



2021
2022
2023
in
Review

CITY OF **MADISON**

Economic Development

DIVISION

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Message From EDD Leadership

Message From EDD Leadership

As we reflect on these last three years and the challenges we faced addressing the aftermath of the COVID-19 Pandemic, we are filled with pride and gratitude for each and every one of our EDD staff.

We have discovered new ways of working, connecting, and supporting the community. We've created new programs, helped provide financial assistance to small businesses, and made historic real estate investments. This is especially true in South Madison, where the City recently launched the largest TIF Project Plan in the history of our City.

Thank you for our EDD staff for their unwavering dedication, hard work, and positive spirit throughout this time. Their commitment to EDD's mission to serve a successful City by supporting our residents, businesses, and property owners, as well as managing our real estate assets and transactions in a responsible manner is truly inspiring.

Let us carry forward the lessons learned from this experience as we continue to grow, succeed, and support the community.

We truly appreciate everyone's hard work, collaboration, and resiliency.

Sincerely,

Matt Mikolajewski

Saran Ouk

Dan Rolfs

Jenny Frese



Small Business Programs

Small Business Equity and Recovery (SBER) Grant Program

In light of the COVID-19 pandemic, the Small Business Equity and Recovery (SBER) Grant Program was created in 2020. Small businesses had been negatively impacted by the COVID-19 and many businesses were at risk of permanently closing as a result of the pandemic. The SBER Grant Program helped many businesses stay open and even expand their enterprises.

- Program provided up to \$10,000 in grants to small businesses
- City received over 400 applications
- City granted \$ 2,291,868 to 355 businesses in Madison

American Rescue Plan Act (ARPA)

On July 6, 2021, the Common Council allocated \$3,915,000 of American Rescue Plan Act (ARPA) funds to the Economic Development Division to help fund grants to small businesses, support neighborhood business districts, and aid the Madison Public Market Foundation.

Building Improvement Grant (BIG) – ARPA Funded

The Building Improvement Grant program was launched with the goal of supporting small business owners with making exterior and interior improvements to their spaces. Up to \$50,000 is granted per project. Forty-five Building Improvement Grants were approved with ARPA funds for a total of \$1,481,958. Following are samples of projects receiving this support:



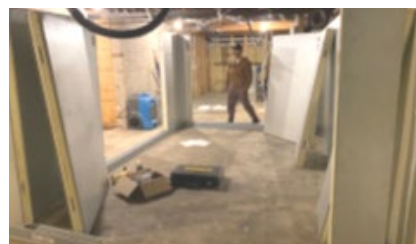
“The garage doors have been installed and the electrical panel work is nearly done as well. Attached are photos of the new garage doors. They have completely transformed the space and we cannot wait for spring to arrive!”

– State Line Distillery



“The BIG funding was huge for us. The reality is that without it we wouldn’t have been able to afford the construction and equipment costs that have enabled us to extend our service into coffee, expand our hours for the community, and hire and grow even more team members. We’re beyond grateful for it – and the neighborhood is, too!”

– Garth’s Brew Bar



“We’ve begun installing the walk-in cooler that was purchased with BIG grant funds. It was a big help to get a lease signed by the new operator, Turkish Kitchen.”

– Marcel
Property Owner

Small Business Programs

Commercial Ownership Assistance (COA) – ARPA and City Funded

The Commercial Ownership Assistance Program (COA) was launched in 2021 with a goal to help business owners expand their enterprises by transitioning from leasing space to owning commercial property for their establishments. The COA program provides loans of up to \$250,000 to support existing businesses in taking the next step toward owning or developing property for their enterprise. These loans can be forgiven after 15 years if certain conditions are met.



Anesis Family Therapy celebrates their new facility on Forward Drive (left) and get a visit from Mayor Rhodes-Conway and EDD's Mike Miller (above).

COA Recipients 2021–2023

Business Name	Address	Amount	Year
Gooh Grocery	3554 E. Washington Ave.	\$195,000	2021
Anesis Family Therapy	815 Forward Dr.	\$250,000	2021
Aster 21	4245 W. Beltline Hwy.	\$112,500	2021
Patterson and Richardson Properties	584 Grand Canyon Dr.	\$250,000	2021
Madison Acupuncture and Bodywork LLC	4001 Nakoosa Trl., Suite 203	\$53,750	2022
SolEscape Healing Arts	1148 Williamson St.	\$112,500	2022
Dane County Family Acupuncture	505 Cottage Grove Rd.	\$250,000	2023
Isthmus Wellness	970 North Gammon Rd.	\$250,000	2023
Smart Cleaning Solutions	2522 Agriculture Dr.	\$250,000	2023

Small Business Programs



210 South Dickinson Street, before and after: Former location of Madison Window Cleaning Co., now home to S/B Strategic Marketing

Façade Improvement Grant Program – ARPA and City Funded

In October 2022 the Façade Grant Team (Rebecca Cnare, Heather Bailey, Jessica Vaughn, and Tom Otto) implemented a complete revision of the [Façade Improvement Grant Program](#). The Façade Grant Program promotes reinvestment in the downtown and neighborhood business districts/corridors. The changes improved equity and streamlined processes by eliminating the application fee and contract, making the eligibility area citywide, increasing the grant maximum to \$20,000 per street façade, and eliminating the match requirements for smaller (mini) grants.

