GROWING PROSPERITY | WORK PLAN

STRATEGY 6.1

Define clear pathways to business creation and expansion

ACTION ITEM

6.1.1: Develop regulation roadmaps for start-up businesses.

PRIORITY

Short-term, high priority

PARTNERS

LEAD:
- City of Milwaukee Development Center (Dept. of Neighborhood Services)

PARTNERS:
- City of Milwaukee License Bureau (Office of the City Clerk)
- City of Milwaukee Health Dept.
- City of Milwaukee Dept. of Public Works
- City of Milwaukee Board of Zoning Appeals
- Local Business Action Team
- BizStarts; WWBIC; minority chambers of commerce; entrepreneurial support organizations
- Wisconsin Dept. of Regulation and Licensing

REASON FOR ACTION

New businesses must comply with a host of local and state regulations, and many smaller start-ups lack the resources to engage lawyers and accountants to identify all the applicable rules. Clear road maps that spell out regulations for the most common business types can help new businesses navigate the regulatory environment and increase their odds of success.

RESOURCES REQUIRED

- Analysis of occupancy certificate, BOZA and license applications to determine the most common new business types in Milwaukee.
- Inter-agency cooperation
- Feedback from organizations that assist entrepreneurs, such as BizStarts, WWBIC, etc.
- Graphics and web design support.

IMPLEMENTATION STEPS

1. Undertake an analysis of occupancy certificate, BOZA and license applications to determine the most common business types that apply for City permits.
2. Form an inter-departmental team charged with mapping all of the regulatory requirements that must be met by individuals who hope to establish the most common business types. Select up to 10 business types on which to focus the team's efforts.
3. Review all current information (FAQs, information sheets, application forms, etc.) that has been published by departments to explain the regulatory requirements that must be met by individuals establishing the selected business types.
4. As a team, map all local and state regulations that must be met by individuals establishing the selected business types. Determine the order in which applicants should meet these regulations. With the assistance of a graphic designer, present that comprehensive information as process maps that can be easily understood by those establishing the selected business types.
5. Invite representatives of organizations that assist entrepreneurs to review the process maps and make suggestions for improvement.
6. Adjust the process maps in response to feedback. Prepare the regulatory maps for posting on the City web site.
7. Gather entrepreneurial support organizations for a presentation about the process maps, and encourage these groups to use them with their clients.

DESIRED OUTCOME

1. Reduce the time and confusion required to establish common business types in Milwaukee.
2. Improve understanding across City departments regarding the ways in which their application and regulatory processes impact small businesses.
3. Provide a user-friendly tool that businesses and entrepreneur support organizations can use.