

Entrepreneurial Lessons from Past Urban Business Experiences



Redevelopment Authority
of the City of Milwaukee



Helen Bader Foundation



Milwaukee Economic
Development Corp

Funding Organizations



Redevelopment Authority
of the City of Milwaukee
RACM



Milwaukee Economic Development Corp



Helen Bader Foundation

Today's Topics

Objectives

Approach

Methodology

Deliverables



Study Objectives

Assess Business Technical Assistance Needs -

1. Identify Business Client Needs
2. Prioritize and Deliver Assistance
3. Measure Client Progress

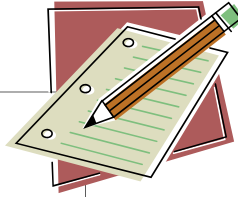


Study Approach



Study Advisory

Study Design



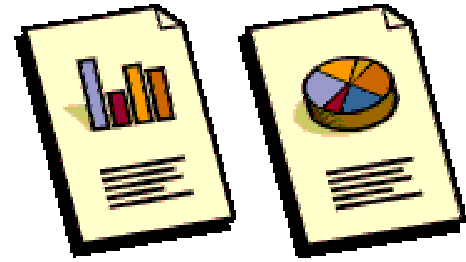
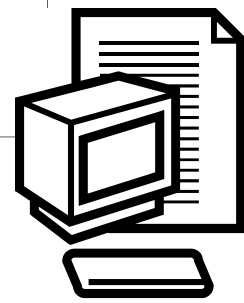
Secondary Research



Data Collection



Data Analysis



Study Report & Business Assessment Checklist



Methodology

Selections

1. Business Sectors
2. Neighborhoods
3. Categories of Factors

Business Sector Selection

Which Types of Businesses should Study Focus On?

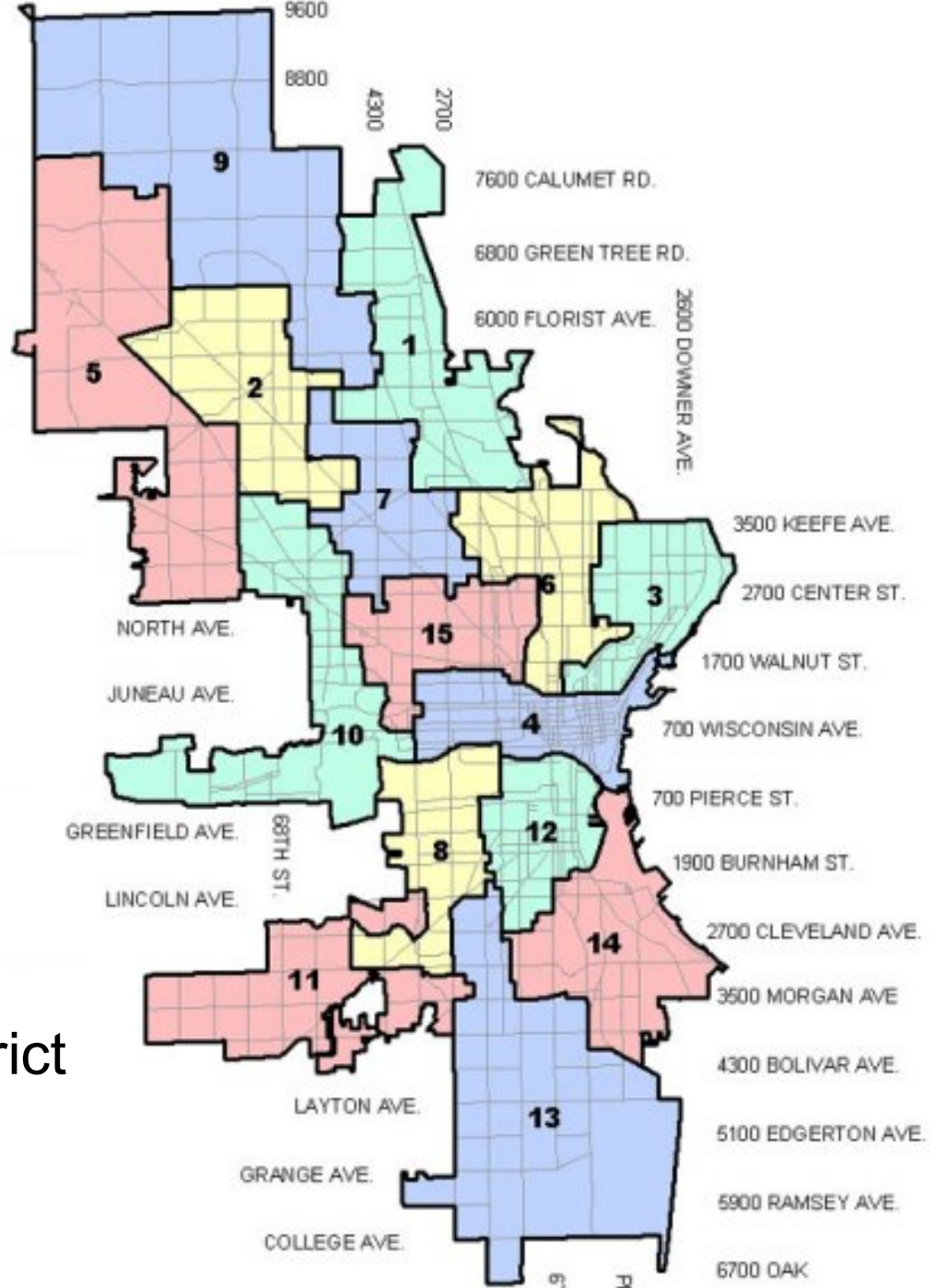
- i. Restaurant / Café
- ii. Retailer
- iii. Transportation
- iv. Childcare
- v. Health and Fitness

