

| Madison Greater Downtown Economic Investment Strategy Coordination & Shared Deliverables |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------|------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Task                                                                                     |                                                                        | City Participation | City to Provide Data/ Deliverables | City to Receive Deliverables | Notes                                                                                                                                                                                                                                                                                                                                                                                           |
| Task 1 Project Management and Coordination                                               |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1.1                                                                                      | DMI Breakfast Rollout                                                  | PLT                |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1.2                                                                                      | Project Kickoff Meeting                                                | PLT<br>PMT         |                                    |                              | Kickoff will include City's Downtown Area Plan co-project managers, and the Planning Division Director / other staff.                                                                                                                                                                                                                                                                           |
| 1.3                                                                                      | Bi-Weekly Project Management Team (PMT) Meetings                       | PMT                |                                    |                              | PMT will include City's Downtown Area Plan co-project managers, Planning Division Director / other staff as needed.                                                                                                                                                                                                                                                                             |
| 1.4                                                                                      | Quarterly Project Leadership Team (PLT) Meetings                       | PLT                |                                    |                              | PLT will include City's PCED, Planning, and Economic Development Directors.                                                                                                                                                                                                                                                                                                                     |
| 1.5                                                                                      | Ongoing Project Coordination and Communication                         | PMT                |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1.6                                                                                      | Project Closeout                                                       |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 2 Existing Conditions and Gap Analysis                                              |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2.1                                                                                      | Existing Mapping and Data Collection and Review                        | PMT                | X                                  |                              | All relevant City data is available on the Open Data Portal. Existing Land Use data is available from Dane County. Maps created to be shared with City for use in Downtown Area Plan.                                                                                                                                                                                                           |
| 2.2                                                                                      | Granular Street Level Assessment                                       | PMT                | X                                  | X                            | The City does not maintain data on current ground floor uses or vacancies. City will provide other data for these anaysis as available. (Analyses using and/or new data created, such as vacancy analysis, will be shared with the City for use in the Downtown Area Plan and/or other Economic Development Division programs.)                                                                 |
| 2.3                                                                                      | Inventory and Compilation of Existing and Planned Projects             | PMT                | X                                  |                              | Planning Current Projects is available in the open data portal.                                                                                                                                                                                                                                                                                                                                 |
| 2.4                                                                                      | Infrastructure and Amenities Gap Analysis                              | PMT                | X                                  | X                            | City to provide Utility service data for municipal utilities. Mapping and data created for this to be shared with the City. Utility gap analysis will likely be revisited after land use recommendations are made to update/ID other gaps.                                                                                                                                                      |
| 2.5                                                                                      | Economic and Market Analysis                                           | PMT                | X                                  | X                            | Stakeholder outreach will be coordinated with DMI & City                                                                                                                                                                                                                                                                                                                                        |
| 2.5.1                                                                                    | Socio-Economic Trends and Projections:                                 | PMT<br>PLT         | X                                  | X                            | City to provide most recent population projections; MIG responsible for obtaining and analyzing Census data.                                                                                                                                                                                                                                                                                    |
| 2.5.2                                                                                    | Industry Segments                                                      | PMT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2.5.3                                                                                    | Retail, Restaurants, and Entertainment                                 | PMT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2.5.4                                                                                    | Office Supply and Demand                                               | PMT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2.5.5                                                                                    | Housing Supply and Demand                                              | PMT                | X                                  | X                            | City to provide original City data, such as data in Housing Snapshot. MIG responsible for obtaining other publicly-available and/or purchased data and identify source of housing cost data.                                                                                                                                                                                                    |
| 2.5.6                                                                                    | Hospitality and Tourism                                                | PMT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 3 Strategy Framework                                                                |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3.1                                                                                      | Draft and Refined Economic Drivers and Investment Targets              | PMT<br>PLT         |                                    | X                            | City will be engaged in reviews and provide collated comments on these tasks via staff participation in the PLT & PMT and Big Moves specific work sessions.                                                                                                                                                                                                                                     |
| 3.2                                                                                      | Draft and Refined Goals and Objectives                                 | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3.3                                                                                      | Draft and Refined Big Moves                                            | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3.4                                                                                      | Economic Development Strategy                                          | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 4 Recommendations and Catalytic Opportunities                                       |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4.1                                                                                      | Draft Recommendations and Maps                                         | PMT<br>PLT         |                                    | X                            | City will be engaged in reviews and provide collated comments on these tasks via staff participation in the PLT & PMT.                                                                                                                                                                                                                                                                          |
| 4.2                                                                                      | Draft Catalytic Opportunities                                          | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4.3                                                                                      | Revised Recommendations and Maps                                       | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4.4                                                                                      | Revised Catalytic Opportunities                                        | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4.5                                                                                      | Economic Impact Analysis                                               | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 5 Action Plan                                                                       |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 5.1                                                                                      | Draft and Final Project, Policy and Program Prioritization and Phasing | PMT<br>PLT         |                                    | X                            | City will be engaged in reviews and provide collated comments on these tasks via staff participation in the PLT & PMT.                                                                                                                                                                                                                                                                          |
| 5.2                                                                                      | Draft and Final Funding Strategy                                       | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 5.3                                                                                      | Draft and Final Governance, Management, and Oversight Strategy         | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 5.4                                                                                      | Action Plan Summary Matrix                                             | PMT                |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 6 Documentation and Adoption                                                        |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.1                                                                                      | Administrative Draft Strategy                                          | PMT                |                                    | X                            | City will be engaged in reviews and provide collated comments on these tasks via staff participation in the PLT & PMT, and will receive final Strategy via presentation / for acceptance to appropriate City agencies and/or BCCs.                                                                                                                                                              |
| 6.2                                                                                      | Formatted Draft Strategy                                               | PMT<br>PLT         |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.3                                                                                      | Public Review Draft Strategy                                           | PLT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.4                                                                                      | Adoption Process Presentation                                          | PMT                |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.5                                                                                      | Final Strategy                                                         |                    |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.6                                                                                      | Executive Summary                                                      |                    |                                    | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| Task 7 Community and Stakeholder Engagement                                              |                                                                        |                    |                                    |                              |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7.1                                                                                      | Community Engagement Plan Review                                       | PMT                | X                                  | X                            | The City will coordinate with MIG and other DMI consultants in developing the EIS public engagment plan. EIS and Downtown Area Plan public engagement will be coordinated and City staff may participate in EIS engagement events. MIG/EQT By Design will provide the City summaries of engagement efforts to ensure feedback and source is utilized in the creation of the Downtown Area Plan. |
| 7.2                                                                                      | Stakeholder Interviews and Focus Groups (16)                           | PMT                | X                                  | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7.3                                                                                      | Center City Collaborative Meetings (up to 4)                           | PMT                | X                                  | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7.4                                                                                      | Community Meeting Participation (up to 3)                              | PMT                | X                                  | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7.5                                                                                      | Community and Stakeholder Engagement Coordination and Support          | PMT                | X                                  | X                            |                                                                                                                                                                                                                                                                                                                                                                                                 |