



Department of City Development

Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission
NIDC

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

July 11, 2007

To The Honorable Members of the Common Council
City of Milwaukee
City Hall, Room 205

Dear Council Members:

Subject: Economic Development Strategy and Policy Framework

On Thursday, July 12, 2007, at a meeting of the Urban Economic Development Association, Mayor Barrett will discuss a framework for the economic development policy section of Milwaukee's Smart Growth plan. We had been scheduled to share this information with the Council's Community and Economic Development Committee at its July 3rd meeting. Unfortunately, because the meeting was cancelled, we were unable to make this presentation last week.

The highlights of the framework are captured in the attached brochure. We look forward to making a full presentation about the framework at Committee later this month.

Sincerely,

Rocky Marcoux
Commissioner

Attachment

MILWAUKEE **Economic Development Strategy & Policy Framework**

comprehensive Plan

In September 2005, seven southeastern Wisconsin counties formed the Milwaukee 7 economic development organization. Governments, employers, and educational institutions have joined from Milwaukee, Waukesha, Ozaukee, Washington, Walworth, Racine and Kenosha counties.

The Milwaukee 7 was formed to take regional action to improve southeast Wisconsin's economy. The group wants our part of the state to do all it can to keep the jobs we have, and to grow employment opportunities where possible. The Milwaukee 7 is analyzing the region's assets, identifying opportunities suggested by those assets, and recommending strategies that align resources with opportunities.



At the same time, the City of Milwaukee embarked on the creation of a "Smart Growth" policy plan that is required by the State of Wisconsin. The "Smart Growth" plan will include discussion on policy in nine areas.

The City's "Smart Growth" plan will correspond to the work of the Milwaukee 7, but will seek to address two additional key questions:

(1) What roles do Milwaukee employers, academic institutions, and the local government play in the advancement of the Milwaukee 7 economic development vision?

(2) How do we make sure that opportunities pursued by the Milwaukee 7 happen in the City of Milwaukee?

To begin answering these questions, preliminary planning has taken place with focus groups and local elected officials. In the months ahead, the City will engage stakeholders throughout our community in the discussion.



Emerging Opportunities

Advanced Manufacturing & Prototyping...



involves a constant process of research, product design and development and consists ongoing refinement and reinvention of existing products.

Foundation for Success:

Engineering at UWM and MSOE; Creative partnerships between universities and local employers; Strong industrial design firms and schools

Clean & Green Technology...



includes products, services, and processes that make efficient use of natural resources, and reduce or eliminate environmental impacts.

Foundation for Success:

Leading clean and green companies (Johnson Controls and Rockwell Automation); academic research; Office of Sustainability; and community assets like the Urban Ecology Center and Growing Power.

Fresh Water Research & Development...



includes laboratory research, public education, and the development of products that monitor and conserve water.

Foundation for Success:

Location; UWM Great Lakes Water Institute; MMSD; Discovery World at Pier Wisconsin; strong companies in the water conservation business.

Biomedical Technology...



applies engineering and technology principles to living or biological systems usually for the purpose of improving human health and fighting disease.

Foundation for Success:

Existing Biomed companies (GE Healthcare, Mortara Instruments); specialized health care facilities; academic research; local venture capital; Biomedical Technology Alliance; community support for School of Public Health.

Critical Assets

The Metro Milwaukee region exhibits many critical assets that are necessary for growing an innovation economy...

Quality of life

- Vibrant downtown
- Cultural heritage and international city

Innovation infrastructure

- Corporate strength
- Academic institutions
- City government
- Telecommunications, data, and internet infrastructure

