GROWING PROSPERITY | WORK PLAN

STRATEGY 6.1

Define clear pathways to business creation & expansion

ACTION ITEM

6.1.4: Outstation City staff with local entrepreneurship development organizations to provide direct assistance

PRIORITY

Long-term, high priority

PARTNERS

LEAD:
- City of Milwaukee Department of City Development

PARTNERS:
- BizStarts
- Wisconsin Women's Business Initiative Corporation
- Milwaukee Public Library
- Local chambers of commerce
- Spreenkler
- Other entrepreneurship and business support organizations as approriate

RESOURCES REQUIRED

- City staff time to work on-site in entrepreneurship development organizations.

REASON FOR ACTION

Multiple organizations provide technical support to would-be entrepreneurs, and link their clients to resources needed to start their businesses. Providing a City staff liaison to these organizations will help assist entrepreneurs in understanding City government resources and regulations that will have an impact on the businesses they hope to establish, and provide advice on how to deal with them.

IMPLEMENTATION STEPS

1. Identify City staff with expertise in City programs and regulations and ability to provide in-house support at entrepreneurship development organizations at least one day per month.
2. Identify relevant entrepreneurship development organizations that would be interested in hosting a City staff member to assist in entrepreneur support.
3. Develop schedule for in-house City staff support.
4. Review results with partner organizations and refine program to better serve entrepreneurs.

DESIRED OUTCOME

Regular City staff presence in entrepreneurship development and business support organizations to improve entrepreneurs' understanding of and ability to navigate City programs and regulations, with the goal of helping more entrepreneurs and small businesses get off the ground and be successful.