



2014 Economic Development work plan

This work plan takes into account the City's 2008 Economic Development Program and 2035 Comprehensive Plan. Without replicating the comprehensive, long term initiatives outlined in those plans, this document identifies priorities and initiatives for 2014.

Promotion and Marketing:

- Publish ED Newsletter 6 – 9 times per year, grow subscriber list
- Add Xceligent search function to City web page to allow direct access to City of Brookfield listings, update ED web pages as needed
- Attend **Chamber, CVB, WCBA, WCEDC, CARW, NAIOP** meetings and events; communicate, cooperate and coordinate activities with their staff
- Represent City, economic development programs at presentations, seminars, conferences directed at business audiences and professional services
- Work with **CVB** and **Chamber** on Relocation Guide (City pocket folder?)
- Continue to update Targeted Investment Area and Corridor brochures
- Respond to and pursue direct City ED marketing opportunities in conjunction with **CVB, Chamber, Village, WCEDC, M 7** and other partners
- Work closely with **Waukesha County ED Corporation, Milwaukee 7, and Wisconsin Economic Development Corporation** to support their marketing efforts, share, and respond to prospect opportunities wherever sourced
- Work with building owners, developers, property managers and brokers to promote office, industrial and retail sites and space to prospective users

Continue Revitalization in Village Area with Brookfield Village, Ltd:

- Finalize Strategic Plan, 2014 Plan and budget, form initial Board of Directors
- Manage Hoffman Ave. Parking lot improvement/potential event space
- Work with First Bank to respond to Village Loan applicants, close deals
- Work with prospective businesses to facilitate smooth start-up of operations
- Aggressively recruit new retail, restaurant and service businesses to Village
- Work with Village to plan, promote and execute events such as Easter Egg Hunt, Farmer's Market, Kid's Fest, Art & Spirit Crawl, and Tree Lighting
- Plan for Historic Train Depot relocation/restoration, Waukesha County and other recreational trails, additional public parking, and new developments

2014 (Re) Development Planning:

- Complete Façade Grant program in conjunction with **Waukesha County** to enhance aesthetics in Northeast Industrial area
- Work with owners in 124th St. Corridor to finalize branding and design/install entrance signs as part of street reconstruction in the area
- Work with 124th St. Corridor owners to present/finalize street and storm water improvements, and agree on financial participation in project
- Identify/conduct due diligence on redevelopment site(s) in 124th St. Corridor
- Work with potential developers of sites for multi-family development
- Work with **CVB** to examine benchmark facilities, potential sites and financing models for meeting and conference center
- With Department Director, work with developer of Ruby Farms site on development plans, financing and marketing/prospect development
- Continue pre-development work with potential developers in Northwest Gateway Business Park area
- Assist Department Director as needed, to plan for redevelopment opportunities in Brookfield Square/Executive Drive area

Education Linkages:

- Meet with Elmbrook School District officials to examine areas of mutual interest. Coordinate on marketing of community's attributes
- Work with WCTC to facilitate programs that benefit Brookfield businesses
- Work with Anthem, Cardinal Stritch, Herzing, and Ottawa to raise profile and explore opportunities between the schools and community partners
- Meet with Colleges and Universities to examine specific opportunities for Brookfield locations as a key location factor for technology companies
- Identify opportunity for shared Technology Training Center (and potential incubator space) in partnership with targeted educational institutions

Business Retention and Expansion/Survey:

- Conduct 80 - 100 business visits in 2014
- Conduct focused surveys as needed (124th St., Capitol Drive Corridors)
- Assist businesses with problems, concerns or requiring City services

Financial Tools:

- Promote and coordinate administration of Brookfield Development Loan Fund in conjunction with **WCEDC** and **Business Lending Partners**
- Work with **WCEDC**, **WBD** and others to develop directory/matrix of financing programs and disseminate through links, and other means

Internal Capacity:

- Continue to recruit and supervise interns
- Assist in other departmental and City real estate needs. Manage disposition of City owned lots on Moorland and Hackberry, and Lilly and Newell
- Implement Xceligent search function, evaluate Assessor's shared data base. Assess need for software, including pro forma/financial analysis as needed