

Proposed Outreach Strategy

- Because the City's connection to small business takes many forms, I'd suggest seeking "testimony" from business people who have feedback regarding their interactions with the following:
 - 1) Occupancy permit applications
 - 2) Board of Zoning Appeals applications
 - 3) Building permits
 - 4) License applications
 - 5) Inspections (both DNS and Health Dept.)
 - 6) Applications for business support programs such as façade grant, white box grant, Retail Investment Fund grant
 - 7) Purchase of commercial real estate from the City's inventory
 - 8) Operation of a business during a major street reconstruction project
 - 9) Application for certification as a Local Business Enterprise

- There are a number of sources that could be tapped to locate individuals who wish to share their experiences regarding their interactions with SBAT:
 - 1) Business Improvement Districts
 - 2) Entrepreneurial support organizations such as BizStarts, UWM Small Business Development Center, WWBIC, WEDC, Urban League
 - 3) Minority Chambers of Commerce

- There are a couple upcoming opportunities to talk about the Small Business Action Team and seek the cooperation of the sources above.
 - 1) The Milwaukee BID Council will meet on Monday, December 8th. Rocky Marcoux will be present at that meeting, and could share some information about SBAT.
 - 2) The Small Business/Entrepreneurship Affinity Group (SB/EAG) organized by LISC will meet on Tuesday, Dec. 9. Leo Ries at LISC has been contacted and Martha Brown and I will make a short presentation about SBAT and encourage their input.

- If there is a desire to structure an online survey to seek feedback from businesses about their experiences with City government, we might want to work with Temo Rodriguez; his firm is AtVantage Business Consultants. I have his contact information.

- Finally a listening session should be scheduled and invite the individuals and organizations discussed above. Thought should be given to holding this after the holiday season.