During 2022 the program reached the milestone of 100 completed façade grants during the twenty plus year duration of the program. The Façade Grant Team is hopeful that these changes will make the program more accessible, more equitable, and more impactful going into the future.

Façade Improvement Grant Recipients 2021–2023

Address	Applicant	Business	Amount	Year
2021 Winnebago St.	Datcha House LLC	Reverie Baking Company	\$10,000	2021
917 Williamson St.	Josh Meier	Schwa Tailor Shop	\$10,000	2021
128 E. Wilson St.	Osteria Papavero LLC	Osteria Papavero	\$10,000	2021
319 State St.	319 State St. LLC	The Soap Opera	\$3,788	2022
101 N. Hamilton St.	CapSquareWing LLC	Draper Brothers Chophouse	\$25,000	2022
1425 Gilson St.	Black Label Auto LLC	Black Label Auto	\$2,330	2022
3554 E. Washington Ave.	Midwest Gooh Group LLC	Gooh Grocery	\$40,000	2022
2190 Pennsylvania Ave.	Green Fox Properties (Jordan Hosking)	Wisconsin Greenhouse Company	\$20,000	2022
260 Gilman St.	Diamond's Café LLC	Sookie's Veggie Burgers	\$2,425	2023
515 University Ave.	Za's Exotic Snacks (Zachary Tannenbaum)	Za's Exotic Snacks	\$10,000	2023
2086 Atwood Ave.	Nutcrack LLC (Eric Rupert)	Nutcrack / Fortune Favors	\$5,460	2023
114 State St.	Ellen Despins	Michelangelo's Coffee	\$10,000	2023
115 King St.	Majestic Building LLC	The Majestic	\$10,000	2023
1839 Monroe St.	Chris Kerwin	I'm Board	\$9,669	2023
1851 Monroe St.	Bloom Bake Shop (Annemarie Maitri)	Bloom Bake Shop	\$10,000	2023
642 Whitney Way	RB Cutz LLC	Marveliz Cutz	\$4,325	2023
			\$182,997	

Small Business Programs

Pop-Up Shop Program – ARPA and City Funded

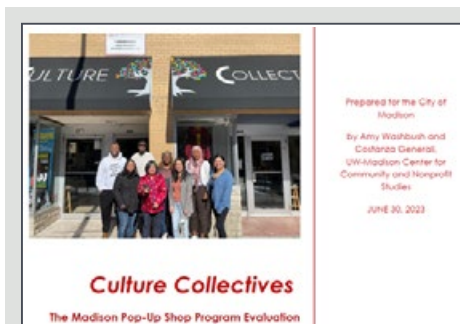
The City of Madison's Office of Business Resources (OBR) launched *Culture Collectives*, Madison's pop-up shop program, in 2021 to support small-scale businesses. With two storefronts on State Street, the collaboration between the City of Madison, JD McCormick Properties, the Hmong Wisconsin Chamber of Commerce, the Latino Chamber of Commerce of Dane County, the Madison Black Chamber of Commerce, and the Madison Central Business Improvement District has worked with 13 vendors and increased city residents' access to their unique and diverse products. Additionally, other cities and communities around the nation expressed interest in learning from the *Culture Collectives* story.



Pop-up retail has been trending across the country and is now more popular than ever as businesses are looking for more affordable ways to test out their ideas, products and the market without the high rent and long term lease commitment. COVID-19 has negatively impacted many businesses and we have been seeing businesses close and retail vacancies is at its highest during the pandemic. The pop-up retail concept is a model that benefits the business and the landlord as this concept is a great way for businesses to collaborate by sharing spaces and expenses.



Mayor Rhodes-Conway visits former pop-up shop vendor at Restoration Soap & Body Care.



The program was evaluated for the City by the UW-Madison Center for Community and Nonprofit Studies.

This evaluation can be requested through the Office of Business Resources.

Small Business Programs

Kiva – Greater Madison

Year	Loans	Total
2021	37	\$ 241,500
2022	27	\$ 206,500
2023	13	\$ 95,500

Note: In 2021, WWBIC through Project Optimize had 20 additional staff statewide supporting small business owners through COVID recovery efforts.

