



Minutes of the Franklin Economic Development Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
November 14, 2024 – 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
Justin Lockridge				

- 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 6:31 p.m. No citizens were present, and Citizen Comment closed at 6:31 p.m.
- III. Approve Minutes from the October 18, 2024 meeting – Motion by Barber, second by Wesener, to approve. Motion carried.
- IV. Strategic Planning
 - A. Survey and Focus Group Results Report - Cory Plasch, CP2 Consulting, presented the data as attached. Reports will be emailed for posting on the City web site and distribution to upcoming Retreat and Focus Group members. Restaurants and specialty grocery stores (Trader Joe’s) are the top development projects of interest. The survey participation rate was good with 431 responses.
 - B. The Strategic Planning Retreat will be conducted on December 10, from 9:00 am to 2:00 pm, in the Hearing Room of City Hall. The EDC will hold a Special Meeting in which to conduct the Retreat. The EDC, City Council and lead staff, involved in economic development, will participate. Public EDC notices will be distributed.
- V. Upcoming Events Reminders
 - A. 2024 Business Appreciation Celebration, November 18, 5pm, Polish Center – Dale Kooyenga, President of MMAC will be the keynote speaker.
 - B. Niche Cocoa Tour with the Franklin Business Park Consortium, Nov. 20, 9:00 a.m. – The facility is installing equipment, whose functions will be explained during the tour. The cocoa market and Niche’s position in it will be described and questions answered in a meeting after the tour.
- VI. Next meeting date – Motion by Wesener, second by Barber, to hold the next regularly scheduled EDC meeting on January 17, 3:00 pm. Motion carried.
- VII. Adjournment - Motion by Wesener, second by Barber, to adjourn. Motion carried.

Franklin Stakeholder Results

Cory Poris Plasch

CP2 Consulting

November 14, 2024



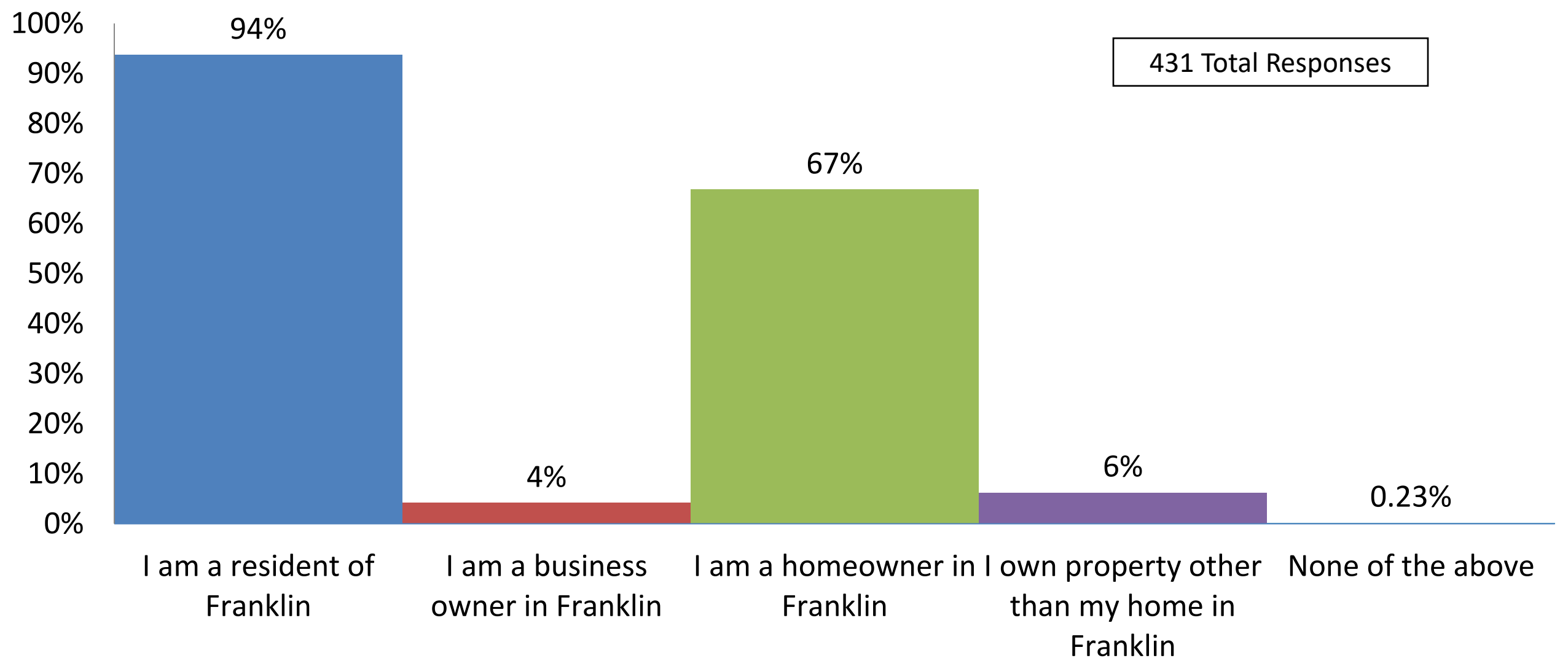
Cory's Background

- Ten years in local government, with six as a 911 Dispatcher.
- Four years as a VP at a mission-driven tech startup company that focused on community engagement (Polco/National Research Center).
- Leadership roles in the Alliance for Innovation and the Wisconsin City/County Management Association.
- Presents at conferences nationally on strategic planning, innovation, use of data, and engaging historically marginalized populations.

