:* Economic Development Division

*Schedule:* All Year

**RECOMMENDATION # 5 – BUILD THE PUBLIC/PRIVATE ECONOMIC DEVELOPMENT TEAM**

**5-1a. Convene the team of local private and public economic development practitioners**

*Staff:* Economic Development Division Director, Office of Business Resources

*Schedule:* Begin 2<sup>nd</sup> Quarter 2009, in alignment with Recommendation # 2

**5-2a. Convene an informal public/private economic development leadership group.**

*Staff:* Mayor Office

*Schedule:* TBD

**5-3a. Convene private and non-profit leadership support to implement key tasks.**

*Staff:* Mayor, DPCED Director, Economic Development Division Director

*Schedule:* As Needed

**Other Business Partnerships**

OBR staff serve as liaisons between the City and several Madison business organizations including Madison’s Central Business Improvement District (BID), the Chamber Small Business Advisory Council (SBAC), the Downtown Madison Inc. (DMI) Economic Development Committee, the Metropolitan Neighborhood Business Council (MNBC), all of the individual Neighborhood Business Associations, the South Central Wisconsin Commercial Brokers Group, THRIVE, the Regional ED Pros, the University of Wisconsin-Madison (OCR, URP, etc.), and the Capitol Ideas Technology Zone Board.

*Staff:* Office of Business Resources

*Schedule:* All Year

**RECOMMENDATION # 6 – ORGANIZATIONAL CHANGES**

**6-1c. Retain a project development specialist/manager.**

*Staff:* Mayor, DPCED Director, Economic Development Division Director

*Schedule:* 3<sup>rd</sup> Quarter 2009

**ECONOMIC STIMULUS PROJECTS AND PROGRAMS**

The City of Madison is not immune from the current economic recession. The incoming Presidential Administration has indicated a desire to implement projects and programs that stimulate the economy; and accordingly, the City of Madison submitted a list of projects and programs that could be implemented in 2009 should funds be made available. In a similar manner, there is some uncertainty regarding what, if any, new funding opportunities may become available to individually assist struggling businesses.

Implementing Federally funded projects or promoting new Federally funded business financing programs will likely take precedence over other activities outlined within this Work Plan. The Mayor’s Office, Common Council, EDC, and City staff may need to adjust this Work Plan accordingly throughout the year.

*Staff:* To be determined.

*Schedule:* To be determined.

**PERIODIC WORK PLAN UPDATES**

City staff will prepare periodic reports outlining the current status of activities outlined within this Work Plan.

*Staff:* Economic Development Division Director

*Schedule:* Quarterly

**PREPARATION OF THE 2010 ECONOMIC DEVELOPMENT WORK PLAN**

The resolution approved by the Common Council to accept the 3-5 Year Strategic Economic Development Implementation Plan (Resolution No. RES-08-00759) states that “work plans shall be approved by the Common Council annually prior to the department budget recommendations being made each year.”

*Staff:* DPCED Director, Economic Development Division Director

*Schedule:* 2<sup>nd</sup> Quarter 2009