Methodology

Neighborhoods Selection

Need to collect success and failure data from same or similar areas

Central City
Historically Distressed
Revitalized Commercial District



Categories of Factors

Analysis Categories

Business Environment	Business Acumen
<ul style="list-style-type: none">i. Neighborhood Demographicsii. Retail Business Mixiii. Consumer Spendingiv. Industry Clusterv. _____?	<ul style="list-style-type: none">i. Owner Experience and Skillsii. Business Pre-Planningiii. TA Receivediv. Prior Mgmt Experiencev. Accepts & Applies Advice or Directives When Givenvi. _____?

BACOM Member Input and Insights

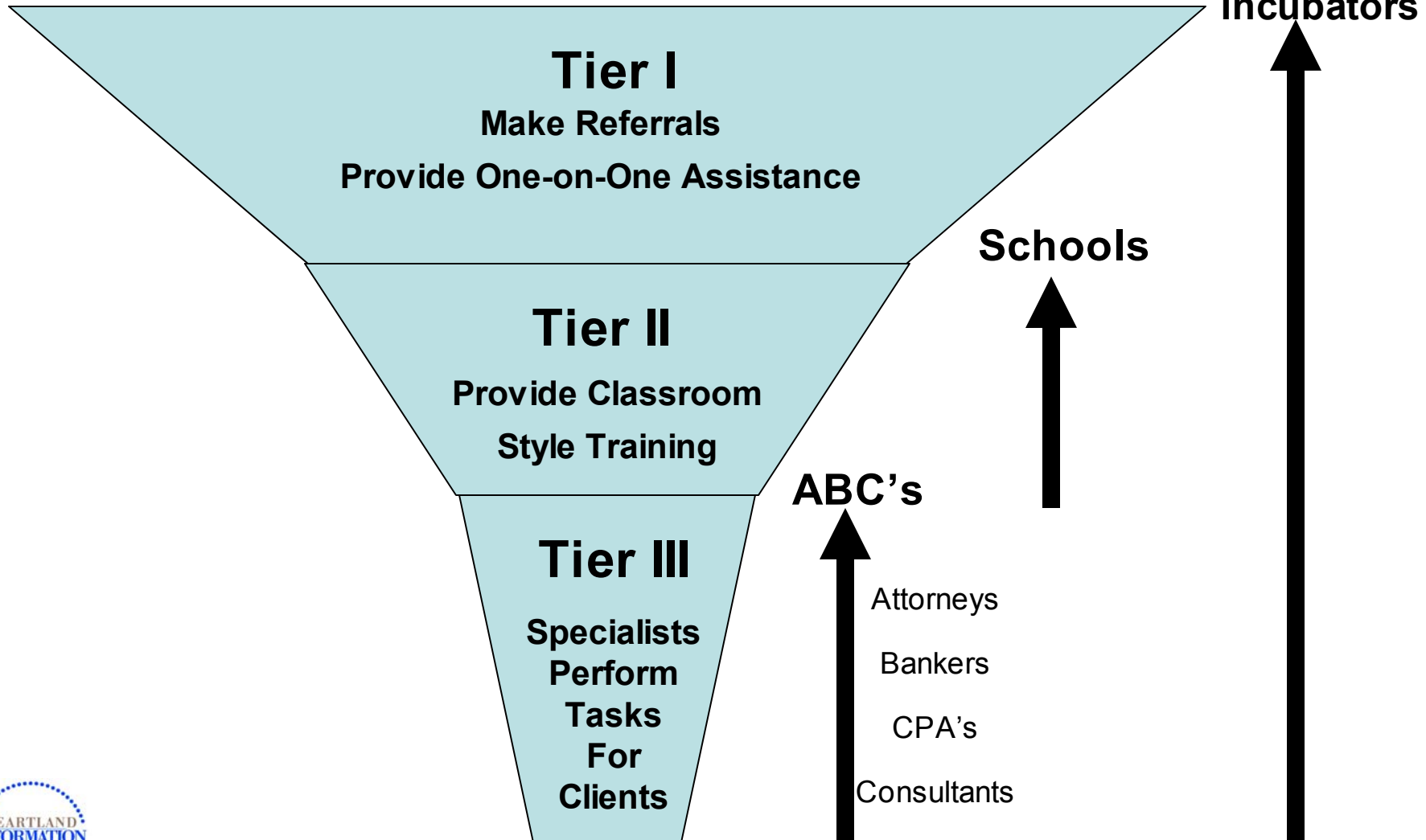
Based on your experience, identify other Factors in Business Environment and Business Acumen that the Study should Investigate.

Study Deliverables

1. Final Report
2. Business Assessment Tool Box
3. Technical Assistance Prioritization



Business Assistance





**Initial Recruitment Thru Seminars,
Referrals, Word-of-Mouth**

**One-on-One or Small Group
Meetings to Identify Needs**



**Report &
Checklist**



**Will Help Tier I
Identify and Prioritize
Technical Assistance to
New and Existing Clients**



**Referral to
Educational
Resources**

**Send Qualified
Consultants**



**Technical
Assistance
Flow**



**I have not failed. I've just found
10,000 ways that won't work.**

Thomas Edison