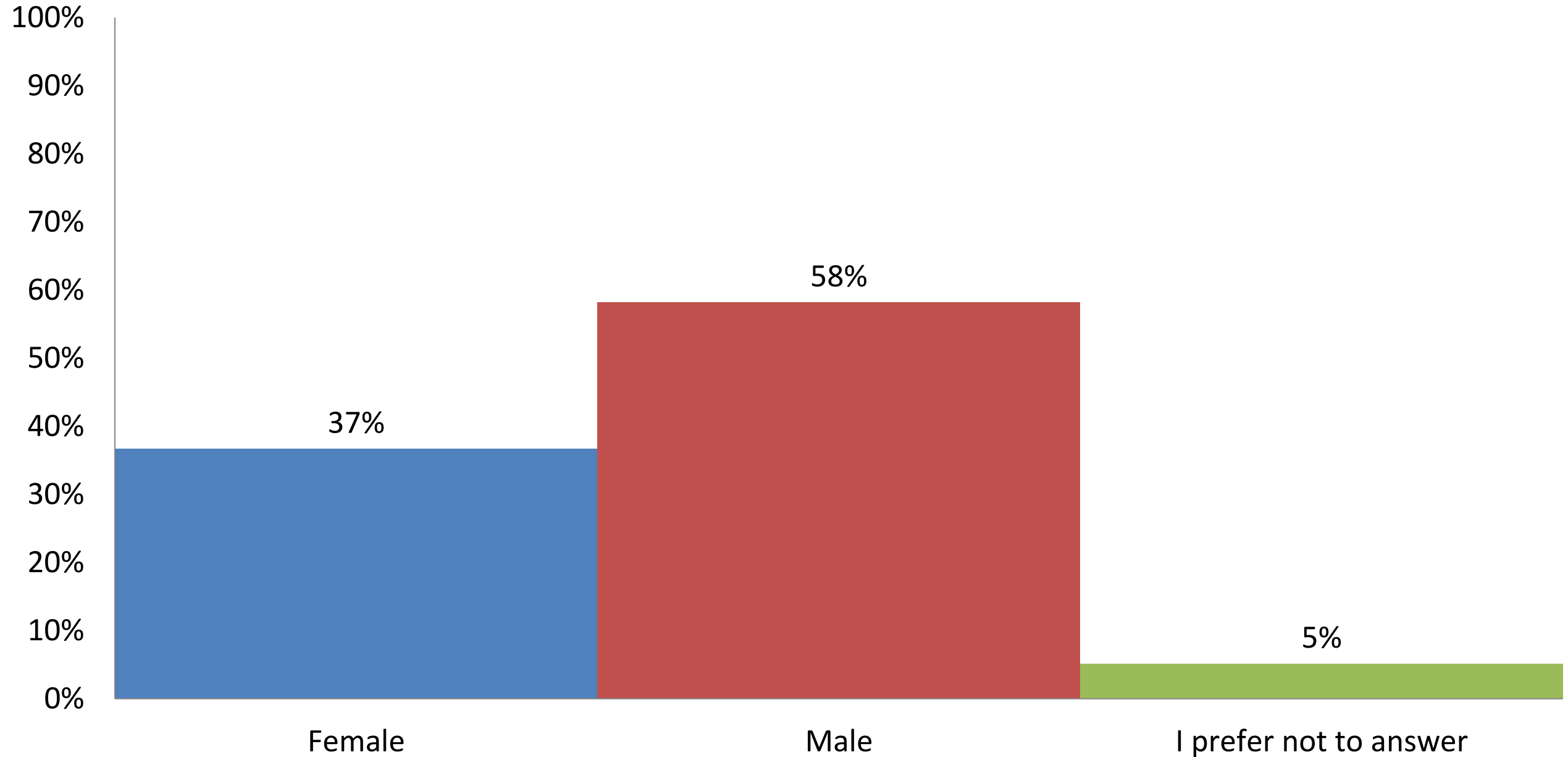


Economic Development Community Survey Results

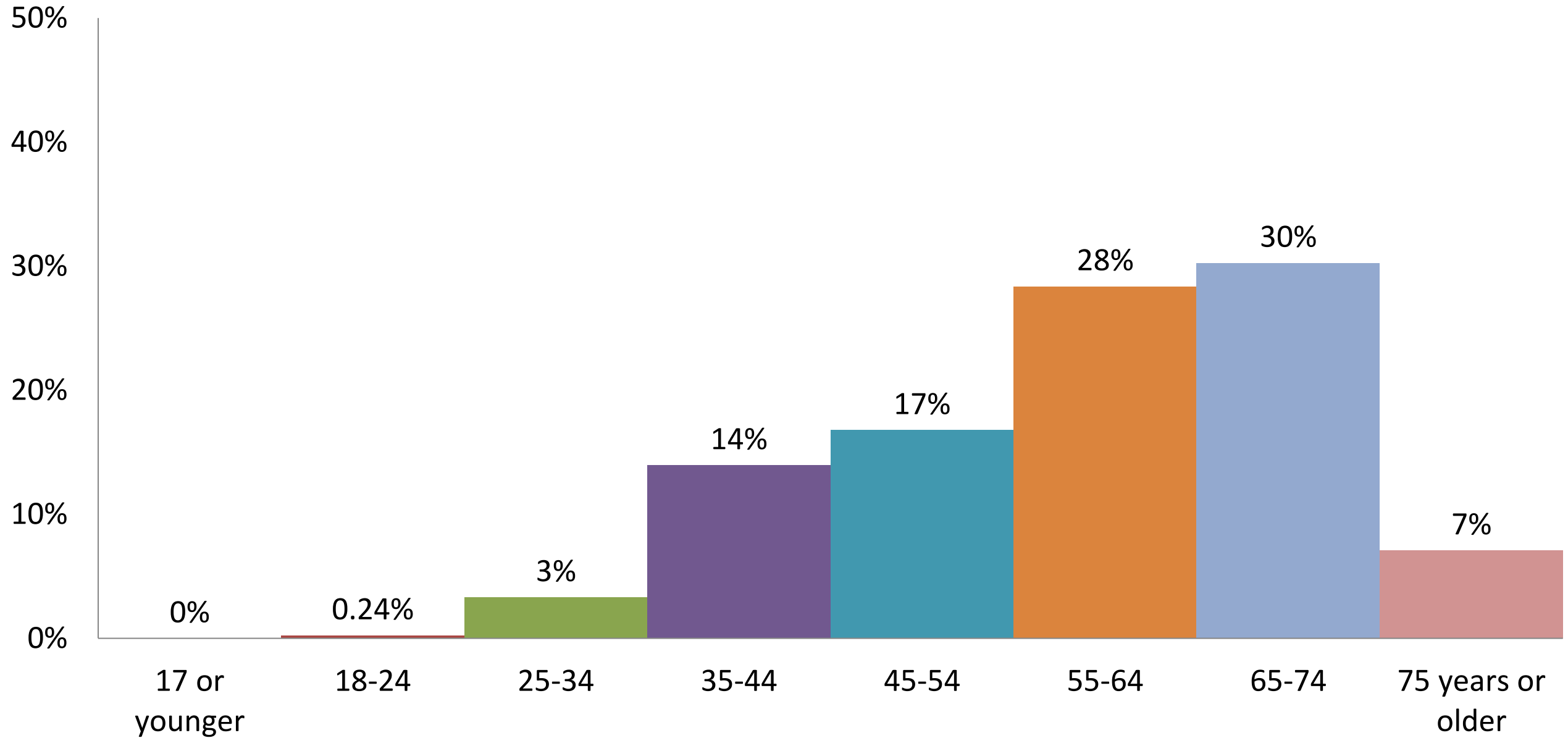
Economic Development Survey Respondents



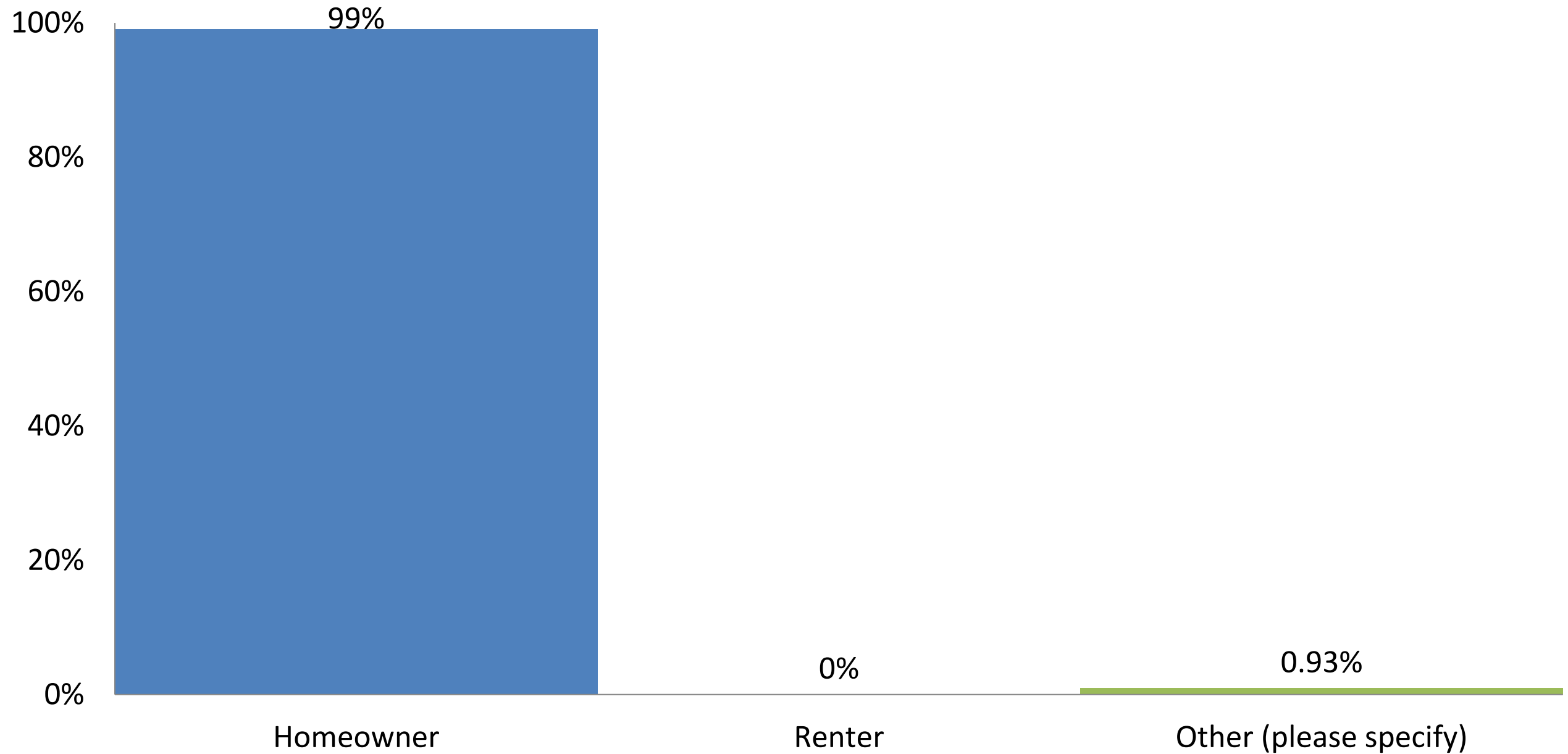
What is your gender?