Kiva Madison

What is Kiva?

Kiva offers nano-loans to small businesses through an online crowd-funding platform, ranging from \$1,000 to \$15,000 at 0% interest and fee-free. Unlike traditional lending, Kiva's holistic social underwriting provides an opportunity to see beyond traditional lending requirements. Kiva is often borrowers' first step in accessing capital for their business. Kiva does not require a minimum credit score, collateral, or a business plan. Kiva loans provide an opportunity for businesses to establish business credit and are funded by individuals in the borrowers personal network and from Kiva's over 2 million individual lenders network.

City of Madison has supported Kiva operations in Greater Madison since 2019. Support has provided a full time Kiva Capital Access Manager who works to promote Kiva and support borrowers through the Kiva application/loan life cycle.

Impact Results

Cumulatively in the years 2021, 2022 and 2023, WWBIC disbursed 77 Kiva Loans totaling \$ 543,500 in Greater Madison.



Kiva Borrower Highlight

Tortillas Los Angeles, LLC has been making and selling high quality organic corn tortillas in Madison since 2015. In 2019, they received a \$1,000 Kiva Loan. Since then, they have grown revenue over 60% and were able to turn to Kiva to access additional capital again in 2021 and 2024 (with a \$7,500 Loan and \$15,000 Loan respectively) to purchase equipment to increase efficiency and scale operations.



Food Policy and Programming

Healthy Retail Access Program

The [Healthy Retail Access Program](#) was started in 2015 to improve food retail access in identified underserved neighborhoods by investing in food infrastructure projects such as food retail building acquisition, equipment purchase, and merchandising/marketing materials. A summary of projects receiving HRAP funding during the past three years can be found below.



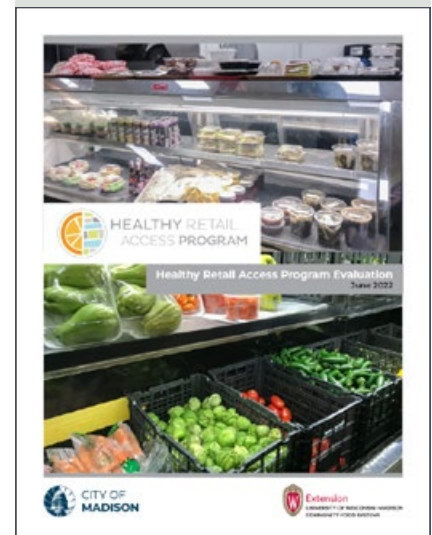
Bombay Bazaar

HRAP Recipients

Business Name	Location	Amount	Year
Gooh Grocery	E. Washington Ave.	\$125,000	2021
Istanbul Market	S. Gammon Rd.	\$97,500	2023
Bombay Bazaar	S. Gammon Rd.	\$136,800	2023
Gooh Grocery	E. Washington Ave.	\$136,800	2023
Luna's Groceries	Allied Dr.	\$125,000	2023



HRAP Evaluation Reports released in 2018 and 2022





Streatery tables on
South Pinckney Street

Street Vending Program Expansion

The City of Madison's Street Vending Program continues to thrive despite the challenges that the pandemic created for vendors and cafe operators. Our Street Vending Coordinator, Meghan Blake-Horst along with colleagues from multiple city agencies, collaborated and worked hard to create an equitable program to allow vendors and restaurants owners to expand into public spaces. The Streatery Program was originally created in response to the COVID-19 shutdown to try to help keep restaurants and taverns in business by allowing them to expand outside onto sidewalks, roadways, and/or privately owned areas. In April 2022, the Common Council unanimously approved making the Streatery Program permanent. Madison was one of the first cities in the country to make the pandemic changes permanent, recognizing a desire among both residents and businesses for outdoor dining opportunities. This now permanent program allows restaurants and bars to expand their outdoor seating onto the public right-of-way; including sidewalks, terraces, the parking lane and the roadway. Additionally, a temporary outdoor seating option is now allowed on private property during the warmer months. As part of the program, the City is also working to improve accessibility for outdoor dining customers as well as refining education on how businesses can create spaces that are welcoming to all.



Streatery tables on East Main Street...



...and King Street

Street Vending

Carts in Parks

The Carts in Parks program was piloted in 2021 to provide food carts more affordable opportunities to vend within City Parks. Due to the pandemic, food carts were losing business and had challenges staying open with limited staff and high food cost. In addition, with the slow return to office and the desire for more outdoor activities, the Carts in Parks program was extended to encourage more outdoor activities and economic development



within City Parks. Under this program, food carts and small businesses were able to vend for free or at a low cost. Parks fees were waived and food carts received funds to help cover the food cost through the guaranteed sales program. The initial Carts in Parks Pilot Program was made possible by a "Streets for Pandemic Response & Recovery" grant from NACTO (National Association of City Transportation Officials) and Bloomberg Philanthropies.

