GROWING PROSPERITY | WORK PLAN

STRATEGY 4.1

Implement a data driven, location based approach

ACTION ITEM

4.1.1: Develop and maintain a comprehensive web site of available publicly-owned or administered sites for development within the city of Milwaukee.

PRIORITY

Short-term, high priority

PARTNERS

LEAD:
City of Milwaukee Department of City Development

PARTNERS:
City of Milwaukee ITMD
Redevelopment Authority of the City of Milwaukee
Milwaukee County
Milwaukee Economic Development Corporation
State of Wisconsin

RESOURCES REQUIRED

- Staff time to identify appropriate vendor for web site.
- Staff time for identification of sites/ site attributes/incentives
- Staff time for ongoing updating of site information.
- Staff time to configure data in formats compatible with the web site.
- One-time fee to link data sources to web platform provided by vendor (unknown until vendor is selected)*
-- Annual license fee (unknown until vendor is selected)

* DCD has had initial conversations with a vendor that estimates the one-time fee to be $15,000. See www.opportunityspace.org.

REASON FOR ACTION

In order to ensure that publicly-owned sites within the city of Milwaukee are competitive for new development within the region, it is critical to market them in a fashion that meets the needs of buyers and site selectors. A high-quality, high-function web site is critical to meet this goal.

The proposed web site will market all available public property, in a manner that simplifies understanding of the development incentives and restrictions that affect development potential. The site will map all publicly-owned and administered properties, and provide information about nearby development.

The site will complement the listings of property on the M7-maintained site, www.choosemilwaukee.com.

IMPLEMENTATION STEPS

1. Review available vendors for property sales web site platforms. Select vendor and identify funds required to enter into a vendor contract.

2. Secure agreement among partners that own and administer publicly-owned development property within the city of Milwaukee. Agreement will commit partners to supplying information about all properties available for development in the format required by the web site platform, and to regularly update the data with respect to listed properties.

3. Work with ITMD to establish protocols to supply data to the vendor.

4. Assemble initial inventory of all publicly-owned and administered development property within the city of Milwaukee, including property address, zoning, applicable development boundaries and plans, and applicable incentives.

5. Provide data to vendor to create site.

6. Beta test site; provide modifications to vendor.

7. Launch site. Market site to brokers, site selectors, and urban redevelopment organizations.

8. Continually update site.

DESIRED OUTCOME

Improve the competitiveness of publicly-owned and administered property within the regional marketplace, with the goal of attracting employment opportunities to Milwaukee sites.