

## Exercise 3: BIG GOALS

**What do you think the City should embrace as overarching goals in the Economic Development Strategy?**

A City of... Creative Economy Emphasis on Arts, Schools, Creative Learning, 21<sup>st</sup> century workforce

A City of... Strong, vibrant, unique small businesses

A City where anyone with a great ideas have the talent and resources to come to fruition

Maintain a manageable scale – livable, sustainable, transportation options

National model for transportation

Undisputed #1 city for cycling

People make more money – prosperity more widely-shared

“Prosperous not phosphorus” TM

All systems work - Ideas – Talent – Financial

Career paths for everyone – Ladders (jungle gyms) of opportunity

Everyone can afford to live and prosper here

Diverse job mix

Buy-in to the Vision

Food Hub Of the Midwest

Health IT hub of the U.S.

UW has best tech transfer program in the World

Energy Independent and Carbon Neutral

Reduce Cars by 50% -

19% non-car to 40%

Pro Sports Team

Best Educated City in the country

Public Schools Turnout Job Ready People Across All spectrums

PGA caliber golf

Top-tier touring destination for music

Madison Region (The Aliant Energy Center becomes a world-class Event Destination

Tell our success stories

Ever person who wants continuing education can...

Every Madison HS Grad is Job-Ready

Everyone can achieve their potential...

MMSD known as a national innovator

Madison is premier place for retirees in the Midwest

City of Madison will be efficient, innovative, customer-friendly government

Every Madison resident has access to the internet – 100% Connected City

Reclaim #1 Dairy

Have Pristine Lakes