In 2022, Parks Alive collaborated with Carts in Parks to create family friendly events, and food carts and small vendors were able to receive stipends through this program. Carts in Parks has been approved for 2023.



Business Outreach

Category Descriptions:

BA – Gen: Existing businesses looking for information on financing, city services and any other general business assistance questions. This does not include businesses that are not opened yet.

BA – New: New businesses not opened yet and are in the planning stages looking for information.

BRE/Outreach: This includes proactive outreach, letters, check-in etc., initiated by the City or a City partner (like MadRep) that we are assisting with.

RFI: Businesses from outside of the City of Madison looking to possibly more or expand operations into the City of Madison. Including businesses in the City of Madison looking to move or expand within the City.

Vending: Businesses that are working through licensing and issues with Vending.

Vending New: New businesses that are looking to get licensed.

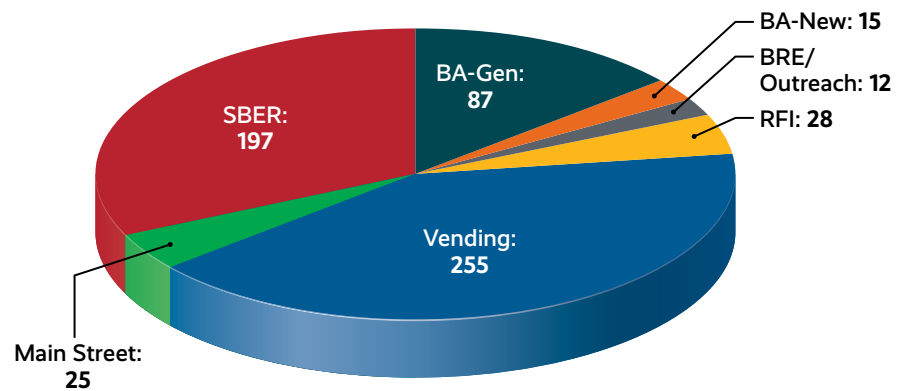
Main Street: City staff assisted businesses with WEDC's Main Street Bounceback grant applications by providing support letters.

SBER: Businesses that applied for the SBER Grant and need extra support.

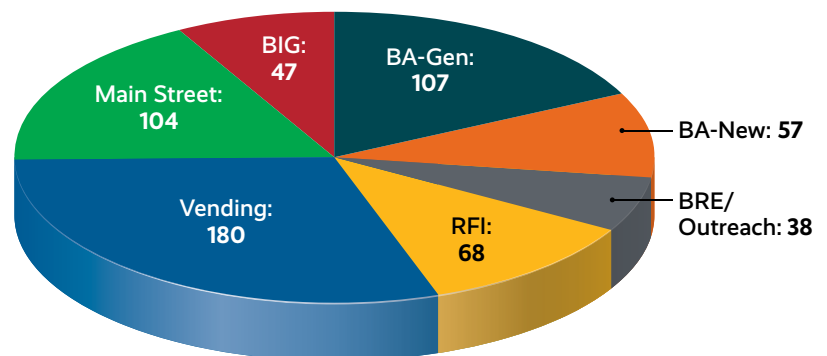
BIG: Building Improvement Grant application assistance.

A major responsibility of the City's Office of Business Resources is to provide assistance to existing business owners and new entrepreneurs. The numbers in these graphs highlight the number of unique businesses and entrepreneurs served by Office of Business Resources staff over the past three years.

