GROWING PROSPERITY | WORK PLAN

STRATEGY 6.2

Maximize effectiveness of local technical assistance providers

ACTION ITEM

6.2.3: Improve communication between City agencies and the intermediaries that provide service and technical assistance to local businesses

PRIORITY

Medium-term, medium priority

PARTNERS

Lead: City of Milwaukee Dept. of City Development

Partners: City of Milwaukee Depts. of Neighborhood Services, Public Works, Health, License Division
Milwaukee Public Library
Entrepreneurial support organizations (eg, WWBIC, BizStarts, etc.)
Business Improvement Districts/BID Councils
Local Community Development Corporations
LISC entrepreneur promotion affinity group

REASON FOR ACTION

Many local organizations and professionals interact with individuals wishing to start new businesses. These organizations include business improvement districts, chambers of commerce, commercial lenders, accountants, attorneys, and trade groups. City government can be a resource to these groups and professionals, by providing training programs and materials about City government services, public library resources and services, and other resources of value to their business clients. Similarly, groups and individuals that interact with firms can provide valuable information about the needs of their clients to City agencies. Such feedback can be used to improve the quality of City services to business.

RESOURCES REQUIRED

- Funds to create training programs and marketing materials for City programs
- Language translation resources for training and marketing materials
- Meeting space for training programs
- Funding to design and create a single web portal that businesses and entrepreneurial support organizations can use to access all City services to business.

IMPLEMENTATION STEPS

1. Form an inter-agency team of City departments listed as "partners" to share their strategies for communicating with business customers.

2. Establish a master list of all City web sites and published materials that are targeted to a business audience. Identify the channels now being used to distribute these materials and publicize these web sites.

3. Establish a single graphic identity for City outreach to business customers and the organizations that support them. Establish a communications campaign to inform businesses and support organizations of the new portal.

4. Create a new web portal that provides access to all City business services.

5. Establish common standards for the use of languages other than English for materials that communicate with business customers and the organizations that support them. Over time, apply these standards to published and online material.

6. Create several training programs that can be presented to business support organizations such as BIDs, the BID Council, WWBIC, etc., to familiarize the staff of these organizations with the full range of City services to business customers.

DESIRED OUTCOME

Business and entrepreneurial support organizations will become more effective in linking their clients to City-sponsored business services.