

**THE "CONNECT MADISON" ECONOMIC STRATEGY - DRAFT - Strategic Framework Part 1**

Goals		PROJECTS & INITIATIVES	
1	<b>CONNECT</b> Madison businesses with talent, capital, ideas, and new markets and become the Startup Capital of the Midwest.	1.1	Support StartingBlock and other "innovation infrastructure" (incubators, maker-spaces, co-working facilities)
		1.2	Increase Coordination with UW Madison Commercialization Efforts
		1.3	Support Non-Technology Entrepreneurship (e.g. Food Entrepreneurship)
		1.4	Create a One-Stop Business Consierge services to help businesses interact
		1.5	Building stronger partnerships with Local Business Associations and Consortiums
		1.6	Deploy the use of Small Cap TIF for business development in strategic locations throughout the City
		1.7	Implement the Women's Technology Fund
		1.8	Implement the business cooperatives development program
		1.1	Expand the City's Business Retention & Recruitment program
		1.11	Make Madison the nation's leading hub of healthcare technology and support this industry with collaborative marketing, events, business support services, etc.
		2	<b>CONNECT</b> Madison's growth and prosperity to communities facing barriers to economic opportunity by improving racial equity issues.
2.2	Expand support for Minority Contracting for City projects and services		
2.3	Support Workforce Training Programs Linking to Existing Employers (particularly in high job growth sectors like healthcare services)		
2.4	Expand Transportation options to connect the workforce to job opportunities		
2.5	Give preference to identified Opportunity Zones in use of city-funded grants and other incentives		
2.6	Create "business support liasons" based in neighborhood centers, libraries, and other community facilities to support entrepreneurship in lower income neighborhoods		
2.7	Implement the Cooperative Development program and become recognized as the nation's leader in coop conversions and coop startups		
2.8	Through the Public Market and related efforts, the City will help create 25 new minority-owned food businesses over the next 10 years.		
2.9	Implement programs to support woman-owned business startups		
2.10	Support the recommendations of the City's housing strategy and work to ensure that the City has housing opportunities aligned with the needs of the workforce		
3	<b>CONNECT</b> Madison's people and economy to the region's robust food system through the Adoption of the Madison "10-100" Local Food Target	3.1	Implement the plan for the Madison Public Market District
		3.2	Explore the development of a Food Innovation Center near the Public Market
		3.3	Create a Startup Grant/loan program Targeted to minority food entrepreneurs
		3.4	Create incentives and support efforts to encourage Local Food Purchasing by Institutional Food Buyers (including grocers)
		3.5	Coordinate a network of produce retail in partnership with neighborhood ethnic grocers
		3.6	Coordinate with Madison College, FEED Kitchens, and the Wisconsin Food Hub Coop as key food infrastructure and training facilities
4	<b>CONNECT</b> Madison's large bicycle industry cluster, identity as a bike-friendly city, and appeal as a destination for bicycle-based recreation and tourism to become the bike mecca of North America.	4.1	Direct outreach to area bike industry companies
		4.2	Recruitment of suppliers and customers to grow the cluster
		4.3	Build High-profile Bike Infrastructure Projects
		4.4	Continue to improve bike infrastructure throughout the city
		4.5	Create two major national annual new bike focused tourism activities over the next five years
		4.6	Achieve Platinum Bike Status
		4.7	Create events and programs focused on Advanced Manufacturing, Custom Fabrication & Prototyping in the Bike Industry
		4.8	Incorporate Bicycle Infrastructure into New Development Projects
5	<b>CONNECT</b> real estate development opportunities in Madison with unmet market demand to grow our tax base, revitalize targeted areas of the City and improve our status	5.1	Create a Robust Land Banking Program
		5.2	Introduce Fiscal Impact Analysis Into Development Review Process – Utilizing the Urban Footprint tool
		5.3	Support efficient, compact, multi-use, and transit-oriented development and redevelopment on key commercial corridors
		5.4	Build on the City's recent TIF policy updates and create a comprehensive and clear citywide TIF strategy
6	<b>CONNECT</b> Madison residents to their City government, the region and the outside world by transforming Madison into a model of innovation in municipal government operations with technology to improve public input processes and frontline customer service.	6.1	Utilize opportunities for crowd sourced governance and virtual committee meetings
		6.2	Establish customer-service kiosks for some city functions
		6.3	Create "Digital Comment Box" App for City Services and a "311" hotline
		6.4	Wired Homes, Businesses, Schools, Libraries, Community Centers
		6.5	Make the City a Laboratory for beta-testing and Prototyping Apps and other Technology designed to streamline or otherwise improve city services
		6.6	Work with MadRep and neighboring communities to increase regional cooperation on economic development
		6.7	Explore the potential of creating a city "Chief Innovation Officer" focused on keep the city at the forefront of technologies to improve municipal operations and services
7	<b>CONNECT</b> Madison's economic, cultural, entertainment, and environmental assets to increase the City's appeal to tourists, event planners, talented young professionals, new businesses, retirees and others prospective residents and visitors	7.1	Grow and maintain central Madison the economic, cultural, and entertainment hub of the region
		7.2	Transform the Alliant Energy Center into a world-class event destination and connect with the Downtown By Improving the John Nolen Avenue Corridor as a gateway to the City and
		7.3	continue to market and grow the appeal of key desitnations (including Alliant Energy Center, Monona Terrace, and Overture Center, and others)
		7.4	Encourage development of nodes - amenity-rich, mixed-use activity center - as anchors and destinations on the east and west sides
		7.5	Support the development of additional music/entertainment venues and the success of existing venues
		7.6	Create programs and incentives to support the arts industry (vial arts, design, digital arts, gaming, music, performance)
		7.7	Encourage the growth and connections between digital technology and creative media industries
		7.8	Partner with local organizations to clean Madison's lakes, preserve them as a recreational amenity, and improve public access to them
		7.9	Support the expansion of the Dane County Airport - including investments in the facility and expanded airline service
8	<b>CONNECT</b> Madison's workforce, job opportunities, and redevelopment sites with a modern, sustainable, efficient, and technology-enabled multi-modal transportation system.	8.1	Conduct a detailed economic analysis evaluate the economic development benefits of improved transit in the Madison region
		8.2	Launch an information campaign to inform local, regional, state, and federal policymakers of the strategic economic importance of improved transit in the Madison region
		8.3	Conduct a survey of local businesses to gauge the transportation needs and preferences of the workforce
		8.4	Create a staff team and committee focused on integrating emerging transportation technologies and services (car sharing, ridesharing, bus rapid transit, driverless cars etc.)
		8.5	Leverage transit (particularly transit stations) as catalysts for development of jobs, housing, and tax base
		8.6	Madison will create a transportation system that specifically focuses on connecting job opportunities with people who need jobs.
		8.7	Evaluate opportunities for strategic consolidation of parking in key activity centers