



Minutes of the Franklin Economic Development Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
May 3, 2023 – 6:30 p.m.

Members Present			Others Present	
Barber, Mike	x	Timothy Wachter (Vice Chair)	x	
Bobowski, Steve (Chair)	x	Barbara Wesener	x	John Regetz, Economic Development Director

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 6:30 p.m. by Chairman Bobowski.
- II. The floor was opened for citizen comment at 6:32 p.m. Motion by Wesener, second by Wachter, to close citizen comment. Citizen comment closed at 6:34 p.m.
- III. Approve Minutes from the January 26, 2023 Meeting – Motion by Barber, second by Wachter, to approve. Motion carried.
- IV. Budget review – Regetz reviewed the Economic Development Department’s programing budget items, as included in the City of Franklin’s approved 2023 budget. There are approximately \$31,500 that can be used for marketing materials and strategic planning.
- V. Marketing Materials – Regetz reviewed the Materials development RFP, Vendor Profiles, and Timing and next steps. Motion by Wachter, second by Wesener, to approve and distribute the Marketing Materials development RFP (attached). Motion carried.
 - a. Database report – Regetz reported that Data Axle cannot generate email addresses. D&B costs run from \$1,200 to \$3,500. A D&B subscription at the email address level for target industry executive contacts will be pursued in 2024 and be included in the budget.
- VI. Economic Development Update
 - a. EDC Presentation to the Franklin Business Park Consortium (FBPC), 5/17, EDC Input - The Commission directed that a review of 2022 EDC activities, and planned 2023 & 2024 activities, be included in the presentation, as indicated by the FBPC in response to the Chairman’s inquiry.
- VII. Economic Development Strategic Plan for the Franklin EDC - Regetz reviewed the Facilitators RFP, Facilitator Profiles and Timing and next steps. Motion by Wachter, second by Barber, to approve and distribute the Strategic Plan development RFP (attached). Motion carried. Motion by Bobowski, second by Wachter, to add TIP Strategies and Suit St. Marie planning vendor to list. Motion carried.
- VIII. Next meeting date – June 22. The Mayor will be invited to attend a future meeting of his choice and consider brining the Planning and Administration Directors.
- IX. Adjournment – Motion by Barber, second by Wachter, to adjourn. Meeting adjourned.

ATTACHMENTS

May 17, 2023

**City of Franklin
Request for Proposals
Marketing Materials Development**

The City of Franklin seeks proposals and estimated costs from firms capable of providing marketing materials. The objective of the effort is to create promotional materials for Franklin Corporate Park and Loomis Business Park, update the City of Franklin's economic development guide and profile, integrate these into the City's website and update its economic development web pages.

Responses will be evaluated to determine the best fit for the City. Criteria for evaluation will include:

- experience with marketing efforts (public sector and/or community marketing experience preferred)
- ability to provide professionally prepared marketing imagery, copy, web, video and other targeted media
- quality of previous work (digital, print, and other creative formats with representative imagery and copy)
- ability to complete tasks and work within the budget guidelines and timelines outlined by clients
- understanding of local assets and what sets Franklin apart within the region
- Estimated cost for materials and services

City staff will work with the Economic Development Commission (EDC) to determine a preferred firm with which to contract, based on the criteria outlined above. Staff will then work with that firm to prepare a contract for consideration by the Franklin Common Council. The initial contract will include deliverables pertaining to economic development collateral, advertisements, stock photography, etc.

Response Deadline

To be considered, please submit a letter of interest and qualification to the Director of Economic Development. Submissions received after June 19, 2023 will not be considered.

Budget

The City of Franklin has allocated budget categories totaling \$31,000 for economic development programming efforts in 2023, of which \$15,500 can be directed towards marketing efforts.

Background

Franklin has made a concerted effort to enhance its brand identity and market the community, starting in 2017. The Common Council directed staff to solicit qualifications for Branding and Marketing services at its October 3, 2017 meeting, resulting in contracts that produced a new logo, signage and other branded promotions.

The Economic Development Commission wishes to continue building on these efforts to promote the City by developing marketing collateral and updating its website. Current efforts to continue enhancing Franklin's brand are being staffed by the City's Director of Economic Development with leadership from the Economic Development Commission.