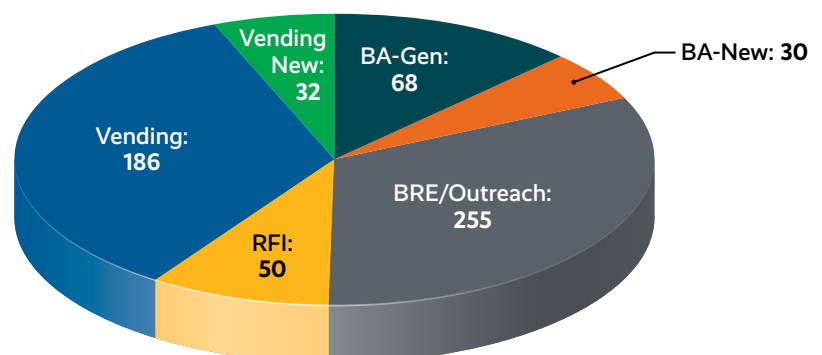
2021 Tracking



2022 Tracking



2023 Tracking



Madison Forward Fund

The Madison Forward Fund (MFF) was a yearlong guaranteed income program running from September 2022 – August 2023, which provided \$500 monthly payments to 155 low-income Madison residents. MFF Program Staff know that families are still reeling from the pandemic, struggling with rising income inequality, a shortage of childcare and increasing inflation. MFF is founded on the belief that people experiencing financial hardship are best positioned to make informed decisions that efficiently address their household's needs. The program invested in low-income families, providing the autonomy and flexibility of unrestricted financial support. MFF also examined the impact on participants' health and wellbeing, civic engagement, and workforce participation, helping to provide proof of concept for a national policy. Program Staff are excited to begin exploration of opportunities for program replication, expansion, and new partnerships to support guaranteed income in Madison and beyond.



Mayors for a Guaranteed Income
@mayorsforagi · Follow



Last week, we met with senior leaders in the Biden-Harris Administration to share learnings from our pilots. Unconditional cash is good politics & good policy, and we're excited to keep making the case for [#guaranteedincome](#) as a tool to lift folks out of poverty.



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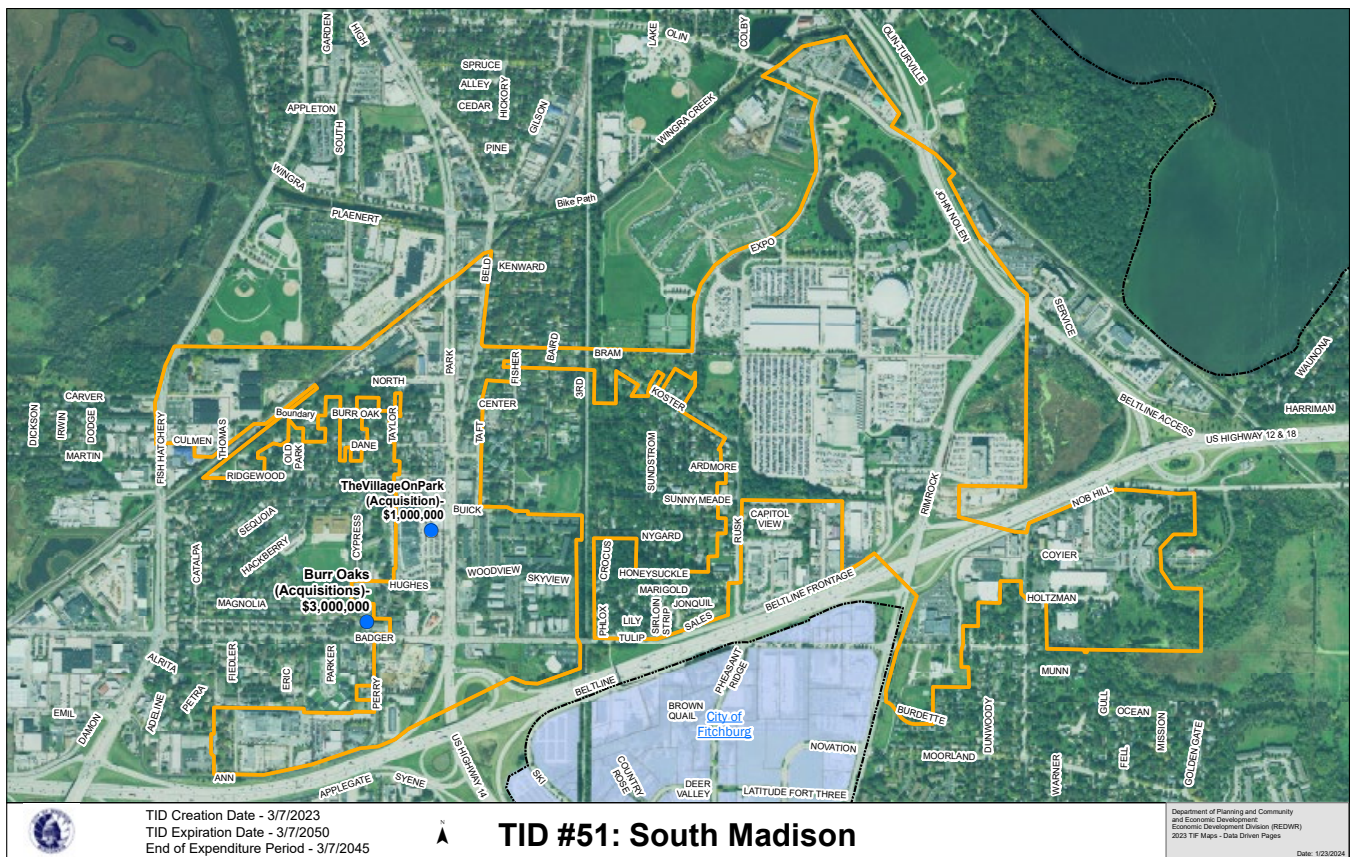
Mayors for a Guaranteed Income @mayorsforagi · 1/24/23



Thank you Mayors for your leadership & for joining —
[@SatyaForMadison](#), [@Woodards4Tacoma](#), [@MichaelDTubbs](#),
[@MayorSPH](#), & [@LevarStoney](#)!

