GROWING PROSPERITY | WORK PLAN

STRATEGY 6.3

Support Milwaukee's entrepreneurial culture

ACTION ITEM

6.3.1: Develop and host an annual "Entrepreneur Week" to showcase local talent and resources

PRIORITY

Short-term, high priority

PARTNERS

Various, including Scale Up, BizStarts, Startup Milwaukee, WWBIC, KIVA, Global Water Center, Milwaukee Public Library, Scale Up Milwaukee, The Commons

REASON FOR ACTION

The "Entrepreneur Week" could include forums, classes, public meetings on topics of concern to small business, opportunities to meet elected officials, business plan competitions, mentoring, investment pitch opportunities and a Mayoral Small Business Awards program. By acknowledging the importance of entrepreneurship in Milwaukee, and providing multiple forums for entrepreneurs to connect with others that can support their business growth, this event will help to build a stronger entrepreneurial culture in Milwaukee.

RESOURCES REQUIRED

- Staff time to encourage participation
- Web resources to make schedule available and interactive
- Media Relations resources to promote
- Social Media resources to encourage participation
- Venues for Entrepreneur Week activities
- Partners to sponsor Entrepreneur Week activities

IMPLEMENTATION STEPS

1. Select date.
2. Undertake outreach to identify partners to sponsor and host Entrepreneur Week activities.
3. Develop logo and brand for the week.
4. Develop and finalize schedule of events.
5. Disseminate event Information.
6. Evaluate event; begin planning for the next year's Entrepreneur Week.

DESIRED OUTCOME

Connect people with appropriate resources to realize entrepreneurial ambitions.

Promote interest in entrepreneurship.

Demonstrate city government support of entrepreneurial activity.