

**CALL TO ACTION: UNITING BEHIND A SHARED RECOGNITION OF THE NEED FOR CHANGE .....**

**INTRODUCTION: PURPOSE AND STRUCTURE OF THIS DOCUMENT .....**

- WHY NOW? .....
- WHAT’S BEEN DONE SINCE THE PREVIOUS PLAN? .....
- SUMMARY OF PUBLIC INPUT PROCESS .....
- WHO IS THE ECONOMIC STRATEGY FOR?.....
- FOUR SECTION ORGANIZATIONAL STRUCTURE .....

**SECTION I: WHERE WE ARE TODAY: INSIGHTS DRAWN FROM DATA ANALYSIS .....**

- ECONOMIC GROWTH, INDUSTRY, AND WORKFORCE TRENDS.....
- DEMOGRAPHICS, DIVERSITY, AND DISPARITY.....
- REAL ESTATE AND TAX BASE .....
- SCHOOLS, CRIME, AND LIVABILITY .....
- KEY TAKEAWAYS FROM THE DATA .....

**SECTION II: WHERE WE’RE GOING: A NEW VISION FOR MADISON’S ECONOMY .....**

- VISION.....
- THEMES .....
- Innovation* .....
- Talent* .....
- Opportunity*.....
- Place*.....

**SECTION III: HOW TO GET THERE: STRATEGIC FRAMEWORK.....**

- STRATEGIC FRAMEWORK PART 1: OVERARCHING GOALS AND CITYWIDE STRATEGIES .....
- GOAL 1: .....
- GOAL 2: .....
- GOAL 3: .....
- GOAL 4: .....
- GOAL 5: .....
- GOAL 6: .....
- GOAL 7: .....
- GOAL 8: .....
- GOAL 9: .....
- GOAL 10: .....
- GOAL 11: .....
- STRATEGIC FRAMEWORK PART 2: SPATIALLY-TARGETED STRATEGIES .....
- Innovation Districts* .....
- Opportunity Zones*.....
- Nodes & Destinations*.....

**SECTION IV: GETTING IT DONE: IMPLEMENTATION PLAN .....**

- PRIORITIZATION.....
- RESPONSIBILITIES & PARTNERSHIPS .....
- FUNDING STRATEGY .....
- TIMELINES .....
- METRICS .....

**APPENDICES.....**

- APPENDIX I: DATA COMPILATION.....
- APPENDIX II: SUMMARY OF PUBLIC/STAKEHOLDER INPUT PROCESS AND RESULTS .....