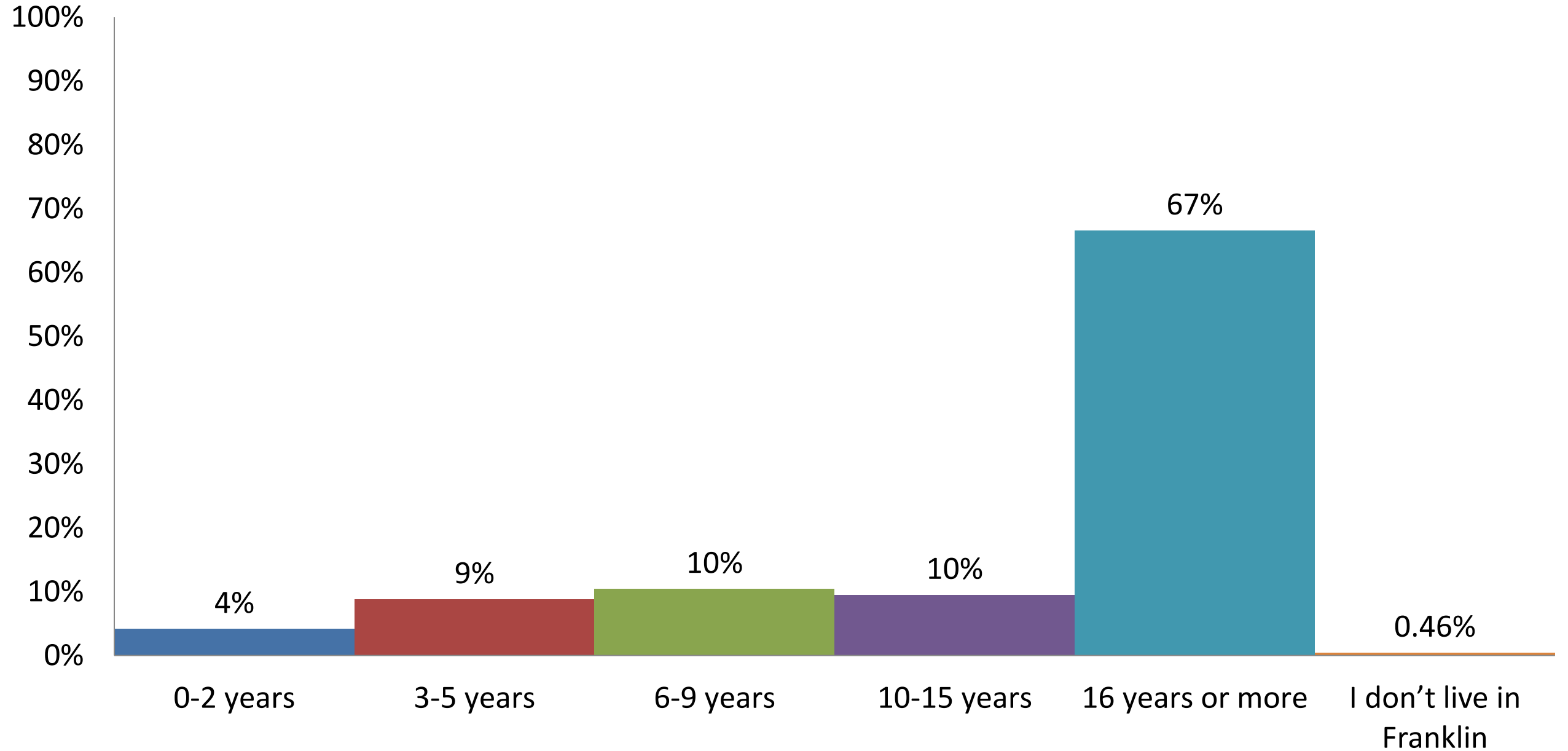
What is your age?



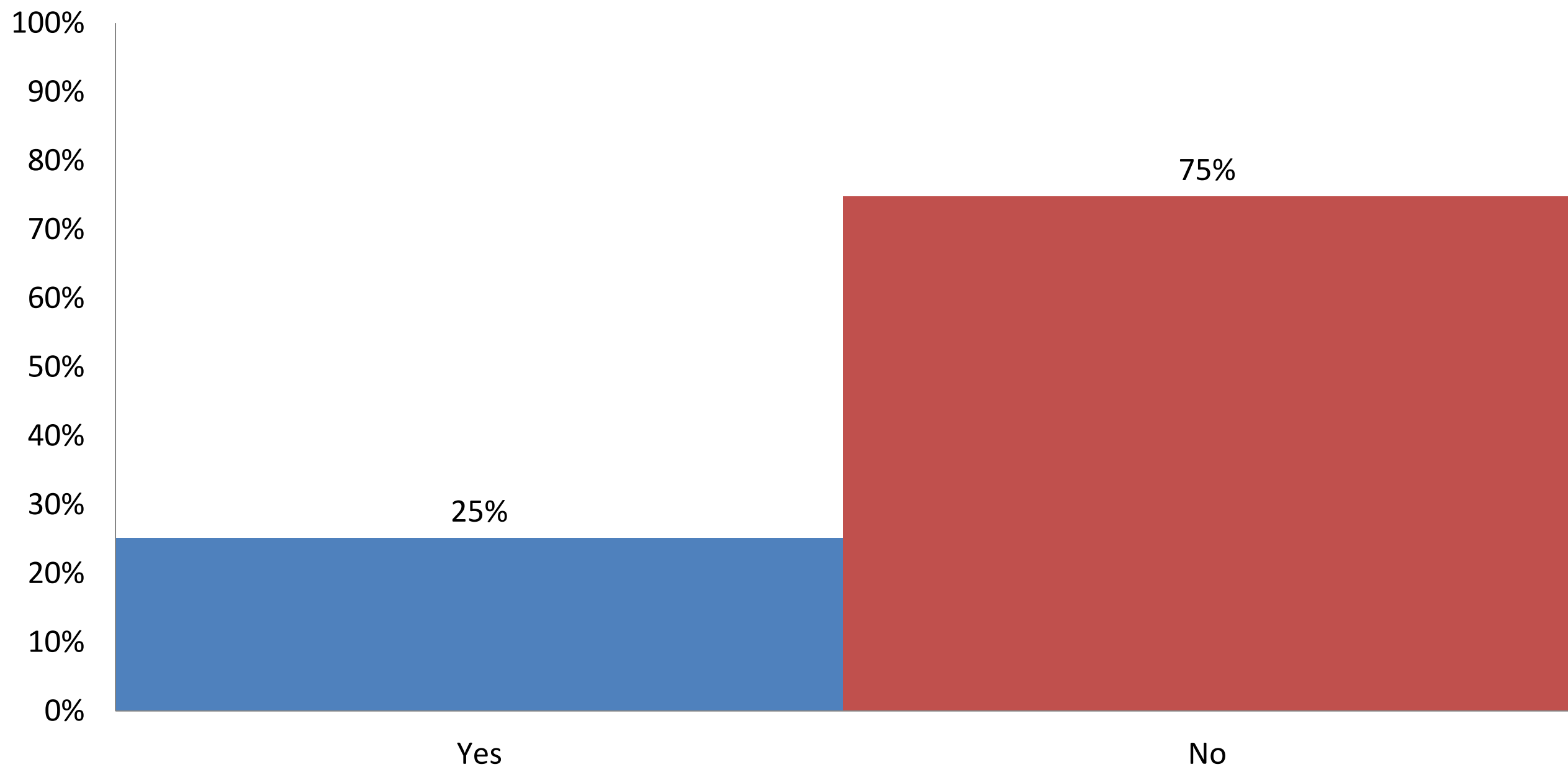
What is your living situation?



