



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 39841

File ID: 39841

File Type: Resolution

Status: Passed

Version: 1

Reference:

Controlling Body: BOARD OF ESTIMATES

File Created Date : 08/24/2015

File Name: Retail Improvement Grant Resolution

Final Action: 10/06/2015

Title: Resolution approving the State Street Retail District Improvement Grant Program.

Notes:

CC Agenda Date: 10/06/2015

Sponsors: Paul R. Soglin, Michael E. Verveer, Ledell Zellers and Sara Eskrich

Effective Date: 10/09/2015

Attachments: FINAL Retail Grant Program Summary.doc, BID_Board_LegFile39841_Report_Oct1.pdf, Retail Grant Program Summary Grant Terms.pdf, TID 32 Retail Grant Program 2015 Area Map.pdf, BID Board Retail Grant Report Sept. 3.pdf, Retail Grant Program Summary revised 9-16-2015.pdf, 09-28-2015 New additions Retail Grant Improvement Program (2).doc, 09-28-2015 Retail Improvement Grant Program (2).pdf

Enactment Number: RES-15-00784

Author: Ruth Rohlich - Business Development Specialist

Hearing Date:

Entered by: afreedman@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	08/26/2015	Laura Larsen	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	08/24/2015	Referred for Introduction				
	Action Text:		This Resolution was Referred for Introduction				
	Notes:		Board of Estimates, Economic Development Committee, Madison Central Business Improvement District Board, Downtown Coordinating Committee				
1	COMMON COUNCIL	09/01/2015	Referred	BOARD OF ESTIMATES		09/28/2015	Pass

Action Text: A motion was made to Referred to the BOARD OF ESTIMATES. The motion passed by voice vote/other.
Notes: Additional referral to Economic Development Committee, Madison Central Business Improvement District Board, Downtown Coordinating Committee

1 BOARD OF ESTIMATES 09/01/2015 Referred ECONOMIC DEVELOPMENT COMMITTEE 09/16/2015

Action Text: This Resolution was Referred to the ECONOMIC DEVELOPMENT COMMITTEE
Notes:

1 BOARD OF ESTIMATES 09/01/2015 Referred DOWNTOWN COORDINATING COMMITTEE 09/17/2015

Action Text: This Resolution was Referred to the DOWNTOWN COORDINATING COMMITTEE
Notes:

1 BOARD OF ESTIMATES 09/02/2015 Refer MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT (BID) BOARD

Action Text: This Resolution was Refer to the MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT (BID) BOARD
Notes:

1 ECONOMIC DEVELOPMENT COMMITTEE 09/16/2015 Return to Lead with the Recommendation for Approval BOARD OF ESTIMATES 09/28/2015 Pass

Action Text: A motion was made by King, seconded by Kemble, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES,. The motion passed by the following vote:
 Ayes: 5 Rebecca Kemble; M. Meghan Blake-Horst; Patricia (Pat) A. Schramm; Steve King and Denise DeMarb
 Noes: 2 Mark R. Greene and Matthew C. Younkle
 Excused: 2 Craig P. Stanley and Peng Her

1 DOWNTOWN COORDINATING COMMITTEE 09/17/2015 Return to Lead with the Recommendation for Approval BOARD OF ESTIMATES 09/28/2015 Pass

Action Text: A motion was made by Hirsch, seconded by Frank, to Return to Lead with the Recommendation for Approval, and encourages staff to develop a form of prioritization that encourages retail clustering to the BOARD OF ESTIMATES. The motion passed by voice vote/other.
Notes: Ruth Rohlich, Economic Development Staff, was available to answer questions. She said that the grant program was based on the very successful Façade Grant Program, but targets interior spaces for retail users on State Street. There is a \$50,000 matching grant available to business owners that will be paid for using TID 32 funding. Rohlich mentioned that the program details are still being drafted and that they are at commissions to get input on the program specifications.

Zellers noted that the word “forgivable” should be removed since the program is a grant and not a loan. Hirsch asked if this was allowable by TIF law using the “but for” test that usually accompanies TIF requests. Rohlich said that the “but for analysis” isn’t included, and she would have to look into that issue. Verveer said that TID funds have been successfully used for other grant programs without running into legal issues. Rohlich added that the grants program will end when the TID closes.

Mayer asked if the Gap could apply for funds. Rohlich explained the local business requirement, using guidelines from “Dane County’s Buy Local” that is part of the program to avoid large chains being eligible. Rohlich said that \$300,000 was available for the first year. Verveer noted that the Mayor’s budget has a different dollar amount in it for this program, so the fiscal note will have to

change to be correct.

Torkildson said that this looks like a great program, but questions the large footprint of the eligible area. She said that staff should consider a more targeted area that could cluster retail into a smaller, but potentially more successful area. She said that staff could look at concentrating it to the middle blocks of State Street, for example.

Carbine said that while clustering is good, she doesn't want to limit the potential good of this program to just one area, as there may be unexpected retail clusters that could be created. Crabb agrees with both Torkildson and Carbine and suggests that staff consider some sort of prioritization to the program that wouldn't necessary limit its potential.

DCC encourages staff to develop a form of prioritization that encourages retail clustering.

1	BOARD OF ESTIMATES	09/28/2015	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
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Action Text: A motion was made by DeMarb, seconded by Cheeks, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Notes:

1	COMMON COUNCIL	10/06/2015	Adopt	Pass
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Action Text: A motion was made by DeMarb, seconded by Cheeks, to Adopt. The motion passed by voice vote/other.

Notes:

Text of Legislative File 39841

Fiscal Note

FISCAL NOTE PENDING

\$600,000/ \$300,000 in 2015 and \$300,000 in 2016 from Tax Increment District 32.

Title

Resolution approving the State Street Retail District Improvement Grant Program.

Body

WHEREAS, the City of Madison continues to look for opportunities to preserve the unique character of the State Street and Downtown area; and

WHEREAS, successful independent retail businesses can have a significant effect on the attractiveness and marketability of and area; and

WHEREAS, Tax Increment District 32 continues to be a healthy and fiscally strong TID ; and

WHEREAS, additional approvals are needed to amend the TID32 project plan prior to launching the program; and

WHEREAS, providing an opportunity for independent retailers to move into the targeted area and invest in interior improvements that will benefit not only the current, but future retailers with the space is important to maintaining a strong downtown;

NOW THEREFORE BE IT RESOLVED, the program language and application are approved for use effective upon subsequent approval of amendments to the TID 32 project plan; and

BE IT FURTHER RESOLVED, the Economic Development staff is authorized to manage and market the program to current and future independent retails with operations in the targeted area that follow the approved program guidelines; and

BE IT FINALLY RESOLVED, that the each contract shall be approved by the Common Council at a later date.