Specialized skill sets

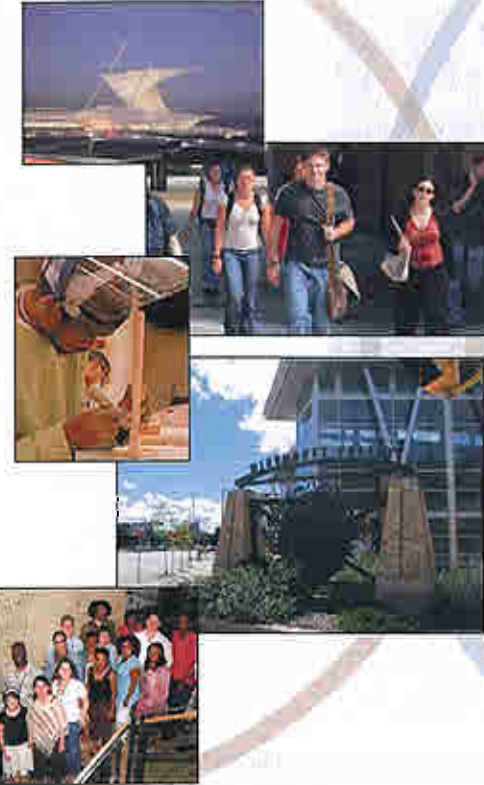
- Finance/IT
- Engineering
- Arts and Design

Redevelopment expertise

- Brownfields
- Land assembly

Available workforce

- Fill employment needs



Existing Growth Opportunities

Milwaukee has many existing companies in fields like health care, manufacturing, business services and food processing that are successfully adapting to the demands of the innovation economy. These companies can provide employment opportunities at all levels.



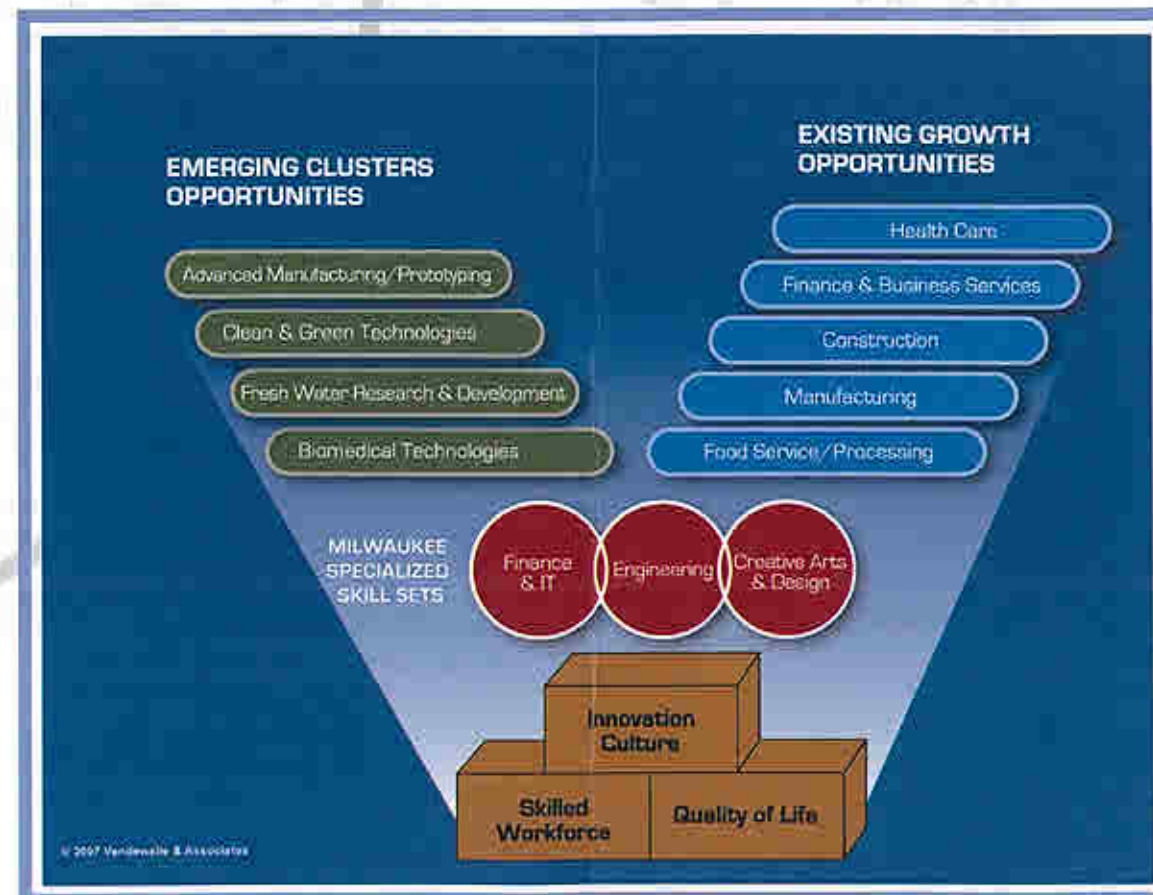
Innovation Economy

The information technology revolution has led to the creation of new industries and jobs, increased competition, heightened rates of business formation, and globalization. The productivity gains spurred by the innovation economy mean fewer manufacturing jobs and more high-tech and business service jobs. Activities that used to be handled face-to-face now can be handled through electronic means.