South Madison

In 2023, the City of Madison adopted the Tax Increment District (TID) 51 project plan for South Madison, an area bounded roughly by Fish Hatchery Road, Wingra Creek, John Nolen Drive, and the Beltline Highway. This TID will invest nearly \$100 million in South Madison, a historic amount of money meant to begin to address the long-standing inequities in this part of the City. As a part of this investment, the City commissioned the South Madison Reinvestment Strategy for Equity (SoMa RiSE) project. The SoMa RiSE project is a long-term, long-range study meant to track how these funds are impacting the lives of residents in South Madison. The SoMa RiSE project consists of surveying residents in South Madison on a consistent basis over time, to track the impacts of the TID 51 investment. The goal of this project is, to the best of the City's ability, to ensure that the funds invested lead to direct, meaningful impacts upon the lives of South Madison residents, and specifically to implement the goals of the adopted [South Madison Plan](#).



Mayor's Business Visits

Business Name	Date Visited
Schoep's Ice Cream	July 28, 2021 (via Zoom)
Illumnia, Inc.	August 6, 2021
Tribe 9 Foods	August 13, 2021
Madison-Kipp Corporation	September 24, 2021
Patterson & Richardson Properties	January 14, 2022
Accuray ground breaking	September 13, 2022
Franklin Electric EV	February 17, 2023



Tribe 9 Foods



Patterson & Richardson Properties



Franklin Electric



Accuray



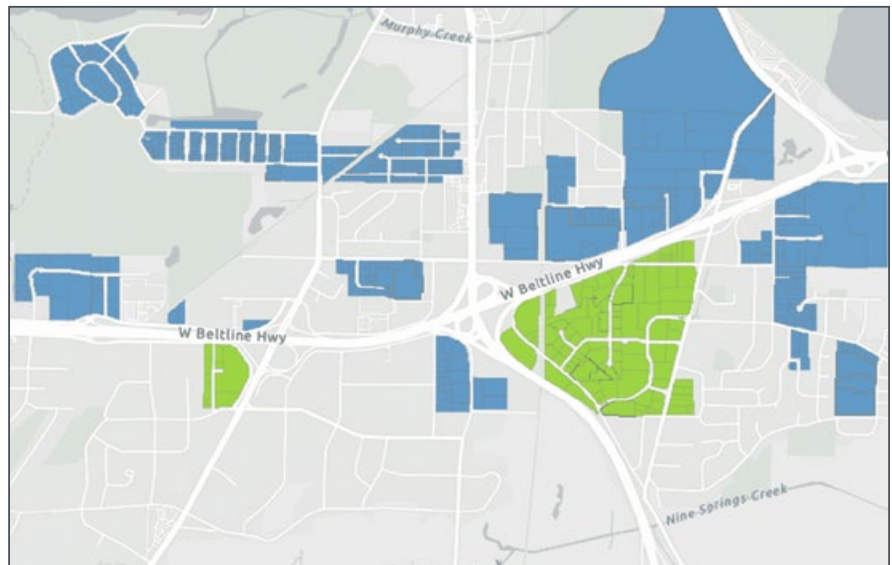
Town of Madison Annexation



The City of Madison welcomed a great portion of the Town of Madison on October 31, 2022. The dissolution of the Town was based upon the terms of the Cooperative Plan entered into by the City of Madison, the City of Fitchburg, and the Town of Madison in 2003. Many city agencies collaborated to ensure a smooth transition for the Town of Madison residents and business owners.

EDD helped with business outreach, real estate transactions, and answered calls from residents and business owners to assist them with the transition. In addition, OBR contracted with Elevate Together to survey the Town of Madison business owners.

This report can be requested through the Office of Business Resources.



Town of Madison addition map: Blue areas joined the City of Madison, and green areas joined the City of Fitchburg

WEDC Grants

For over a decade, the Economic Development Division has prepared grants to secure millions of dollars in funding from the Wisconsin Economic Development Corporation. During the last three years, these grants have funded grocery stores, housing developments, and a public market.