About the City of Franklin

Franklin, Wisconsin is a suburban Milwaukee community of 36,500 residents in southeastern Wisconsin. Franklin is known for its quality subdivisions, parks, top-rated schools and successful business and industrial parks. Franklin's new Corporate and Loomis business parks provide great economic growth opportunities and have already realized success. Franklin also serves as home to global manufacturers, the Rock and Milwaukee County Sports Complexes, The conservancy for Health and Healing, Wehr Nature Center, the Oak Leaf Hiking Trail and other unique suburban amenities.

Several large-scale developments are planned that will continue to reshape the community including, new residential subdivisions,

creation of a new mixed-use business redevelopment project, hotel and retail development. Beyond these developments, large portions of the community remain undeveloped for residential, commercial, mixed-use, industrial, natural and open space uses.

RFP Contact:

John Regetz

Director, Economic Development Dept.

9229 W. Loomis Road

Franklin, WI 53132

414-427-7566

JRegetz@franklinwi.gov

May 17, 2023

**City of Franklin
Request for Proposals (RFP)
Economic Development Commission Strategic Planning**

The City of Franklin seeks proposals and estimated costs from firms capable of providing strategic planning services for the City's Economic Development Commission (EDC). The objective of the effort is to create a strategic plan that provides goals and objectives for EDC to pursue and by which to measure its success.

Responses will be evaluated to determine the best fit for the City. Criteria for evaluation will include:

- experience with economic development in the public sector
- ability to provide professionally prepared planning documents in a variety of media
- quality of previous work including digital, print, and other creative formats with representative examples
- ability to complete tasks and work within the budget guidelines and timelines outlined by clients
- understanding of local assets and what sets Franklin apart within the region
- Estimated cost for materials and services

The Economic Development Commission (EDC) will work with the City staff to determine a preferred firm with which to contract, based on the criteria outlined in this RFP. Staff will then collaborate with that firm to prepare a contract for consideration by the EDC and Common Council. The contract will include deliverables pertaining to developing a strategic plan for economic development including, facilitation, meetings, publishing, promotion, etc.

Response Deadline

To be considered, please submit a proposal to provide services to the Director of Economic Development. Submissions received after June 22, 2023 will not be considered.

Budget

The City of Franklin has allocated budget categories totaling \$31,000 for economic development programming efforts in 2023, of which \$15,500 can be directed to strategic planning.

Background

Franklin has made a concerted effort to plan economic development land uses, enhance its brand identity and market the community. The Franklin First Ticknor Report and Theil marketing collateral are key examples of these efforts. The Economic Development Commission wishes to continue building on these efforts to promote and develop the City, beginning with drafting a vision, mission, values, goals and objectives.

The EDC directed staff to solicit proposals for strategic planning services to result in an agreement submission to the Franklin Common Council. Current efforts to develop the EDC's strategic plan are being staffed by the City's Director of Economic Development with leadership from the Economic Development Commission.

About the City of Franklin

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Several large-scale developments are planned that will continue to reshape the community including, new residential subdivisions, creation of a new mixed-use business redevelopment project, hotel and retail development. Beyond these developments, large portions of the community remain undeveloped for residential, commercial, mixed-use, industrial, natural and open space uses.

Scope Of Services Consultants are asked to provide, at minimum, the following items:

A. Project Plan

1. Key project milestones.
2. Anticipated timeline, including start date. The timeline should also include the anticipated life of the plan (between 3-5 years) and all associated milestones.
3. A breakdown of costs by item, including those requested in this document, as well as any additional services recommended

B. Strategic Plan Development

The EDC prefers the development of the strategic planning be facilitated in June, 2023, the plan itself be drafted in July & August and be fully completed by September 28, 2023. While the facilitated input session should be inclusive, the City would prefer this development phase to be performed by the Consultant, EDC members and key staff, as delineated in the following items:

1. Guidance/assistance in the development of a new vision, mission, values, goals and objectives.
2. Chart an effective course of action for the EDC through setting priorities and maximizing innovative opportunities in a fiscally responsible manner.
3. Fully describe the intended methodology for the facilitation of the strategic plan development process and responsible parties.

C. Deliverables

At a minimum, the final deliverables should include:

1. Development of a new vision, mission, values, goals and objectives.
2. Development of a comprehensive strategic plan within the guidelines identified in the scope of work, that has a life of 3-5 years. The plan must be easily implemented into annual EDC work plans over the same period.
3. Guidance on how to update the plan and evaluate progress.
4. On-site facilitation of the strategic planning input process.

RFP Contact - Send proposals to:

John Regetz

Director, Economic Development Dept.

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