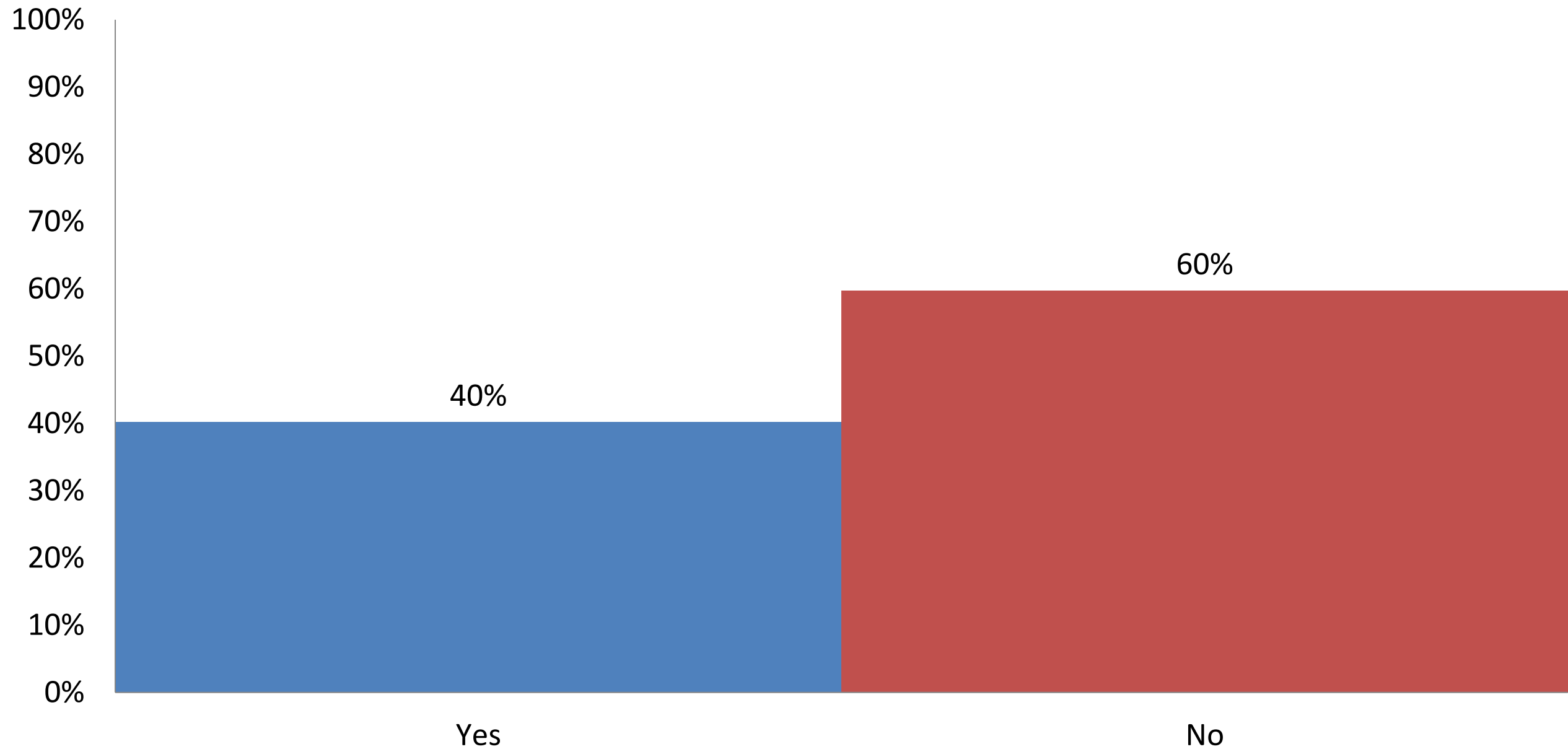
How long have you lived in Franklin?



Do you have children 17 or under in your household?

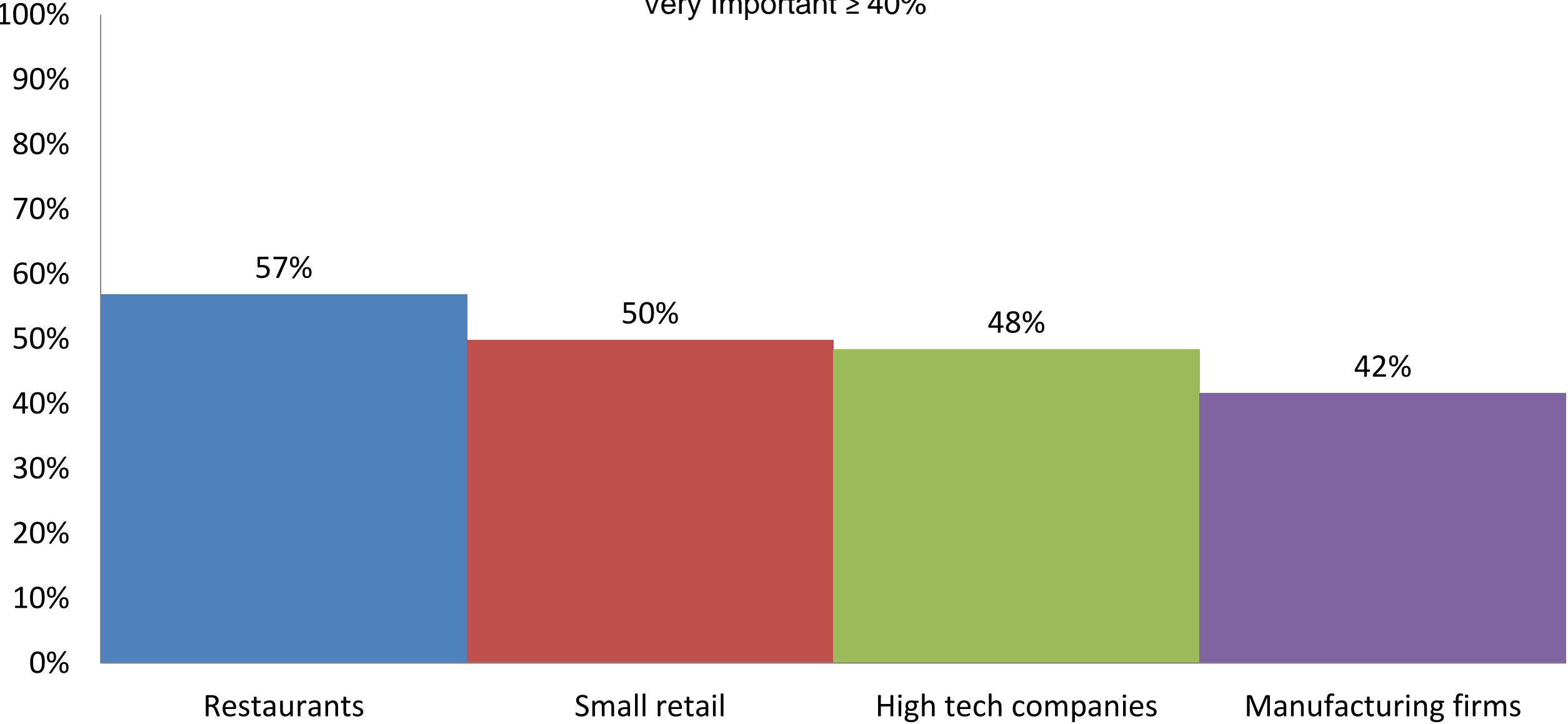


Are you or any other members of your household aged 65 or older?



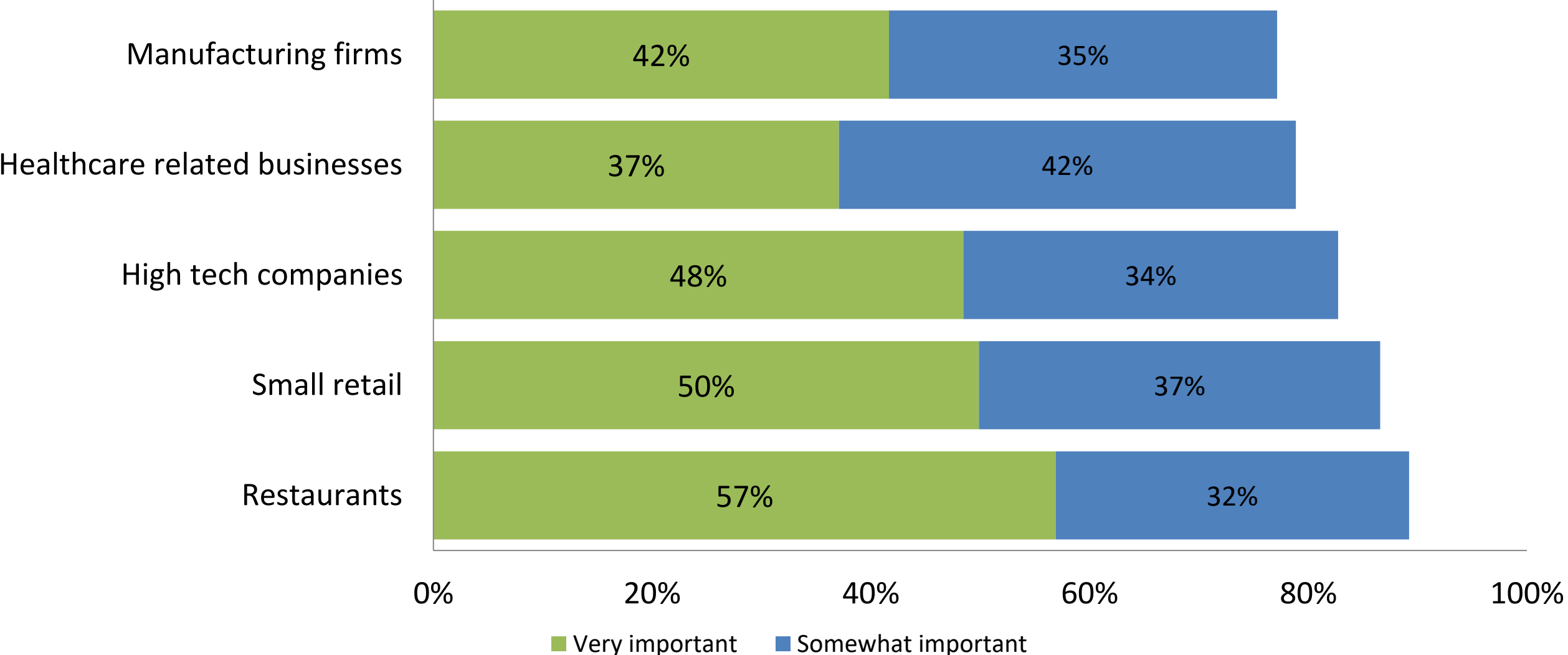
How important is it to try and recruit the following types of businesses to Franklin?