Award of \$250,000 WEDC ISR Grant to fund redevelopment of former Westgate Mall into housing (2021)

The Economic Development Division was awarded a \$250,000 Idle Sites Redevelopment (ISR) grant from the Wisconsin Economic Development Corporation (WEDC) to assist JT Klein Company in redeveloping a vacant shopping mall at 160 Westgate Mall into senior, affordable, and market rate housing. The redevelopment construction will take place on 10 acres and include demolition of the mall, rebuilding infrastructure, and redevelopment into a large mixed-use project. The Westgate redevelopment includes a variety of residential and commercial uses that complement the existing Hy-Vee grocery store. The redevelopment provides a substantial amount of affordable & market rate multi-family housing which include 226 units of market rate housing, 71 units of affordable workforce housing, & 156 units of affordable senior housing. This will create over 450 homes for a diverse mix of Dane County residents.



University Park Commons on the former Westgate Mall site

Award of \$230,700 WEDC CDI Grant to fund Gooh Grocery (2022)

The Economic Development Division was awarded a \$230,700 Community Development Investment (CDI) grant from the Wisconsin Economic Development Corporation (WEDC) to assist Gooh Grocery in transforming a former club at 3554 E. Washington Ave. into a grocery store. Gooh Grocery will provide healthy food choices for underserved communities in the Truax-Hawthorne-Carpenter-Ridgeway neighborhood as well as culturally appropriate foods for the rapidly growing West African and immigrant communities.



EDD staff visit the Gooh Grocery construction site





**Architect's rendering of
Huxley Yards**

Award of \$250,000 WEDC ISR Grant to fund redevelopment of former Hartmeyer site into housing (2023)

The Economic Development Division was awarded a \$250,000 Idle Sites Redevelopment (ISR) grant from the Wisconsin Economic Development Corporation (WEDC) to assist Lincoln Avenue Capital in redeveloping a vacant parcel at 2007 Roth Street into senior and family housing. The View & Victoria at Huxley Yards will provide 303 family units and 250 senior units of housing on Madison's northside.

Award of \$250,000 WEDC CDI Grant to fund redevelopment of the Madison Public Market (2023)

The Economic Development Division was awarded a \$250,000 Community Development Investment (CDI) grant from the Wisconsin Economic Development Corporation (WEDC) to the City of Madison for the Madison Public Market. This redevelopment project consists of the restoration and adaptive reuse of the City of Madison Fleet Services facility at 200 N. First Street, Madison, into the Madison Public Market. The Madison Public Market is an economic development initiative focused on creating opportunities for diverse entrepreneurs to start and grow businesses.



Madison Public Market

The Madison Public Market has been an ongoing conversation in the City of Madison for the better part of two decades. In that time, it has taken on a number of identities and gone through various conceptual changes; however, the basic premises were unwavering:

1. Provide a “third place” where the diversity of Madison’s residents and culture could be on full display and people could interact in ways that built community, fellowship, and inclusivity
2. Create a center of commerce that provided options for growth, economic mobility, and the possibility of building generational wealth for diverse vendors in the food production, craft, and culinary industries

During the past three years, the project team from the City of Madison and the Madison Public Market Foundation continued to move the project forward at its location with the former Fleet Services building at First and Johnson Streets. During this time, the concept of the Madison Public Market became stronger and better able to serve future businesses located within the Market. This is apparent through the addition of physical spaces like TruStage MarketReady Hall, which will provide expanded food prep and manufacturing capabilities to growing food businesses. 2023 ended with construction of the Madison Public Market underway. It is scheduled to open in mid-2025.



Open House in the Public Market space, shortly before the start of construction

Black Business Hub Groundbreaking

April 8, 2022



Acquisitions

- **Land Banking in South Park Street (1901 S. Park Street, etc.):** This property was purchased for land banking purposes. It is the City's intention to redevelop this property in line with the goals of the adopted South Madison Plan.
- **Men's Homeless Services (Zeier and Bartillon):** The property at 2002 Zeier Road was purchased as a temporary location for the Men's Homeless Shelter. In addition, City Real Estate Staff also facilitated the purchase of 1902 Bartillon Drive and 3709 Kinsman Blvd to serve as the location for the City's permanent Men's Homeless Shelter. In collaboration with Dane County, the City is currently in the process of constructing this shelter, with a completion date of October, 2025.
- **New Madison Metro Transit Satellite Bus Facility:** In July 2021, staff purchased the former FedEx building on Hanson Road for bus storage and maintenance. The build out is ongoing, but nearing completion.
- **Parkland Expansion:** Several properties around the City were purchased by various staff on behalf of the City Parks Division.
- **Public road and infrastructure construction and maintenance:** Completed over 100 land and easement acquisitions to improve various City streets and infrastructure, including Atwood Ave, Blair Street, E. Dean Ave, S. Pleasant View Rd, University Ave, and various sewer and path projects.
- **Bus Rapid Transit:** From 2021 through 2023 (and through Summer 2024), staff planned for and completed 93 land and easement acquisitions, plus an additional 98 acquisitions from a condo complex, that were necessary for the construction of the improvements to support the City's new BRT program.



