



Legislation Text

File #: 07158, Version: 1

Fiscal Note

The 2007 Adopted Capital budget of the Department of Planning and Development authorizes the expenditure of \$100,000 for marketing and outreach efforts related to development in TID 24 (Project No. 10, "TID 24 - Southeast Industrial Development"). No additional appropriation is required.

Title

Authorizing the City of Madison to issue a Request for Proposals (RFP) for development and implementation of a marketing plan for Southeast Madison and the Wisconsin BioAg Gateway.

Body

WHEREAS, the City of Madison desires to identify ways to enhance the marketability, and promote, the southeastern portion of the City as an attractive location for new business development; and,

WHEREAS, the City purchased 27-acres of the Wisconsin BioAg Gateway campus in 2006; and,

WHEREAS, in 2007 the City budgeted \$100,000 through TID 24 for professional fees related to marketing and outreach efforts to assist in the retention and expansion of existing buildings, and to attract new businesses to the Southeast Industrial District, with additional funds likely to be budgeted through TID 24 in 2008.

NOW THEREFORE BE IT RESOLVED that the Common Council authorizes the issuance of a Request for Proposals (RFP) for development and implementation of a marketing plan for Southeast Madison and the Wisconsin BioAg Gateway, to include:

- A comprehensive marketing strategy for land and buildings within southeast Madison to promote southeast Madison to the business community and BioAg industry business clusters, especially within the Wisconsin BioAg Gateway.
- Specific methods to reach-out and recruit businesses to locate within the Wisconsin BioAg Gateway and southeast Madison (i.e., specific trade publications, site selection magazines, trade shows, conferences, web applications, etc., that the City should utilize).
- A brand/image that identifies why the Wisconsin BioAg Gateway and southeast Madison is an appropriate location for additional BioAg and technology-related businesses.
- Working with the Midwest BIOLINK Incubator (MBI) Initiative to insure a cohesive/collaborative marketing approach between the City and MBI; and,

BE IT FINALLY RESOLVED, that the product of this contract shall include:

- A formal plan to brand, market, and promote the Wisconsin BioAg Gateway and southeast Madison. This will include a prioritized timeline for implementing the marketing plan, and itemized budget highlighting the cost to implement each component of the plan.
- Execution of the marketing plan noted above.