Very Important $\geq 40\%$



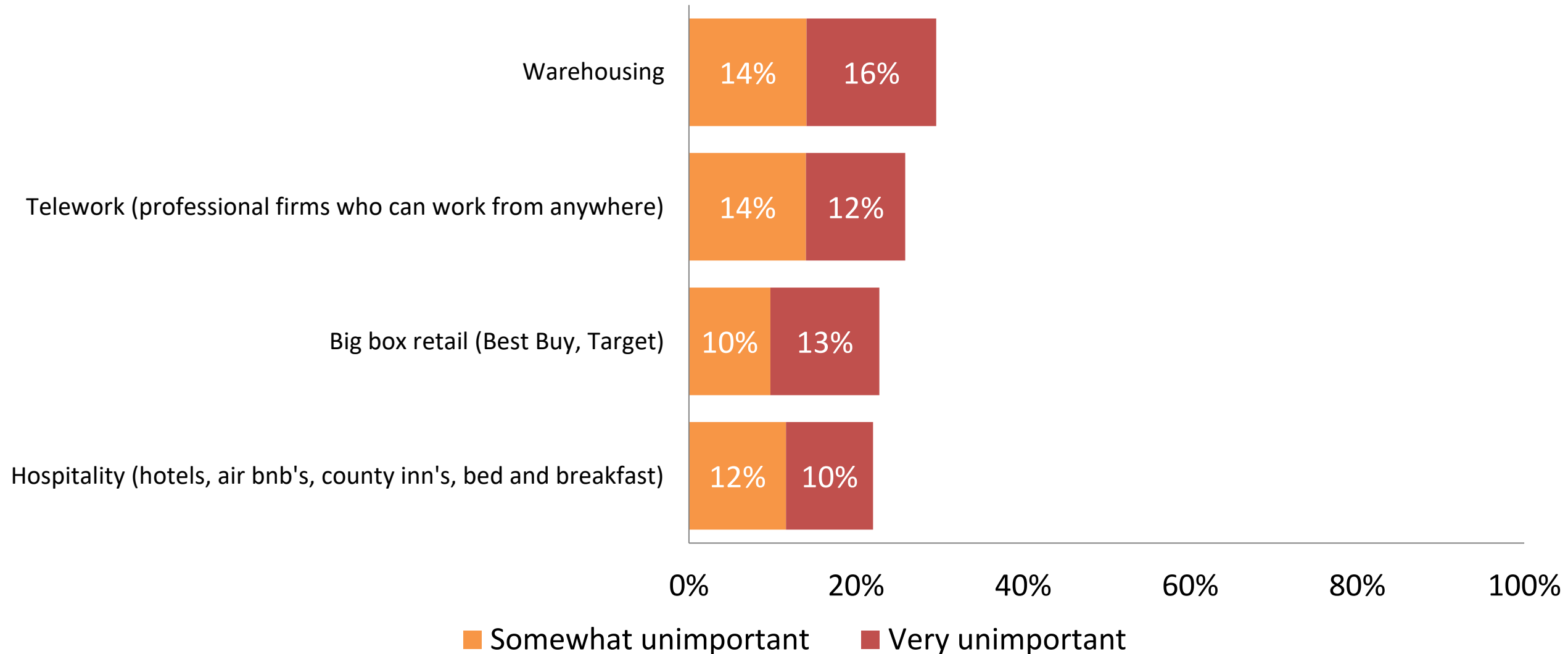
How important is it to try and recruit the following types of businesses to Franklin?

Very Important + Somewhat Important $\geq 75\%$



How important is it to try and recruit the following types of businesses to Franklin?

Very Unimportant + Somewhat Unimportant $\geq 20\%$



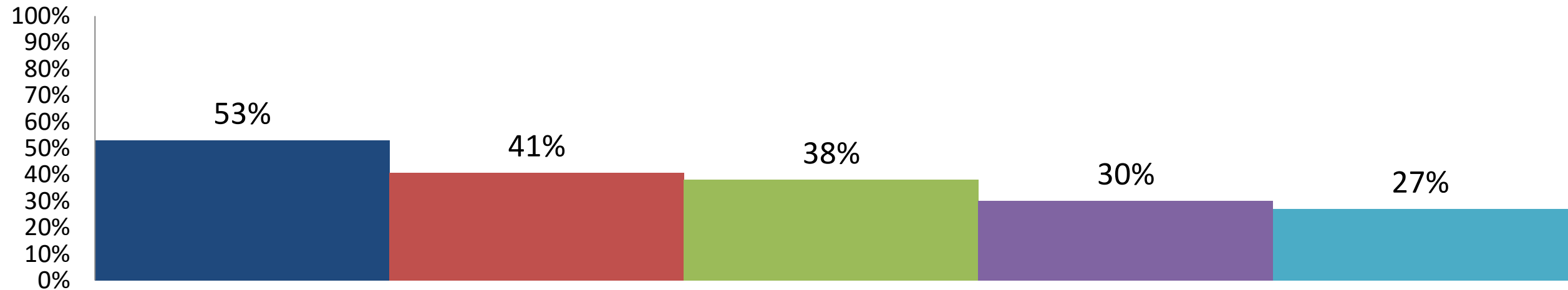
What kind of restaurants would you frequent in Franklin?

restaurants



Please indicate the degree to which you agree or disagree with the following statements:

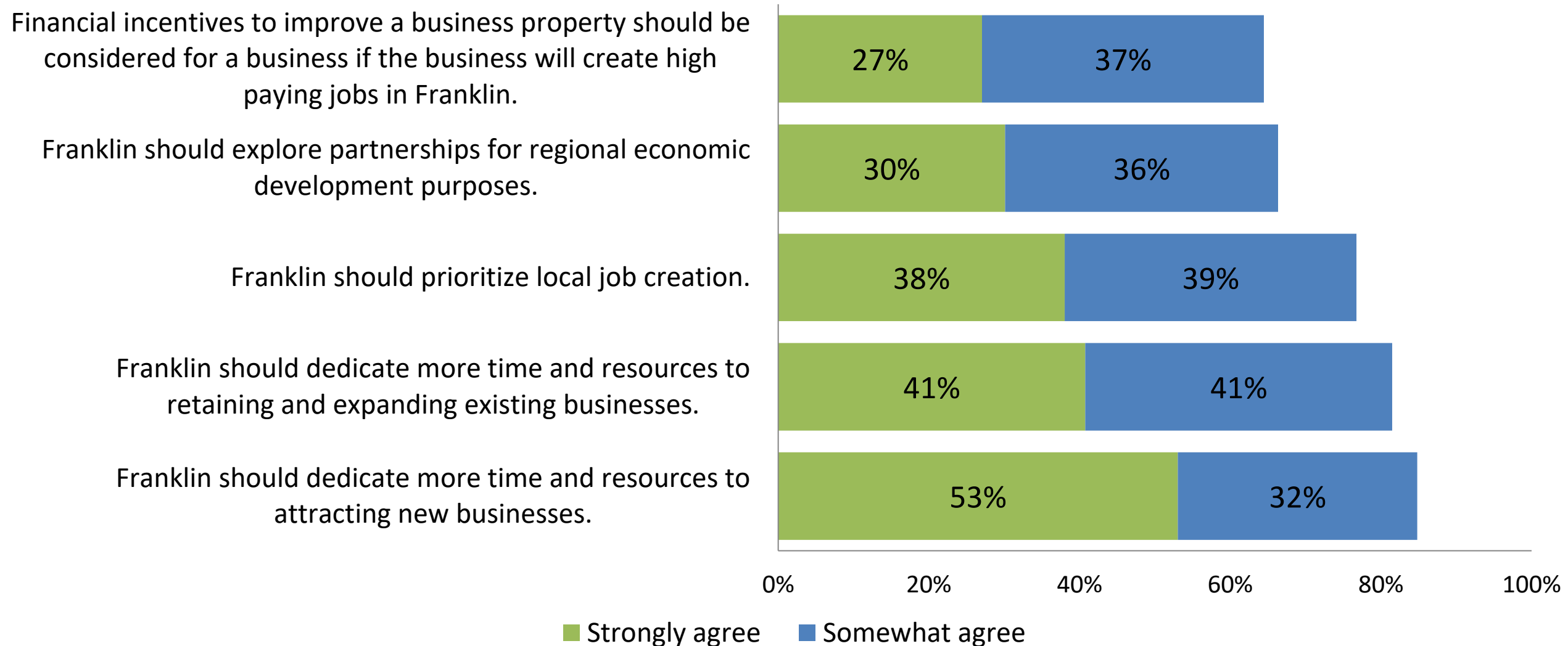
Strongly Agree > 25%



- Franklin should dedicate more time and resources to attracting new businesses.
- Franklin should dedicate more time and resources to retaining and expanding existing businesses.
- Franklin should prioritize local job creation.
- Franklin should explore partnerships for regional economic development purposes.
- Financial incentives to improve a business property should be considered for a business if the business will create high paying jobs in Franklin.

