

Entrepreneurial Lessons from Past Urban Business Experiences

Study	List of Suggested Tools	
Funded by:	Helen Bader Foundation	Milwaukee Economic Development Corp
Redevelopment Authority of the City of Milwaukee		

NOTE: These tools are subject to approval and funding for development. Those with * will be designed as part of this study.

Possible Tool	Contents	Usage	Status
*Business Referral Sheet	Would gather key business & owner information	Allow CDC staff to quickly refer clients by faxing over fact sheet with basic information	HIR
*Business Card Resource Guide	Would list useful resources on business card size form	Useful for public officials to inform business owners of resources available	HIR Audience TBD
City Department Sheet	List of City Departments and when/why business owners need to contact them	Leave at permitting and other department help counters	City
Business Phone Hotline	Would contain pre-recorded help information	Could be put on forms and other documents to help direct owners to resources	City
Advisor Cheat Sheet	Would list useful resources and their use	For bankers, attorneys, CPA and other advisors assisting Milwaukee Businesses	
Newsletter	Would list useful resources and their use	Included in tax bills or separate mailings by city departments or officials.	
Window Stickers for facade grants	Would state work partly funded by facade grant	Would give passersby and other business owners contact info to see if they qualify	City
System to automatically contact new or expanded biz in city	System to generate in-person or phone contact with business owner	New bus announcements are used by sales people, could also be used by CDC	City
Traveling board of advisors	Team of CDC members trained in working as an informal advisory board to business owners	Meet periodically with owners to review status, answer questions, and provide business development advice.	
*Business Interview Sheet	Would guide CDC staff through initial interview with client.	Help identify the TA required for clients and gauge business readiness	BACOM
*Business Start-up Steps and Checklist	A flow chart and checklist to help guide business owners through the key start-up milestones.	Help guide the start-up business through critical milestone steps	HIR
*Business Technical Assistance Plan	A list of questions to first help identify area of deficiencies that require technical assistance and second to prioritize the tasks	Help pinpoint area of deficiencies that require technical assistance and prioritize the delivery of assistance	HIR
Alderman Letter	Study introduction and resources	Inform alderman of study and resources available	City