

## IMPLEMENTATION PLAN SUPPORTING RATIONALE

### BUSINESS DEVELOPMENT

#### SUPPORTING AND GROWING BARABOO'S BUSINESSES

Goal	Objectives	What's Required, how do we get there	Estimated Cost	Priority 1, 2, 3	Schedule (Short or Long Term)
<b>A. Enhancing Our Workforce</b>	1. Conduct a workforce needs assessment and action plan	Use MadRep form for survey as part of Business retention plan. There are approximately 140 industries on the 2007 list in our area to be survey. A1 and B2 could be done together.		1	280-350 hrs Ongoing. New staff.
	2. Support a workforce development workgroup	Work with MATC and School officials to improve the plan currently in place. The City is in a support role. Develop relationship with Workforce Development.		1	Short term
<b>B. Committing to Existing Businesses</b>	1. Inventory businesses, sites and buildings	This is a program that requires time, organized effort with local realtors and property owners and an electronic system for summarizing data. Short term, links on City's web site and with realtors can be used but a better system needs to be organized long term.		3	
	2. Conduct a formal business retention and expansion (BR&E) program for large firms (employers)	Use MadRep Business retention plan survey form. The starting area would be approximately within 10 miles of Baraboo. There are approximately 140 industries		1	280-350 hrs.
	3. Conduct a business visitation program for small firms	The purpose and data to be collected need to be determined. There are approximately 400 businesses in the Chamber, not all from Baraboo		2	800-hrs
	4. Conduct business exit interviews	A system needs to be developed for obtaining info for business changes and what data will be requested		3	50 hrs ??

<b>C. Developing New Businesses</b>	1. Develop and distribute a Baraboo-specific business start-up guide	This can be done by the ED person or assistant or with current staff in-house		1	20 hrs
	2. Research and target business development opportunities	With the leadership of BEDC and City Council a list of priority businesses would be developed for the ED Dir to follow up. Do A1 and B2 first.		2	
	3. Review and refine the City's process for supporting business development	Recommendations have yet to be developed for this. The specifics on what changes are needed need to be outlined. The shape of the ED position needs to be considered in this. Most of this can be done in-house now.		1	

**COMMUNITY DEVELOPMENT**

**CREATING A PLACE TO VISIT, LIVE, WORK, AND PLAY**

Goal	Objectives	What's Required, how do we get there	Estimated Cost	Priority	Schedule
<b>D. Marketing Baraboo</b>	1. Identify and inventory assets	The Baraboo area asset list was developed 4 years ago and now needs to be made a part of an organized marketing effort. The focus may now be changing to being a talent being a "talent attractor". Work with the Chamber, SCDC , MadRep, WEDD on this.		1	
	2. Build and maintain a world-class website	Need to identify the specific points to display and what is to be accomplished. Do #1 first.	5-\$20K	2	
	3. Implement and maintain a contemporary social marketing effort	This will be developed by the ED director with supporting staff assistance. This should be done in conjunction with #2.		2	
	4. Implement a new resident welcome program	In the process of being implemented now by Mayor Palm. Chamber and volunteers are on board.		1	Now
<b>E. Enhancing Tourism Development</b>	1. Promote the area to visitors	A marketing plan needs to be developed by ED director, Chamber and local governments.		3	Long term
	2. Strengthen the linkages between the community and area attractions: State Parks; Environmental Organizations (ICF, ALF, etc.); Historic Downtown; River Corridor	This can be part of the marketing plan. Organizing these groups to meet and work on common issues may also be part of the plan.		2	Short term
<b>F. Improving Amenities</b>	1. Maintain and enhance infrastructure and parks and cultural amenities	The City already compiles a Capital Improvement Plan for infrastructure. Developing the means for more input from other organizations as noted above should		1	Short term

		be considered.			
	2. Provide outstanding access to contemporary technology products and services	Determine what type of technology system for general public access is needed and work toward implementing same with local business involvement.		3	Long term
	3. Feature pedestrian and bike friendly trails	This is an ongoing effort by the City Park Dept. but other local governments need to share in the effort.		3	Long term
	4. Offer an array of affordable and attractive housing options	Continue to offer and develop an array of housing types. It will be important to partner with the school system on new development because of the domino effect new employment and housing would have on schools..		3	Long term

**REDEVELOPMENT:  
A COMMITMENT TO REVITALIZING THE CITY**

Goal	Objectives	What's Required, how do we get there	Estimated Cost	Priority	Schedule
<b>G. Creating a South Boulevard Redevelopment Plan</b>	1. Conduct a redevelopment study (along the entire corridor)	Studies of this type will usually take 3-6 months to get public input, organize needs and then to develop a plan changes. The ED Director would organize this effort.	\$10-50k	1	Short term. Do items G, H, I and J in one study
	2. Implement a beautification initiative (including weed control, street tree plantings, public art placement, nuisance ordinance enforcement, etc.)	Weed control is something that can be done now with existing staff. The Administrative Comt needs to make recommendation on new nuisance abatement ordinance.		1	Short term
<b>H. Creating an East Entrance Corridor Redevelopment Plan</b>	1. Conduct a redevelopment study (from Ash Street to the community entrance)	To save money, this could be done at the same time as the South Blvd Study.		1	Short term. Do items G, H, I and J in one study
	2. Implement a beautification initiative (including weed control, street tree plantings, public art placement, nuisance ordinance enforcement, etc.)	Weed control is something that can be done now with existing staff. The Administrative Comt needs to make recommendation on new nuisance abatement ordinance.		1	Short term
	3. Reassess the Utilization of the Jackson Property	This effort can be included in the east and west side corridors to save money.		1	Short term
<b>I. Creating a West Entrance Corridor Redevelopment Plan</b>	1. Update and refine the retail market study to focus on actively filling vacant retail and service properties in West Baraboo	This update could be done as a separate study or possibly, as part of the East Side and South Blvd redevelopment areas. Develop an RFP for one or more options and get bids to determine cost and timing. This initial work would be done by staff. West Baraboo should be a partner in this	?		Short term. Do items G, H, I and J in one study

		study.			
	2. Assess the Highway 12-Highway 33/136 intersection and environs for opportunities for improved functionality and aesthetic appeal				
	3. Develop strategies to connect the traffic on the bypass with the businesses located at this intersection and environs				
<b>J. Enhancing the Appearance of the City</b>	1. Create attractive entrances and update community wayfinding signage			2	Long term. Do design theme as part of study in G, H, and I.
	2. Encourage attractive storefronts, signage, and new façade designs	BID has discussed and even developed the outline for a façade improvement program. This could be done with in-house staff. Funding still needs to be determined based on a refinement of the program.		2	Long term
	3. Implement a beautification initiative (including weed control, street tree plantings, public art placement, nuisance ordinance enforcement, etc.)	Weed control is something that can be done now with existing staff. The Administrative Comt needs to make recommendation on new nuisance abatement ordinance.		1	Short term