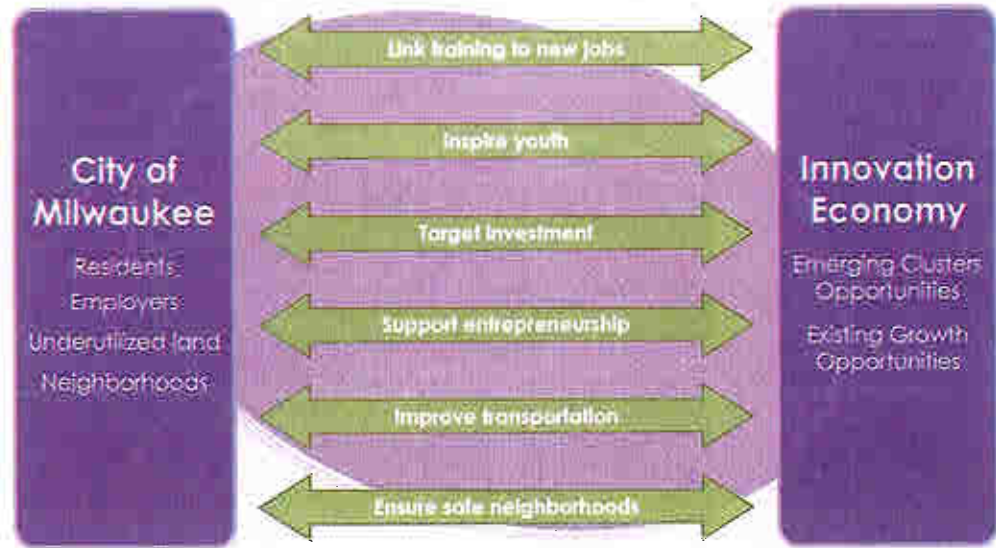
The evolving innovation economy has given both employers and workers more locational freedom. The innovation economy also is re-defining the assets that make cities and regions attractive to employers.

The Metropolitan New Economy Index, developed by the Progressive Policy Institute, found that a regional approach to economic development is key to success. Metropolitan areas thriving in the innovation economy share certain characteristics:

- 1) They have a highly skilled workforce.
- 2) They have a culture of innovation and an infrastructure that supports innovation.
- 3) They have an outstanding quality of life.



City of Milwaukee Economic Development Policy Plan
Strategic Policy Framework



The City's Economic Development Policy Plan will focus on strategies that will link Milwaukee to the opportunities of the Milwaukee 7 regional vision.

Five Catalytic Projects

The plan will explore initiatives like the following that link Milwaukee to the Milwaukee 7 regional vision.

1 Workforce development

A change in the way workforce development is organized is already underway. In addition, the Milwaukee 7 region has created a Regional Workforce Alliance to tackle worker training on a wider scale.

2 The "Great Lakes Green Industry Complex" in the 30th street corridor.

The idea is to re-invent brownfield properties in the 30th Street corridor as a place where companies in the emerging clean and green sector can manufacture, process, distribute, and sell products.

3 Fresh Water Research and Technology Center

Given the success of the Great Lakes Water Institute, the availability of lakefront land near the Port, and our City's strength in water-related industries, Milwaukee has the opportunity to create a major fresh water research and technology center.

4 Life ventures centers

This idea would enrich programs at outstanding community facilities like the Urban Ecology Center, Growing Power, Pier Wisconsin, and the Milwaukee Youth Arts Center. Kids engaged in the exciting activities at these facilities identify and nurture their talents, learn about careers to which they may not otherwise be exposed.

5 Centers for Family Prosperity

This approach helps households increase their income and spending power by combining, in neighborhood locations, employment counseling and job training, financial management resources, and access to income supports like the Earned Income Tax Credit.

Citywide Policy Plan - Contact Information
www.mkedcd.org/planning/EDP

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