

# Location-Based Opportunities

## Strategy 4.1: Implement a data-driven, location-based approach to large site development.

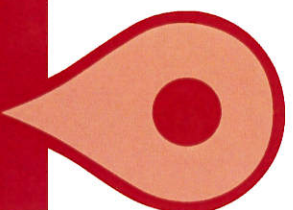
- Develop, maintain and publish a comprehensive list of available sites in the City of Milwaukee
- Maintain an inventory of 100 acres of “shovel ready” industrial land
- Return 500 acres of brownfield land to active, industrial use in 10 years

## Strategy 4.2: Anticipate future industry needs.

- Regularly communicate with M7 and asset industry cluster organizations to learn about their location needs, and keep suitable development sites on their radars
- Create a food innovation district or corridor in the City
- Update analysis of industrial-zoned land in Milwaukee, to ensure that zoning regulations fit the needs of asset industry clusters
- Advocate for policy changes that promote investment in public transportation options
- Invest in infrastructure to promote efficient intermodal networks

## Strategy 4.3: Develop and promote neighborhood business opportunities.

- Identify existing vacant building inventory and promote for alternative uses
- Advance opportunities for home-based businesses in neighborhoods
- Explore and advance opportunities for live/work/sell space to support artists & entrepreneurs



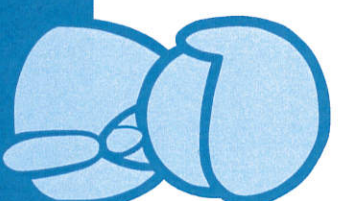
# Human Capital Development

## Strategy 5.1: Grow the workforce employers need.

- Develop a Center for Advanced Manufacturing at Century City
- Align workforce development with growth opportunities in asset industry and large employment clusters
- Expand internships, job shadowing, part-time summer jobs, and local high school career academies for high school and college students
- Develop a web site of opportunities for employers to become involved in job preparation activities that target local youth
- Investigate proven national models that change the educational aspirations of students of low-income families
- Establish branding, events and internship opportunities designed to better connect students at Milwaukee post-secondary institutions to the larger community, with the goal of retaining more graduates of local colleges

## Strategy 5.2: Expand efforts to assist the hardest to employ.

- Appoint a team to explore the establishment of an entity, similar to Homeboy Industries, that offers jobs and provides support services for ex-offenders
- Encourage local employers to pursue practices that are more inclusive of ex-offenders
- Partnering with MPS, spearhead private fundraising to restore free driver's education classes and expand support for driver's license recovery efforts
- Advocate for public transportation improvements that connect Milwaukee residents to employment centers throughout the metropolitan area
- Support the expansion of State of Wisconsin transitional jobs programs



## VISION STATEMENT

*City of Milwaukee government will reduce unemployment and poverty within the city and grow prosperity for its residents by partnering strategically with and leveraging the resources of community organizations, asset industry leaders and private sector partners.*

As the largest city in Southeast Wisconsin, Milwaukee plays a pivotal role in the region's economic success. The Milwaukee 7's regional *Framework for Economic Growth* recognizes the city's unique position in the regional economy. *Growing Prosperity* aligns closely with the goals identified in the *M7 Framework* while focusing on city-specific strengths and challenges.

### Growing Prosperity at a glance:

- Completed between March 2013 and September 2014, *Growing Prosperity* involved more than 100 community leaders and local stakeholders who participated in a series of 12 meetings and work sessions to formulate strategies.
- Adopted by the Milwaukee Common Council in October 2014.
- Focuses on four areas of strategic importance to the city: location-based development opportunities, human capital development, entrepreneurship and innovation, and quality of life and place.
- Contains 47 action items organized within 12 larger strategies that address the four areas of importance.
- Work plans have been developed in coordination with local partners responsible for implementation of each of the 47 action items.

### Partners:

African American Chamber of Commerce	Milwaukee Area Technical College
Alice's Garden	Milwaukee County
ART Milwaukee	Milwaukee Downtown BID 21
BizStarts Milwaukee	Milwaukee Public Library
Bucketworks, Inc.	Milwaukee Public Schools
Community Development Funders Alliance	Milwaukee School of Engineering
Creative Alliance Milwaukee	Milwaukee Succeeds
FAB Wisconsin	Milw. Metropolitan Assoc. of Commerce
FUEL Milwaukee	NEWaukee
Greater Milwaukee Committee	Northwestern Mutual Foundation
Greater Milwaukee Foundation	Northwest Side CDC
Hispanic Chamber of Commerce	Riverworks Development Corporation
Hmong Chamber of Commerce	SEWRPC
Layton Boulevard West Neighbors	The Gateway to Milwaukee
Local Initiative Support Corporation	The Water Council
MIL Economic Development Corp.	University of Wisconsin-Milwaukee
Milw. Area Workforce Investment Board	WHEDA
Menomonee Valley Partners	Wisc. Department of Children & Families
MetroGO!	Wisc. Women's Business Initiative Corporation
Midwest Energy Consortium	VISIT Milwaukee
Milwaukee 7	Zilber Family Foundation

For more information, or to view the full plan:

[city.milwaukee.gov/GrowingProsperity](http://city.milwaukee.gov/GrowingProsperity)