1. Background: Milwaukee 7’s Regional Framework for Economic Growth

2. City Action Agenda Process

3. Key City-Led Initiatives

4. Metrics and Implementation
A Metropolitan Business Plan to Advance Economic Opportunities in the Seven Counties of Southeast Wisconsin
5 market levers interact to define the characteristics, opportunities and performance of a regional economy:

- Enhance industry clusters and concentrations
- Develop and deploy human capital aligned with jobs
- Foster innovation and entrepreneurship
- Improve infrastructure and the efficiency of the built environment
- Create effective public and civic institutions
Regional Framework Strategy 1:
Become a leading innovator, producer and exporter of products and services related to ENERGY, POWER & CONTROLS
Regional Framework Strategy 2: Become a global hub for innovation and start-up activity in WATER TECHNOLOGY
Regional Framework Strategy 3:
Leverage the region’s geographic, supply chain and human capital advantages to grow the FOOD & BEVERAGE CLUSTER
Regional Framework Strategy 4:
Enhance the EXPORT CAPACITY AND CAPABILITY of the region’s firms, focusing on small- and medium-sized enterprises
Regional Framework Strategy 5:
Align WORKFORCE DEVELOPMENT with growth opportunities in targeted, high-potential industry clusters
Regional Framework Strategy 6:
Foster a dynamic, richly networked INNOVATION and ENTREPRENEURSHIP ECOSYSTEM
Regional Framework Strategy 7:
Catalyze ECONOMIC PLACE-MAKING in the region’s core cities and strategic locations throughout the region
Regional Framework Strategy 8:
Modernize REGIONAL INFRASTRUCTURE to enhance efficiency, cost-effectiveness and connectivity
Regional Framework Strategy 9:
Enhance INTER-JURISDICTIONAL COOPERATION and COLLABORATION for economic growth
Background

Why Coordinate with M7 Plan?

- Grow investment and attract development to City of Milwaukee locations

- Ensure City of Milwaukee residents have access to employment and earning opportunities

- Build quality of life assets that support economic development of the entire region
• Support key industry asset clusters
• Creative use of vacant land to capture growth jobs in the city
• Advocate for infrastructure and public transportation improvement/investment
• Workforce development programming to address employer needs
• Build quality of life through strengthened neighborhoods and regional assets
Background
Process To-Date

March 15, 2013
First Plenary - Introduction & Kick-Off

April 4, 2013
Work Group: Location-Based Opportunities I

April 5, 2013
Work Group: Human Capital Development

April 23, 2013
Work Group: Location-Based Opportunities II

April 24, 2013
Work Group: Quality of Life & Place

June 5, 2013
Second Plenary - Progress & Game Changers

March 25, 2014
Luncheon with Council Members

April 28, 2014
Strategy Alignment with Stakeholders

May 6, 2014
Strategy Alignment with City Staff
Growing Prosperity
Goals of the Document

• Create action agenda with opportunities for broad partnerships and alignment

• Align with regional economic growth opportunities and M7 framework

• Address Milwaukee-specific assets and challenges

• Incorporate ideas and feedback from local stakeholders and thought leaders

• Incorporate research and best practices
Growing Prosperity

Contents of the Document

- **Location-Based Opportunities** for new and growing employers

- **Human Capital**, leveraging existing talent and addressing the needs of hard to employ individuals

- **Supporting Entrepreneurship** at all sizes and stages

- **Quality of Life** assets: physical, cultural, educational, entertainment and neighborhoods
• **47 Action Items** organized within 12 Strategies

• **Lead Actor** identified, divided between those led by City and by outside organization

• **Supporting Partners** identified

• **Points of alignment** identified between Growing Prosperity and other city and regional initiatives
Maintain an inventory of 100 acres of “shovel ready” land for industrial development

Return 500 acres of Brownfield land to active, industrial use in 10 years

Update S.B. Friedman analysis of industrial-zoned land within Milwaukee, to ensure that zoning regulations fit the needs of asset industry clusters
Create a food innovation district or corridor in the City of Milwaukee:

• Distribution
• Education
• Production
• Processing
• Restaurants
• Retail outlets
• Food-centered special events
Establish a Center for Advanced Manufacturing at Century City

- Partnership with MATC
- Training facilities
- Production facilities for prototype products, small-run niche products
- Investing in Manufacturing Communities Partnership
Establish college savings accounts for Milwaukee students when they enter kindergarten

- Helps to reduce aspiration gap
- Public and private funding
- San Francisco example
Support expansion of the State of Wisconsin transitional jobs programs
Establish a Local Business Action Team within City government to focus on improving service to business
Partner with KIVA.org, to establish a KivaCity program in Milwaukee

- Expand micro-finance resource for start-up businesses
- Provide platform for all Milwaukeeans to support establishment of new businesses
Host an annual “Mayor’s Entrepreneur Week”

- Showcase and recognize local entrepreneurial talent
- Connect entrepreneurs with resources needed for success
  - Business pitch opportunities
  - Workshops
  - Technical assistance
  - Financing
Use creative placemaking and special events to establish places and activities in the city where all segments of our community can interact.
Build Milwaukee’s brand

- Promote Milwaukee as America’s most water-centric city
- Establish an aggressive neighborhood marketing campaign
- Create and distribute a Milwaukee marketing tool kit for use by local businesses
# A Path Forward

## Key Metrics and Targeted Trends

<table>
<thead>
<tr>
<th>Metric</th>
<th>Desired Trend</th>
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<tbody>
<tr>
<td>Population change, central city in particular</td>
<td>↑</td>
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<tr>
<td>Acres of developable industrial land available; remediated/redeveloped</td>
<td>100 ac. shovel-ready; 500 ac. over 10 years</td>
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<tr>
<td>Percent of workforce employed in manufacturing or “family-supporting” jobs</td>
<td>↑</td>
</tr>
<tr>
<td>Percent of workforce employed in key asset industry clusters</td>
<td>↑</td>
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<tr>
<td>Workforce participation rate</td>
<td>↑</td>
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<tr>
<td>Percent of African American males of prime working age with criminal records</td>
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<tr>
<td>Total population poverty rate in city and as share of the MSA</td>
<td>↓</td>
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<tr>
<td>Business starts</td>
<td>↑</td>
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<tr>
<td>Median household income</td>
<td>↑</td>
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<tr>
<td>Neighborhood market conditions</td>
<td>⇔  ↑</td>
</tr>
<tr>
<td>Percent of population 25 years+ with bachelor’s or higher</td>
<td>↑</td>
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</table>
A Path Forward
Next Steps

• Continue collaboration with Milwaukee 7

• Develop and deepen key partnerships
  – Identify partners and roles
  – Establish action plans

• Establish baseline data & develop a dashboard for annual reporting