

CONFERENCE SCHEDULE

Milwaukee BID Display

Exhibit Opens at 9:00am

Registration

10:00am-10:30 am

Welcome

Milwaukee *Mayor Tom Barrett* 10:30 am-10:50 am

Department of City Development

Commissioner, Rocky Marcoux

10:50 am-11:30am

Guest Speaker & Lunch

11:30 am- 12:30pm

Charles Law, Ph.D-Distinguished Lecturer and Director, Local Government Center, University of Wisconsin-Extension “A status reports on Wisconsin BID’s and seminar overview.”

Round Table Sessions

12:30pm-1:30pm

This is your opportunity to network, build relationships and share your challenges and successes with BID representatives from around the state. Topic for discussion to be announced at the conference.

Breakout Sessions

Choose 1 topic each break out session.

Breakout Session #1

1:30pm-2:30pm

1.How to Develop Partnerships with Realtors and Developers.

“Bring the powerbrokers to the table. How to open up lines of communication to create a meaningful dialogue and mutually beneficial relationships.” Facilitator:**Geoffrey Hurtado**, owner of Hurtado Consulting, LLC a management consulting company offering services in real estate development, construction management, economic development, business planning, management consulting, strategic planning, organizational development and dispute resolution. Geoff is the former president of MECCA & the Milwaukee Economic Development Corp. Geoff has considerable experience in development of major public projects.

2.What Can You Do to Spur Economic Development?

“Ideas to grow your tax base, increase your assessments in order to help you accomplish your BID goals and objectives.” Facilitator: **Mayor Jim Schmitt** became the 41st mayor of the City of Green Bay on April 1, 2003. The focus of his

administration is on revitalizing the local economy, enhancing city neighborhoods, developing waterfront and growing existing businesses. Jim brings enormous energy to his job and a vision for the City of Green Bay and its downtown.

3. Ideas Of How to Advertising On A Shoestring.

“Easy to implement marketing ideas for your BID at low or no cost.”

Facilitator: **Traci Mead**, Manger of the Port Washington BID has a focus and passion to create and execute downtown promotions in order to build awareness of the variety of businesses, specialty retail stores, fine dining establishments and other hospitality related resources available to both residents as well as visitors.

Breakout Session #2

2:30pm-3:30pm

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Closing Remarks