

City of Madison Economic Strategy: Envisioning Madison's Next Economy

EDC Economic Strategy Visioning
Workshop Agenda
7-16-14

- ***Exercise 1: Reactions to Survey Results***
Did any of the results surprise you? Was there any question that you felt was particularly important? Did you have major differences with the rest of the committee?
- ***Exercise 2: Economic Strategy Vision Themes***
Two “lighting rounds” where everyone gives one word that captures a potential theme or key idea that should be part of the City of Madison’s Economic Vision. After doing the two rounds, we’ll discuss the words on this list, group them, and consolidate them.
- ***Exercise 3: Big Goals***
What big-picture, bold, aspirational goals do you think the City should embrace as we try to create a more healthy and vibrant economy?”
- ***Exercise 4: Projects and Initiatives***
Using the themes and goals, we’ll brainstorm specific projects and initiatives that align with the boxes at the intersection of the themes/goals.