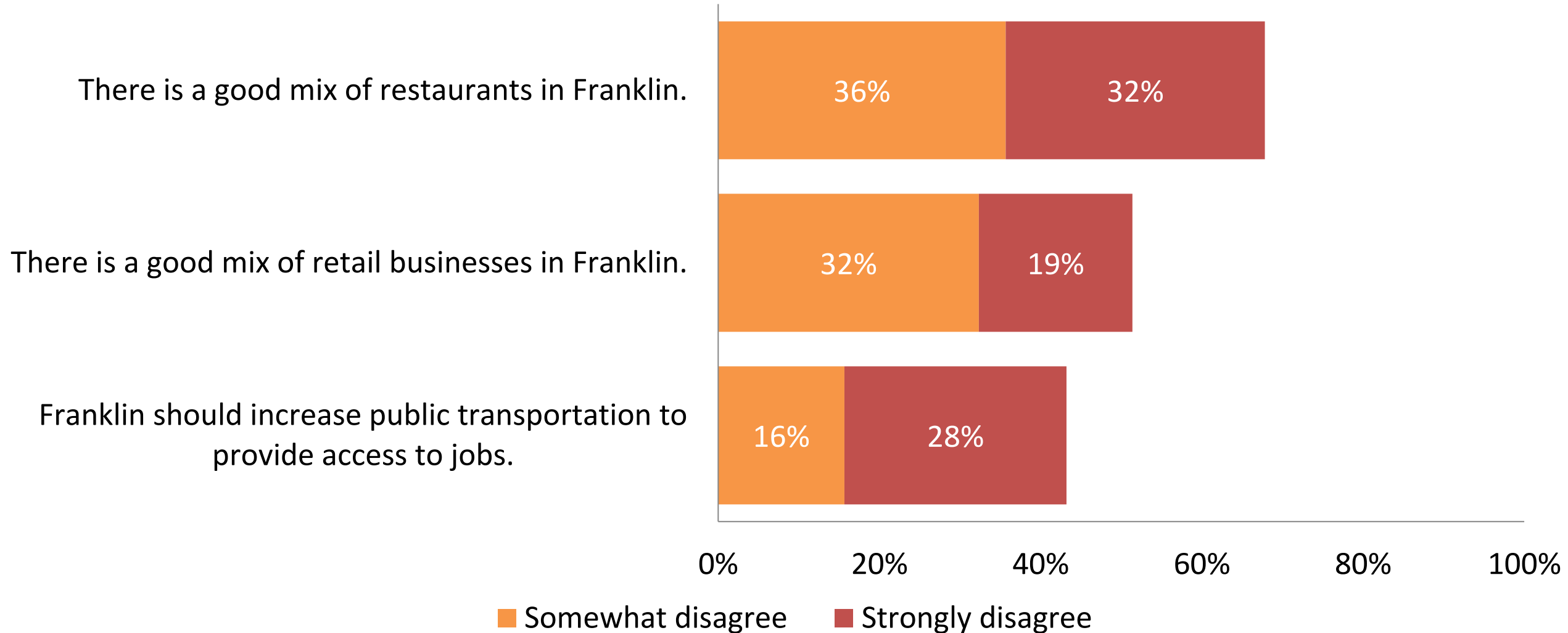
Please indicate the degree to which you agree or disagree with the following statements:

Strongly Agree & Somewhat Agree > 60%



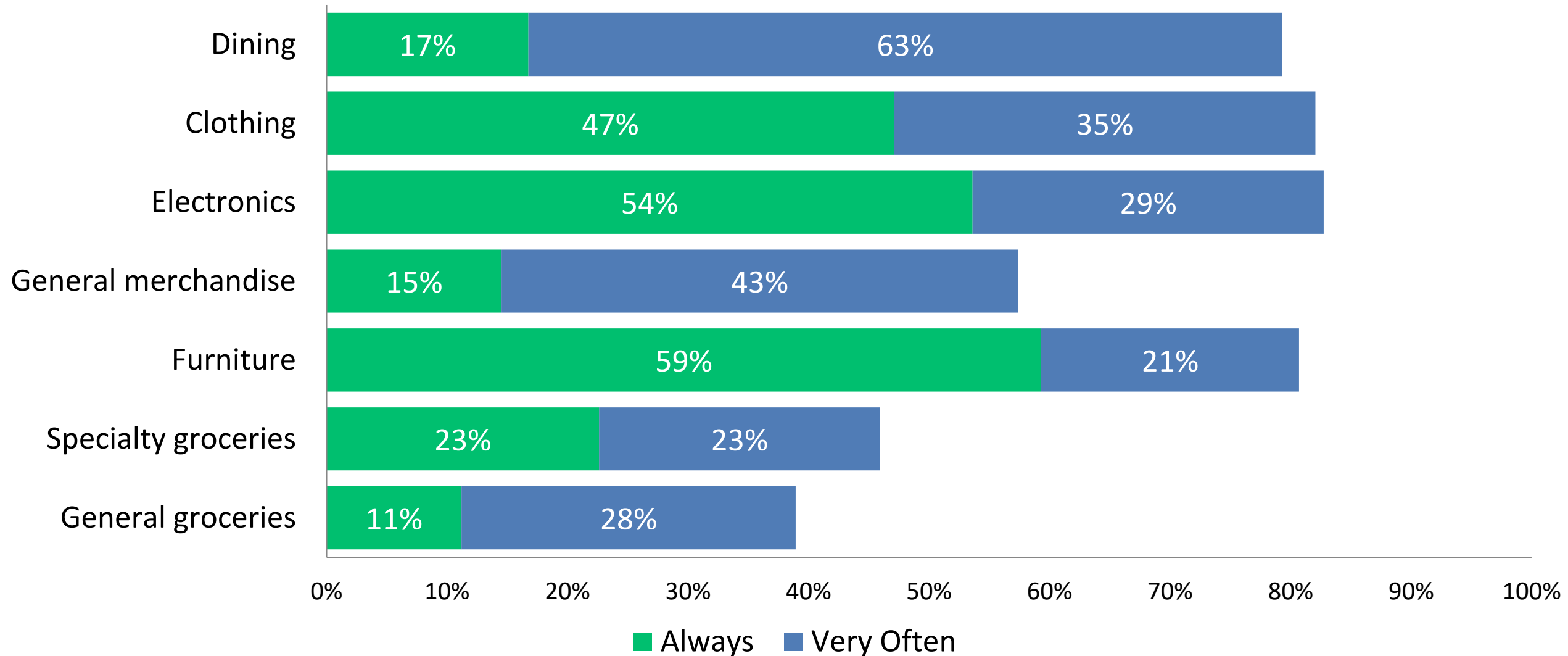
Please indicate the extent to which you agree or disagree with the following statements.

