

Brookfield Economic Development Plan Priority Implementation Strategies		
Strategy	Description	Timeline
1.1a	Continue to build strong relationships and close coordination among public and private sector entities engaged in economic development efforts in Brookfield, including the EDC, the CDA, and the CVB.	Ongoing
1.1b	Maintain an ongoing relationship between the City and the local and regional real estate community regarding issues affecting economic development, and maintain a positive and open relationship with the business community.	Ongoing
1.2a	Enhance and promote the tourism and hospitality industry in Brookfield by promoting the City's hotels and Brookfield Conference Center, existing restaurants and other visitor services in collaborating on bringing larger conference and/or training facilities, restaurants and retail	Ongoing
1.3a	In coordination with the CDA, identify "next phase" redevelopment actions or programs that could be implemented in Brookfield, focusing in particular on the TIAs identified in the Comprehensive Plan.	Immediate 1-2 years
2.1d	Communicate with businesses via newsletters, email, phone, and face-to-face where practical.	Ongoing
2.1g	Periodically survey City businesses, commercial real estate property owners, and commercial brokers regarding City policies and business development issues, and act on input from those surveys.	Ongoing
2.1k	Perform comprehensive evaluation of the economic development section of the City website and upgrade resources and information as necessary, based on "best practices" for economic development.	Immediate 1-2 years
2.2a	Continue an active business attraction ("Business Serious") campaign, with a focus on recruiting and attracting quality businesses. Continue to establish targeted marketing campaigns, preceded by research, to promote Brookfield as a location of choice for business development and expansion. Market locally to the banking community and real estate community; market regionally to the real estate development community; and selectively market out-of-state for business	Ongoing
2.2b	Maintain a computerized database of available commercial properties and provide listings of those properties on an attractive, easy-to-use, and regularly updated website. Make sure the area and regional business community and brokers are aware of that website.	Ongoing

2.3d	Provide information to small businesses regarding available community, regional, and state resources and services related to business development.	Ongoing
2.3f	Help prospective small businesses navigate through City requirements and approval processes.	Ongoing
2.4a	Focus new non-residential and mixed use development and business growth in locations and TIAs in a manner that best supports the desired character, range of uses, and plans for each of the TIAs.	Ongoing
3.1f	Explore opportunities to promote and support the establishment of a business training center for multiple purposes, including technology training and customer service excellence ("Brookfield Institute").	Immediate 1-2 years
4.1a	Evaluate challenges facing existing businesses, and implement measures to resolve or address these physical constraints and regulations on business expansion and development without compromising the City's high development quality.	Immediate 1-2 years
4.1b	Work collaboratively to review the City's development review processes to ensure that they are as fair, clear, and predictable as possible. Implement changes as appropriate.	Immediate 1-2 years
4.1d	Provide assistance to desirable small and locally-owned businesses that may need assistance navigating the permitting and licensing processes, including periodic check-in during the development review process.	Immediate 1-2 years
7.1a	Support the implementation of the proposed split-diamond Interstate 94 interchange at Calhoun Road and Brookfield Road as an opportunity to improve Brookfield's economic position and reduce traffic congestion.	Ongoing