

Entrepreneurship & Innovation

Strategy 6.1: Define clear pathways to business creation and expansion.

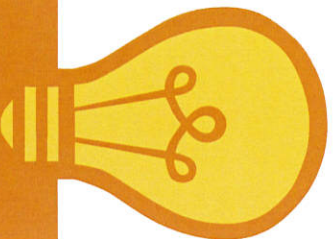
- Develop regulation road maps for start-ups
- Reuse vacant City-owned commercial properties to foster start-ups in central city neighborhoods
- Establish a Local Business Action Team within City government to focus on improving service to businesses
- Outstation City staff with local entrepreneurship development organizations to provide them direct assistance

Strategy 6.2: Maximize the effectiveness of local technical assistance providers.

- Invite KIVA to partner with City government and local organizations to develop micro-lending programs for small businesses
- Encourage all organizations that assist businesses to list their services on a common forum
- Improve communication between City agencies and the intermediaries who provide services and technical assistance to local businesses

Strategy 6.3: Support Milwaukee's entrepreneurial culture.

- Develop and host an annual "Entrepreneur Week" to showcase local talent and resources
- Introduce principles of entrepreneurship to Milwaukee school students
- Foster an "Artist Entrepreneurial" city by supporting artists and creative entrepreneurs
- Evaluate City regulations to ensure they facilitate shared work spaces, live/work/sell spaces, and research and development activities



Quality of Life & Place

Strategy 7.1: Enhance quality of life and opportunity.

- Establish a Quality of Life Council & adopt a Quality of Life Plan
- Establish an Equality of Opportunity Blueprint
- Use creative placemaking and special events to establish places and activities in the city where all segments of the community can interact
- Implement *ReFresh Milwaukee* to make Milwaukee a greener, more environmentally sustainable city
- Support the continued implementation of catalytic projects identified in the Milwaukee area land use plans

Strategy 7.2: Strengthen and enhance neighborhoods and civic leadership.

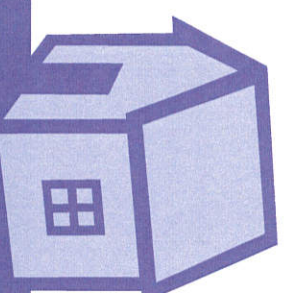
- Help to fully resource affinity groups like NEWaukee and FUEL Milwaukee that engage younger Milwaukeeans in civic life
- Support organizations that engage in neighborhood improvement

Strategy 7.3: Enhance the impact of neighborhood investments.

- Develop a menu of intervention strategies targeted to the different neighborhood categories identified by the Market Value Analysis
- Seek alignment among actors working to improve Milwaukee neighborhoods

Strategy 7.4: Build Milwaukee's brand.

- Promote Milwaukee as a water-centric city
- Establish an aggressive neighborhood marketing campaign
- Leverage opportunities linked to the City of Milwaukee's international relationships
- Create and distribute a Milwaukee marketing tool kit for use by local businesses



GROWING PROSPERITY

AN ACTION AGENDA FOR ECONOMIC DEVELOPMENT IN THE CITY OF MILWAUKEE