Somewhat Disagree & Disagree > 40%



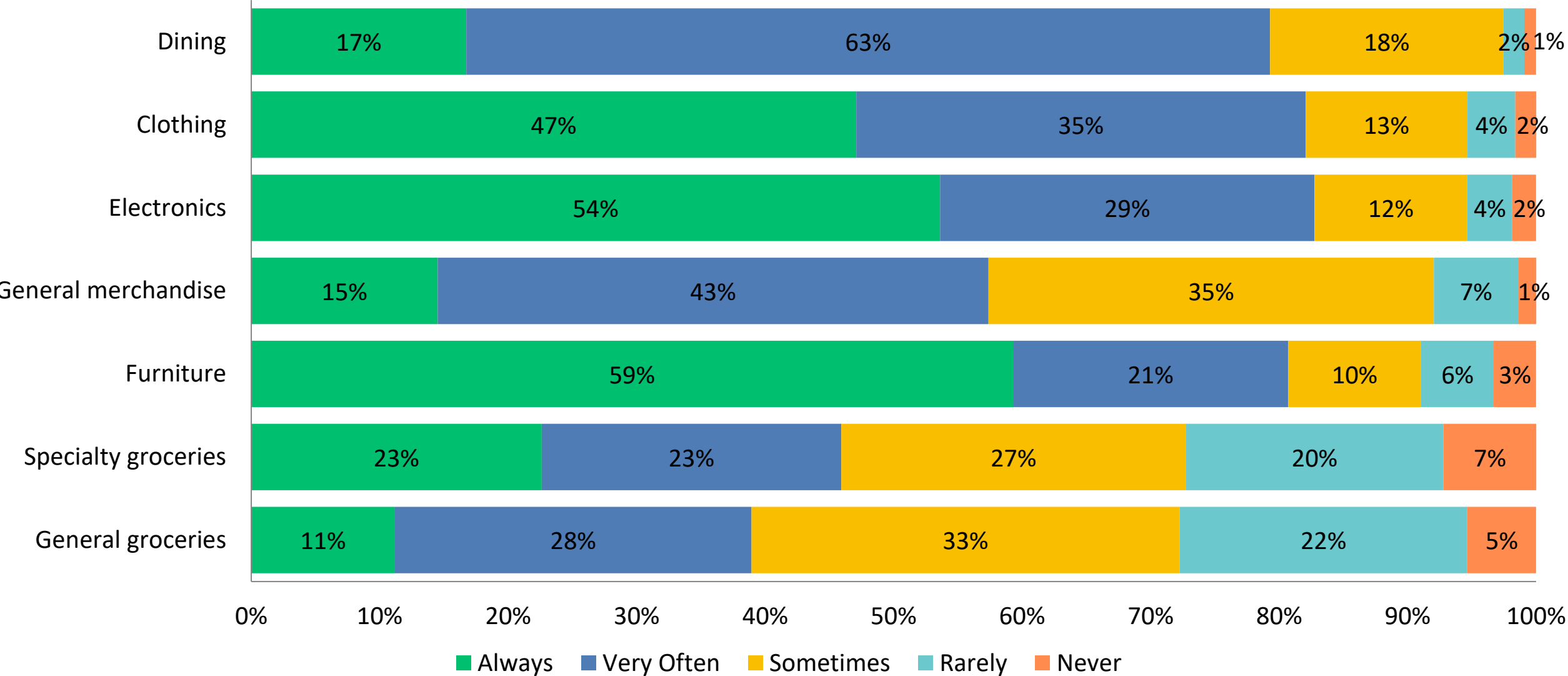
How often do you leave Franklin to make the following purchases?

Always + Very Often

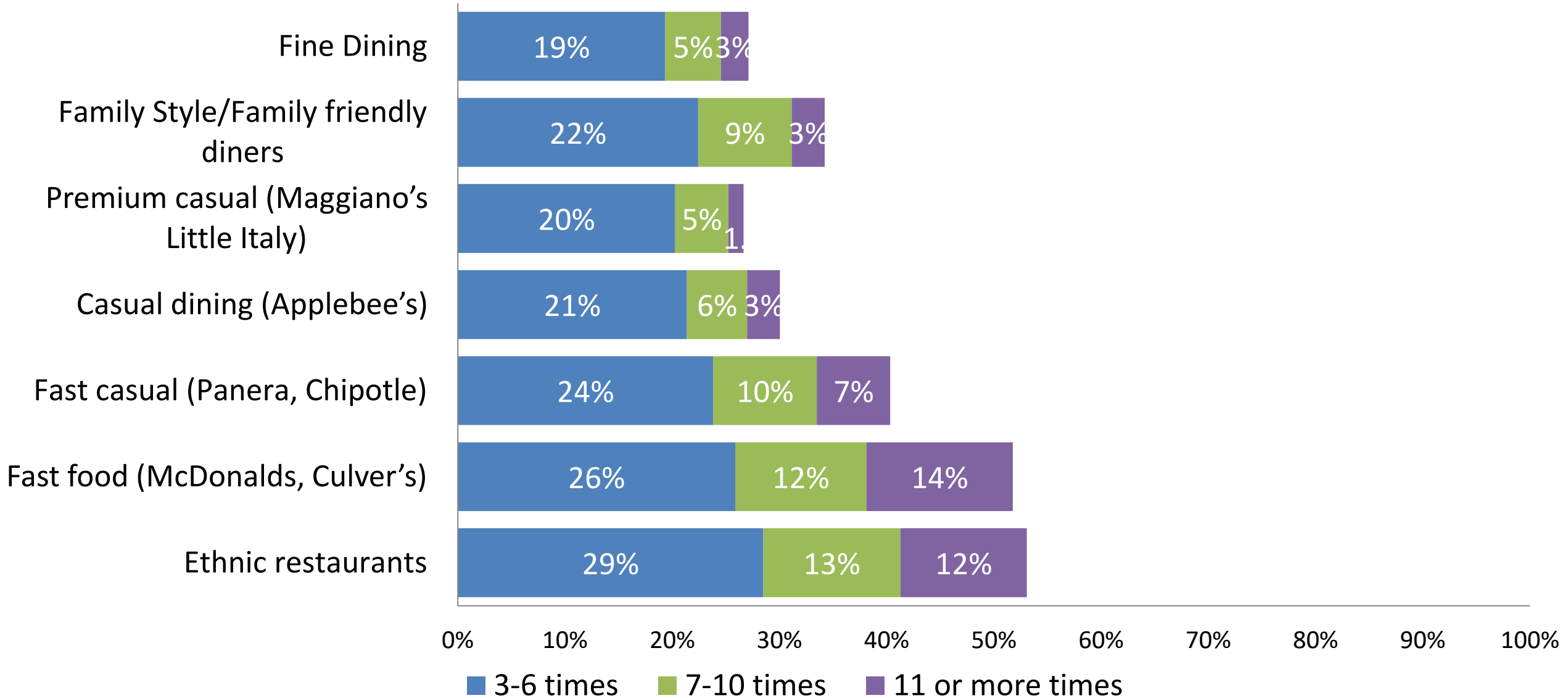


How often do you leave Franklin to make the following purchases?

All Responses

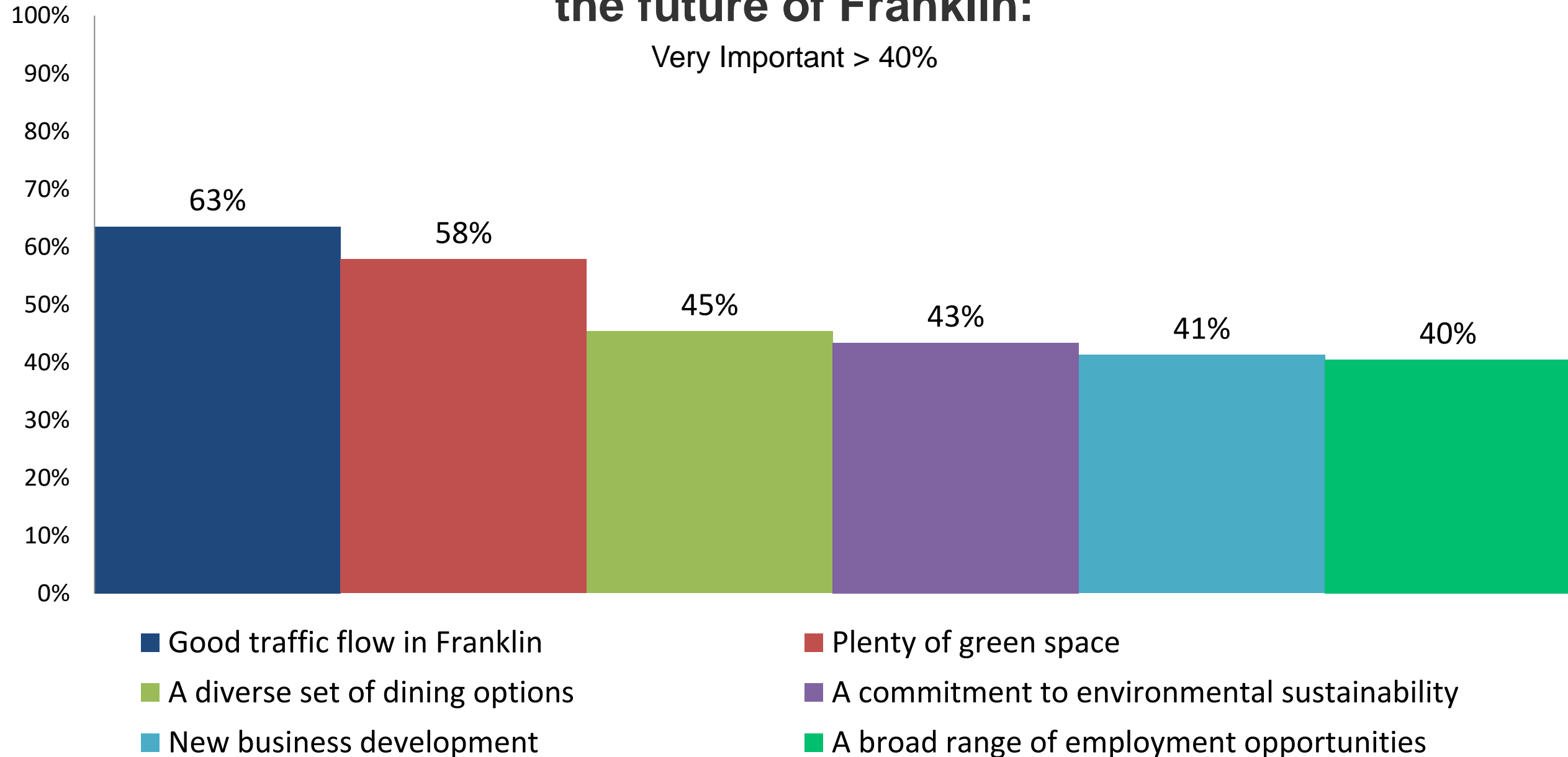


In the last six months, how often did you eat at the following types of restaurants?