Rendering of the Men's Shelter being built on Bartillon Drive



BRT station under construction on University Ave.

Real Estate

Disposals

- **Owl Creek:** Managed the sale of multiple lots in the City-owned Owl Creek subdivision, some of which were purchased by Habitat for Humanity for the construction of eight homes.
- **Yahara Hills Golf Course:** Negotiated the sale of a portion of the golf course to Dane County for a future landfill expansion and sustainability campus.

Asset Management

- Managed the sale and development of industrial property in the City-owned Business Parks, in particular, the Center for Industry and Commerce.
 - Event Essentials: 90,000 sq. ft. build-to-suit warehouse and office
 - Greywolf: 122,038 sq. ft. flex building
 - Newcomb: 218,046 sq. ft. flex building
 - JEAJR 1935: 60,000 sq. ft. build-to-suit office and light industrial building
- Generated over \$1.5 million in city revenue through private use of City property via Leases, Easements, Licenses, and Encroachment Agreements, without which, many developments would not be possible.
- Managed multiple ongoing leased properties and City owned condominium assets. These include several public library branches, along with condominiums utilized by the Madison Fire Department.

Private Development

- Reviewed and approved ten subdivision plats for the creation of residential lots for the City's housing needs.
- Reviewed and approved numerous Certified Survey Maps required for infill redevelopments, the creation of new legal lots for development, and the curing of title defects.

Tax Increment Finance (TIF)

- Provided underwriting and analysis for multiple requests for TIF financial assistance.
- Finalized and closed upon the following loans for TIF assistance:
 - Westgate Phase 1 (\$2,556,000 of TIF assistance) consisting of:
 - 82 units of senior affordable housing;
 - 156 units of market rate housing



Rise Madison under construction on the former Gardner Bakery site



EDD Director Matt Mikolajewski speaks at the Huxley Yards groundbreaking



Truman Olson construction on S. Park St.



Village on Park



Embassy Suites Hotel on Judge Doyle Square

- Gardner Bakery (Wisconsin Housing Preservation Corporation) (\$2,350,000 of TIF assistance) consisting of:
 - 245 units of affordable housing
- Madison Interstate East (HSA Development) (\$2,100,000 of TIF) to support industrial development at 2930 and 3030 Ohmeda Drive.
- Huxley Yards (\$6,250,000 of TIF assistance) consisting of:
 - 303 units of affordable housing for families and individuals
 - 250 units of affordable housing for seniors
- Staff completed 22 TIF district creations and amendments in the years 2021 through 2023. This represents an increase of nearly 200% from the years 2018 – 2020.
- Created TID 51, the largest TIF district in the City's history in terms of up front public investment. This TIF District will invest nearly \$100 million into South Madison and areas in the former Town of Madison. In addition to making this significant investment, two thirds of the investment is excess tax increments donated by successful TIDs.
- Provided tens of millions of dollars for public infrastructure investments, including \$20 million for the City's soon to be implemented Bus Rapid Transit (BRT) system.

Redevelopment Projects

- Truman Olson: Implemented the Truman Olson redevelopment project, including completion of the City owned condominium that will house a grocery store. Staff anticipates completion of the grocery store in late 2024 / early 2025.
- Urban League's Black Business Hub at the Village on Park: Provided real estate and project management support for design and construction.
- Village on Park: Managed the ongoing redevelopment and redesign, including overseeing the Village on Park Master Plan, implementation of the first phases including redesign of the common areas, and design and bidding of the Phase 2 parking structure.
- Centro Hispano: Provided real estate and project management support for the design and construction of the new offices in South Madison.
- Judge Doyle Square (Block 105) Project: Negotiated a development agreement and completed real estate work with Mortenson Development for the construction of a new Embassy Suites Hotel.
- State Street Campus Garage Redevelopment: Negotiated a development agreement and completed real estate work with Mortenson Development for the construction of a new public parking structure, inter-City bus terminal, and student housing.

CDA Redevelopment Projects

- Triangle: Managed the planning for and commencement of the redevelopment of the CDA owned public housing project, with groundbreaking in fall of 2024.
- Planning for the redevelopment of the Park and Badger site, at the former Centro Hispano site and Madison Metro South Transfer Point.
- Planning for the implementation of additional redevelopment sites, such as at Theresa Terrace.



La Mariposa Lane, a new pedestrian-friendly street added to the Triangle



City of Madison
Economic Development Division
215 Martin Luther King, Jr. Blvd, 3rd Floor
P.O. Box 2983
Madison, WI 53701-2983

www.cityofmadison.com/dpced/economicdevelopment