



# CITY OF MADISON OFFICE OF BUSINESS RESOURCES



# SMALL BUSINESS EQUITY & RECOVERY PROGRAM

- Program created to support under-resourced businesses owned by people of color and other historically underrepresented groups
- Grants
- Community event support (Mad Lit Series)
- Pilot programs



# SMALL BUSINESS EQUITY & RECOVERY GRANTS

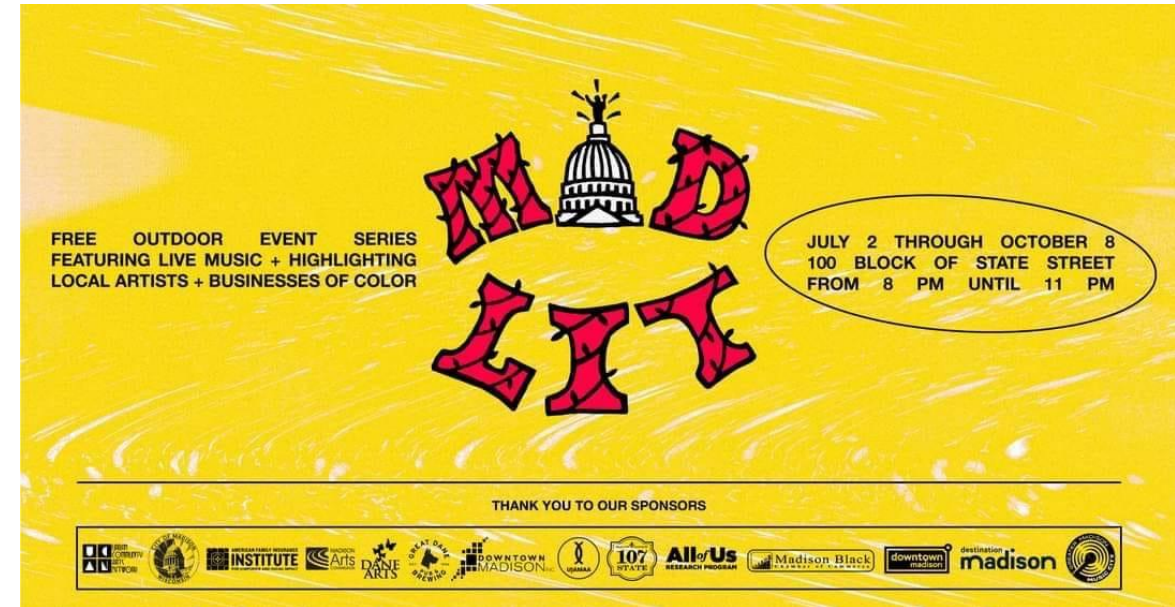
- Provided up to \$10,000 in grants to small businesses
- Received over 400 applications
- Grants help fund over 355 businesses in Madison
- To date, we've disbursed over \$2,291,868



# MAD LIT

## Free Outdoor Community Event Series on State Street

- These events were hosted by the Urban Community Arts Network, Ltd. (UCAN) and Greater Madison Music City
- City helped sponsored event
- Collaboration



# POP-UP SHOP PILOT PROGRAM

## State Street Pop-Up Shop

- Short Term
- Low Cost
- Shared Space
- Vendor Support



## POP-UP SHOPS OPEN ON STATE STREET

**GRAND OPENING: FRIDAY  
OCTOBER 22ND FROM 4-9 PM AT  
440 AND 444 STATE STREET**

**JOIN US AT 7:00PM AT LISA LINK  
PEACE PARK FOR THE ANNOUNCING  
AND RIBBON CUTTING!**

**FIRST 25 CUSTOMERS WILL BE OFFERED  
GOODIE BAGS INCLUDING ITEMS FROM  
THE SHOPS AND CHAMBERS!**



# POP-UP SHOP PILOT PROGRAM

**Ardorposh** is a contemporary and modest clothing boutique for women who desire trendy styles.

**Better Footprints** is an eco-friendly shop for reusable and naturally made products such as solid shampoo bars, toxic free makeup, reusable straws, bamboo toothbrushes and much more.

**El Legado** is a company that offers clothes, accessories, jewelry, and genuine handmade items shipped from their home countries.

**Intuition Productions** is a multi-media edutainment production and merchandise company.

**Madame Chu Delicacies** is a company that offers handcrafted products specializing in Southeast Asian delicacies.

**Marche-Isa Co** is a small shop selling clothing and accessories from Africa.

**Nobbits USA** is a company that sells high-performance shoelaces.

**Ocean's Laugh** is a company that sells flower bath kits and jars.

**OnlyOne Photography** is a company that offers photography services and art for wall decoration.

**Restoration Soap & Bodycare** is a soap company that produces natural and sustainable sourced products using unique oil blends, purees and botanicals from around the globe.



# COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

*Business and property ownership is a vital pathway to economic empowerment. For Madison to make meaningful progress in addressing racial disparities the City must go beyond programs focused on addressing basic needs, and direct more resources and strategies toward building wealth and economic empowerment among communities that are not sharing in the City's prosperity. The Commercial Ownership Assistance Program is a City of Madison effort focused on helping business owners expand their enterprises by transitioning from renting space to owning commercial property for their establishments.*



# COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

We launched the pilot program in March of 2021 and proud to assist the following businesses build generational wealth:

- **Go-oh Grocery** – A soon to be grocery store owned by two individuals of color. Go-oh Grocery will transform an old Gentleman’s Club into a community Grocery Store.
- Loan amount: \$195,000
- 3554 E. Washington Avenue





# COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

- **Anesis Family Therapy** – An African American female owned business that focuses on mental health therapy within the BIPOC community. Anesis Family Therapy has grown from four employees to over forty in just five years.
- Loan amount: \$250,000
- 815 Forward Drive



# COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

## Closing soon

- **Aster 21** – African American partners who own Class A Cleaning and Cloudcom Wisconsin a cleaning company and web design/marketing business. Both are deeply involved in the community and plan to offer a community space in their new facility on 4245 West Beltline Highway
  - Loan amount: \$112,500
- **Patterson and Richardson Properties** – A partnership between JP Hair Design and KnitCircus Yarns that purchased three buildings within the property which houses over 40 diverse businesses. 550 Grand Canyon Drive
  - Loan amount: \$250,000



# COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

Total Amount Loaned - \$807,500

## Demographics

100% BIPOC

75% Female

100% African American

25% LBGQTQ+

25% Veteran



# FAÇADE GRANT PROGRAM

*The Facade Improvement Grant Program supports and encourages small business to reinvest in the downtown and neighborhood business districts. The program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts.*



# FAÇADE GRANT PROGRAM

Applicants that received or will receive funds this year

- Phil Parhamovich
- Datcha House, LLC
- Gooh Grocery
- Josh Meier
- Dive, LLC
- Mary C (Christy) McKenzie
- Papavero, LLC





Street + Eatery = STREATERY!



Taiwan Little Eats: “Thanks to the Streatery Program we’ve been able to expand our outdoor seating to almost what we had in-store.”

# Carts in Parks — Vending Pilot Program

- **Vending pilot program ran 7/25/21 – 10/31/21**
- **\$50,000 NACTO grant received**
  - Daily vending
  - Community lead events
  - Community partner - Latino Chamber of Commerce
- **27 food cart businesses participated**
- **15 City parks**
- **11 businesses participated in the Guaranteed Sales Program**
- **13+ community lead events supported**
- **Fee waivers and event support provided**
- **NRT neighborhoods prioritized**



# COOPERATIVE ENTERPRISE DEVELOPMENT PROGRAM

## Coops Developed or In Development (Examples)

Union Painters

Tone Madison

The Nina Collective

Soaring Independent

Rootstock

Roots 4 Change

Madison Cannabis Cooperative

Madison Area Cooperative Housing Association – Property Management Worker Coop

Community Pharmacy

Madison Cycleworks Cooperative

Common Ground Bookkeeping





# COOPERATIVE ENTERPRISE DEVELOPMENT PROGRAM

## Community Based Organization Partnerships

- Worker Justice Wisconsin
- Centro Hispano
- Northside Planning Council
- Nehemiah
- Collaboration 4 Good



*As the City continues to look for ways to address issues of equity and fair-labor practices we recognize that empowering communities, business owners & workers to organize in a cooperative allows the fiscal benefits of labor to remain within a community of worker owners which results in an increase in living wage jobs with benefits.*



# OTHER PROJECTS

## Neighborhood Investment Grants

The City of Madison submitted two proposals for the WI Dept of Admin Neighborhood Investment Grants the week of Nov 8, 2021. Both proposals centered on investing dollars in critical infrastructure projects that will serve the cultural and economic interests of Madison residents.

- **Madison Public Market - \$4 million**

The City submitted a \$4m grant proposal to support the construction and build-out of the Madison Public Market

- **Truman Olson/South Park Street Grocery - \$3 million**

The City submitted a \$3m grant proposal to support the build-out of the grocery condo located within the larger Fourteen02 affordable housing development located on S Park Street





Thank You