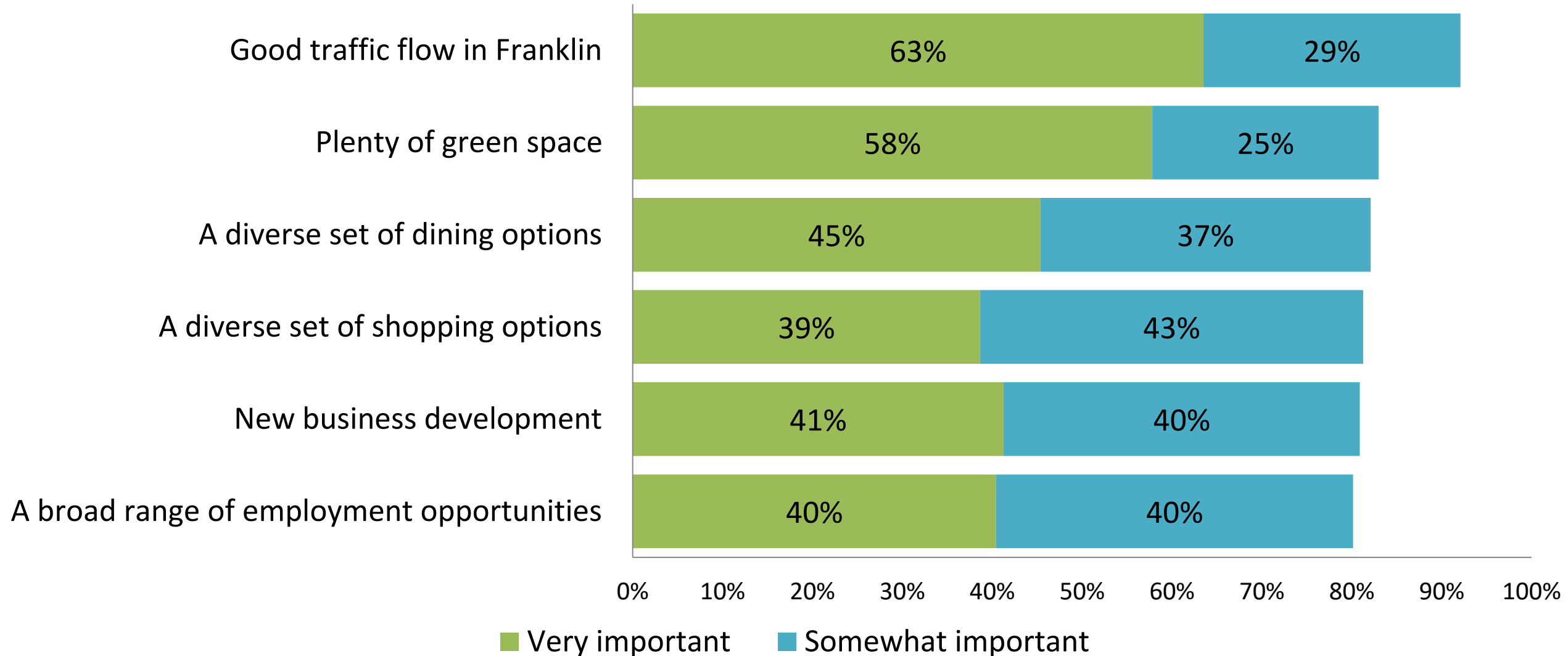
Please rate how important, if at all, the following are to the future of Franklin:

Very Important > 40%



Please rate how important, if at all, the following are to the future of Franklin:

Very + Somewhat Important > 80%





Questions?



Focus Group Results

Focus Group Overview

- As part of the Franklin's strategic planning process, Focus Groups were conducted on October 22nd, 2024. Summaries of the major themes discussed by the Focus Groups are contained on the following pages.
- Participants were primarily recruited by Franklin staff and consisted of businesses, other taxing districts, residents, and employees of Franklin.

Focus Group Process

- A focus group is a small-group discussion guided by a trained facilitator. Clarifying questions are used if needed to better understand thoughts and opinions.
- It is used to gather in-depth information about a community's thoughts and opinions about a designated topic.
- In the case of Franklin's Focus Groups, the subject was strengths and challenges for Franklin.
- The meetings ran for approximately 90 minutes.

Some General Information on Data

- The data is best understood when grouped into larger themes. However, some topics can go under multiple thematic categories. Closely related topics may be combined into one or one topic may be separated into subtopics based on the amount of time spent on the topic.
- An idea of scale is indicated by words such as some, most, one group, etc.
- Much of the data is general and as a result is aggregated. However, in some instances it is important to note the specific group that shared the feedback.
- All participants were told the information would be anonymous unless permission was obtained to share data that could be identifying.

Focus Group Questions/ Areas of Exploration

1. What do you like best about the retail and commercial environment in Franklin?
2. When you think about Franklin as compared to other nearby suburban communities, what comes to mind about the economic development challenges here?
3. What are the advantages of economic development in Franklin as compared to other places?
4. If you could change things about Franklin what would they be?
5. Of the important roles that the City plays in helping to create a good quality commercial, industrial, retail and restaurant environment, what are the most important to creating a high-quality future?
6. If you could choose two things for the City to focus efforts and resources on over the next five years, what would they be?

Vision

- Franklin needs a vision, something intentionally created
- Business Park requires other needs to be considered including workforce development, transportation, housing
- Undeveloped land must be used wisely
- What should the balance be between urban and rural, residential and commercial?
- People want to shop where they live
- Other communities have one single-minded developer to make economic development happen. Will the city need to fill that role?

Location

- Location is key attribute for the community
- Close to Milwaukee, but far enough away where their issues don't impact residents
- Some feel proximity can hurt, City needs to differentiate itself from Milwaukee
- Franklin is affordable
- Amenities include parks, schools, strong fire and police departments

Internal Process

- Franklin has not historically been seen as business friendly but that has improved
- Approval process could be streamlined more
- Additional costs could be avoided- interest rates, professionals like architects at multiple meetings
- Several committees touch the same project, committee direction at odds with each other
- Development guidelines could be clearer
- In other communities, standards are outlined up front and you meet with appropriate staff once at the beginning of the project
- More staff needed to truly streamline process and recruit

Collaboration

- The City is seen as more cooperative than in the past
- Residents want to see taxing bodies work together
- High school students benefit from internships in the City and in city businesses
- Area businesses benefit from internships as well

Telling the Franklin Story

- The City hasn't always had a good reputation externally
- City recognized that and has worked on it
- City is making progress on external perception of the City

If you don't tell your story, others will tell it for you

Two Priorities for Franklin?

At the conclusion of the Focus Groups, participants were asked, “If you could choose two things for Franklin to focus efforts and resources on over the next five years, what would they be?”

This question encourages participants to narrow the number of priorities to just the two that they feel are most important.

The top three responses are highlighted in **yellow**.

Two Priorities for Franklin?

Process

- Clear process and procedures for development followed consistently(5)
- Unified vision for economic development (comp plan, zoning) (4)
- Update comp and master plan (2)
- Clear focus on strategic planning (2)
- Decisions based on best needs of residents/Community engagement around vision
- More economic development staff

Two Priorities for Franklin?

Land use

- Central community space for shopping and dining (6)
- More industrial development in a central location (2)
- Southwest corner should be planned with green space and development
- Clear plan for greenspace in future development
- Connectivity (bike trails, etc) through the city

Two Priorities for Franklin?

Business Recruitment

- Focused recruitment into existing vacant spaces (2)
- Self sustaining businesses that contribute to tax base

Miscellaneous

- Original development- don't duplicate others
- Focus on bringing more people to Franklin to visit



Questions?

Thank you!

