

**3-5 Year
Economic Development Strategic
Implementation Plan**

Kick-Off Meeting
Madison Economic Development Commission
September 12, 2007

Overview

- Introduction to Goals, Team, Process
 - Your initial input: Big Picture Questions
 - What is critical to making this successful?
 - Where to put greatest emphasis?
 - Your initial input: Key Process Questions
 - Project Team Composition
 - Interviews & public participation process
 - Economic background/research approach
- Other contract/funding issues

Your Major Plan Objectives

- 1) Implementation plan with more strategic commitment to ED than past, which might include:
 - New structures
 - Additional positions
 - Dedicated funding
 - (Setting priorities – TJT)
- 2) Benchmarks/report cards to measure progress
- 3) A more robust City ED “toolbox”
- 4) Active engagement with regional bodies
- 5) Emphasis on quality job creation

Introduction to Our Team

- **Tom Ticknor**, Project Leader
 - Strategic planning & management issues
 - Majority of internal/external interviews
 - Facilitation & consensus building
 - Primary report author
- **Steven Landau** (EDR Group)
 - City toolkit & city planning issues
 - Help with metrics
- **Brett Piercy** (EDR Group)
 - Data analysis

Project Process

Project Phase	Estimated Hours			
	Ticknor	Landau	Piercy	Weisbrod
1. Start-Up Meetings/Orientation	23	15		
2. Economic Research	3	4	40	
3. Critical Internal & External Interviews	38	16		
4. Public Meetings & Facilitation Workshop (8 hours, 3 hours)	20			
5. Fine-Tuning Interviews/Meetings	15			
6. Interim Report & Revisions	32	20	7	4
7. Final Public Presentations	11	12		
Proposed Total Hours	142	67	47	4
Hourly Rates	\$230	\$135	\$84	\$200
Fees	\$32,660	\$9,045	\$3,948	\$800
Fees	\$46,453			
Travel	\$3,547			
Total Costs	\$50,000			

Big Questions

1. **What is critical to a successful project?**

Big Questions

1. What is critical to a successful project?
2. **What strategic economic development programs might we implement?**

iew, not new ED chapter of Comp. Plan
omic development, not community development
development, not community development &
nt & planning

major emphasis upon business climate, retention
& expansion, business attraction, and product
evelopment, esp. workforce

Big Questions

1. What is critical to a successful project?
2. What is it we are implementing?
3. **Where do we put the greatest emphasis?**

Strategic Prioritization Filter



Key Process Questions

1. Project Team Composition

- Role
 - Ongoing guidance & feedback
 - Review draft documents
 - Early implementation champions
 - Can compliment a City staff team
- Your recommended composition

2. Interviews

- **Purpose** (Open & Close-Ended Questions customized to role)
 - SWOT input
 - Help with creative process
 - Perspective on priority setting
- **Typical internal participants**
 - EDC members & Key City staff
 - Elected officials & top ED aides
 - Key ED Allies (Local, Regional & State)
 - Major Customers
 - Retention & expansion
 - Developers
 - University & major medical centers
 - Technology council rep
 - Madison Schools, Technical College, Workforce development
- **Proposal** (~45 internal & external)
- **Your recommendations**

3. Public Participation Process

- Role
 - Guidance & feedback
 - Part of creative process
 - Help implementation
- Proposal
 - 8 hours of public meetings (through EDC)
 - One 3-hour retreat of key players
- Your recommendations

4. Economic Background/Research

- Purpose
 - Track performance
 - Establish degree of need
 - A foundation for future tracking
- RFP requirements
 - Review economic conditions and trends at the local, regional, state and national levels
- Proposal
 - 47 hours of economic research
- Your recommendations
 - Key data indicators
 - Comparison places

Other Issues

1. Any Contract Modifications
2. Methods of obtaining private financial support if deemed appropriate
3. Other issues

Adjournment