



2020 Economic Development work plan

This work plan takes into account the City's 2019 Economic Development Program and 2050 Comprehensive Plan. Without replicating the comprehensive and long term initiatives outlined in those plans, this document identifies priorities and initiatives for 2020.

Promotion and Marketing:

- Add CARW property search function to City web page to allow direct access to City of Brookfield listings
- Regularly update ED web pages as needed to provide the most accurate and up to date information to anyone interested in the City's business climate
- Continue to update Targeted Investment Area and Neighborhood Plan brochures as needed on the ED webpages
- Work closely with **Wisconsin Economic Development Corporation (WEDC)**, **Milwaukee 7**, and **Waukesha County Center for Growth (WCCG)** to support their marketing efforts of prospective opportunities in the City
- Work with building owners, developers, property managers and brokers to promote office, industrial and retail sites and space to prospective users

- Continue to promote city financing programs such as: Brookfield Development Loan Fund, Façade Improvement Grant program in conjunction with Waukesha County finance programs to create new locally owned businesses and enhanced aesthetics

Continue Revitalization Efforts in Village Area with Brookfield Village, Ltd:

- Continue to facilitate the relocation of the Historic Train Depot as a business/trail head for a new Waukesha County bike path
- Continue to promote and work with First Bank to respond to Village Loan applicants to aggressively recruit new retail, restaurant and service businesses to Village
- Continue to work with Village LTD. Board to plan, promote, execute and enhance events such as Kid's Fest, Brookfield Beer Garden, and Tree Lighting

Redevelopment Planning:

- Continue to search for and work with potential developers on the remaining available properties in the Northwest Gateway Business Park area
- Assist the Community Development Director as needed, to plan for redevelopment opportunities in Brookfield Square/Executive Drive area
- Work with the developer and prospective business interests in completing the site development of the NorthBrook Commerce Center

Education Linkages:

- Meet with Elmbrook School District officials to examine areas of mutual interest and coordinate on marketing of community's attributes
- Meet with Colleges and Universities to examine specific opportunities for Brookfield locations as a key location factor for technology focused companies
- Work with WCTC to facilitate programs that benefit Brookfield businesses
- Continue to work with and promote the Elmbrook Launch program for real world educational opportunities with the business community

Business Retention and Expansion:

- Conduct 80 - 100 business visits in 2014
- Assist businesses with problems, concerns or requiring City services

Financial Tools:

- Promote and coordinate the administration of the City's financial assistance programs in conjunction with County, Regional Economic Development partners, and private business lending partners
- Assist the Finance and Community Development Directors with creation of TIF project plans and TIF creation documents as needed
- Continue to work with WEDC on grant submittals to create supplemental financing options to local and regional businesses locating in City

Internal Capacity:

- Continue to work with other designated City departments to implement a department wide document management system in assessing the need for software which includes development process management (workflow)
- Finish Economic Development Finance Professional (EDFP) classes through the National Development Council