

THE "CONNECT MADISON" ECONOMIC STRATEGY
Innovation Districts - DRAFT

Innovation District		District-specific projects	Corresponding Citywide Strategies
1	Capitol East District	Implement the Public Market and future market district	3.1
		Support Launching StartingBlock	1.1
		Maintain Low-Costs Spaces for Startups	1.1
		Implement a Centralize Parking Strategy for the entire district	8.6
		Encourage Live/Work Housing and Mixed-Use Redevelopment	7.4
2	Northside Food Innovation Corridor	Implement the Public Market and future market district	3.1
		Study the potential of a Food Innovation Center (nutritional Testing, Labeling, Shared Processing Equipment, etc.)	3.2
		Continue to partner and support the FEED Kitchens as a food asset	3.6
		Identify space for the Wisconsin Food Hub - Wholesale/Distribution Center	3.6
		Identify development sites for growth of local food processing businesses	3.2
Partner with Madison College Culinary School on helping graduates start businesses in the district	3.6		
3	Airport Center for Global Commerce & Trade	Market the availability of Foreign Trade Zone (FTZ) incentives	1.10
		Aggressively utilize TIF for employment development	1.6
		Work with the airport on access from east & north	7.7
		Work with the airlines on expanded service to the coasts	7.7
		Host a "Site Selectors & Brokers Open House" to market sites	1.10
4	Southeast Gateway Area	Conduct an evaluation of the economic impact of proposed Highway 51 reconstruction	8.1
		Targeted marketing area is a location for a mix of small and large manufacturing	1.10
		Support improved transit to connect city residents with jobs in this area	8.5
		Host a "Site Selectors & Brokers Open House" to market sites	1.10
5	Southside Healthcare Corridor	Support improved transit services in the Park Street corridor	8.5
		Coordinate with the City of Fitchburg on connecting this district into Fitchburg along Fish Hatchery Road	6.6
		Pilot a partnership between the Public Market and ethnic groceries to distribute and "co-brand" produce	3.5
		Support programs to train residents in growing healthcare related occupations	2.3
6	Westside Applied Research & Advanced Industries District	Work with UWRP uses in former Rayovac Building as co-office space for local Health IT spin-offs and small biotech companies	1.1
		Work with UWRP to support creating a UWRP II "Town Center" at Watts/Hwy M	7.2
		Explore opportunities for research and advanced industry development in the "West Moraine" area (between UWRP II and Epic)	1.1