

CITY OF MADISON

TAX INCREMENT FINANCING (TIF)

BUILDING IMPROVEMENT GRANT



Economic Development Division
215 Martin Luther King Jr. Boulevard
Ruth Rohlich, 267-4933
rrohlich@cityofmadison.com
Website address: www.cityofmadison.com/obr

PROGRAM SUMMARY

The City of Madison, residents, business owners and the development community invest in independent businesses to maintain the local flavor that makes Madison special.

Unique and successful independent retail and service businesses have a significant effect on the attractiveness and marketability of the surrounding area. This program encourages business owners to invest in their business by offering grants to assist with the capital costs associated with renovating the interior and exterior of retail spaces.

The Building Improvement Grant (BIG) program is funded through City of Madison Tax Increment Financing (TIF) and is only available in certain Tax Increment Districts in the City. Currently those districts are:

TID 44 – Royster Clark Area
TID 46 – Research Park Area
TID 50 – State Street Area
TID 51 – Park Street Area
TID 52 – East Wash & Stoughton Road Area
TID 53 – Wilson Street Area
TID 54 – Pennsylvania Ave Area

You can see if your location is in one of these TIDs by [reviewing the maps](#). In some cases, businesses located outside of, but within ½ mile of, a TID boundary are eligible to apply. Please confirm that your location is eligible by e-mailing: rrohlich@cityofmadison.com.

You must be approved for the grant BEFORE you begin the work. Work that is in process or has been completed is not eligible for grant funds.

Applicant Eligibility Requirements

Eligible independent, customer-facing, businesses that include retail, restaurants, and retail services including spas and salons.

The program is intended to assist projects that promote independent business activities, create an attractive environment and encourage neighborhood liveliness.

Independent Businesses are defined as: For profit businesses at least 51% owned by individuals residing in Dane County.

Businesses not owned by local individuals (aka franchises), may also be considered independent if all the following are met:

- Have more than 51% of key managers living in Dane County
- Business is registered in Wisconsin.
- Business independently controls purchasing decisions, business makes independent decisions regarding the name and look of the business, including marketing, advertising, logo design and branding decisions. Businesses make independent decisions regarding business procedures, practices and policies.

Ineligible businesses include offices, consulting firms, health, insurance, banking and non-retail businesses. Governmental entities, non-profits, businesses not involved in retail, restaurant or specific service sales, and public and quasi-public authorities are ineligible for funding.

Independent businesses who lease space are eligible to apply if their lease is two or more years in length and they have written permission from the property owner.

Eligible Costs

To the greatest extent possible, the City will invest in impactful customer serving interior and exterior improvements that will benefit not only the current tenant, but future businesses within the space. Such eligible interior improvements include, but are not limited to, the following:

- HVAC, electrical, or plumbing improvements
- ADA compliance improvements
- The construction of customer restrooms
- Rehabilitation of the space to basic “white-box conditions”, such as repairing or replacing cracked plaster walls, structural improvements or ceilings
- New flooring
- New lighting
- New windows and doors
- Restoration of deteriorated historic/architectural elements
- Loading dock, storage, storeroom repairs and construction
- Other elements that could be useful to a new business
- “Green” or environmentally friendly upgrades
- Eligible exterior improvements that mirror those improvements considered eligible under the current [Façade Improvement Grant Program](#)
- Design, architectural and permit fees associated with the construction are also eligible project costs.

Ineligible costs include:

- Routine maintenance
- Projects that will appear to violate zoning or building inspection requirements
- Easily movable furniture, fixtures and equipment

Grant Amount

Grants will be provided in an amount of up to \$50,000 for eligible interior and exterior improvements.

Payment Procedure

Payment Procedure

1. The City will make two payments. The first payment of up to 75% will be made within 30 days of the contract signing. The second and final payment will be made after at least 50% of the project is completed and the City has approved all of the paid invoices you are required to submit for work approved in Attachment 1 of the contract.
2. City staff may request copies of additional documentation at any time.
3. Subrecipient shall submit all paid invoices and your payment request to Ruth Rohlich, Office of Business Resources, at the following email: rrohlich@cityofmadison.com.
4. The City will make payments to subrecipient by ACH or check.
5. The city will not pay or reimburse the subrecipient more than the total Agreement award amount in section 5 of the main agreement.
6. Grantee defaults or commits a breach any of the terms of this Agreement, and any such default shall continue unremedied for ten (10) days after written notice to Grantee, the City, at its option and in addition to all other rights and remedies which it may have at law or in equity against Grantee, including specific performance, shall have the right to immediately terminate this Agreement and all rights of Grantee under this Agreement. Grantee shall, within thirty (30) days of termination of this Agreement, return to the City the full amount of the grant funds provided to Grantee under this Agreement.
7. Any funds not expended by the date this contract terminates or expires are not eligible for payment.

Expected Considerations

We expect that all projects will be complaint with American Disability Act standards and use environmentally friendly products and materials, including those that are energy star rated.

Grant Requirements

All projects must receive all applicable city building permits as required.

The owner/tenant shall comply with all sign control ordinances contained in chapter 31 of the Madison General Ordinances and keep the exterior surfaces maintained to prevent deterioration and to present an attractive appearance.

The owner/tenant shall comply with all applicable provisions of the Madison General Ordinances concerning equal employment opportunity and affirmative action programs and practices in connection with the construction work being completed using grant funds.

The owner/tenant shall assist and actively cooperate with the City in obtaining the compliance of contractors with such provisions of the Ordinances, and with the rules, regulations and relevant orders issued by the City pursuant to such provisions of the Ordinances.

Processing Steps

- Step 1** Call or e-mail City Staff to discuss your project and confirm your location is in an approved Tax Increment District:
[rrhlich@cityofmadison.com](mailto:rrohlich@cityofmadison.com)
608-267-4933
- Step 2** Applications are accepted on an on-going basis until the funds run out.
- Step 3** Applications must be submitted to the Economic Development Division. Email applications are preferred.

E-mail application to: Ruth Rohlich Business Development Specialist City of Madison rrhlich@cityofmadison.com PREFERRED DELIVERY METHOD	Drop off application: ATTN: Ruth Rohlich Madison Municipal Building 215 Martin Luther King Jr. Boulevard Room 312 Madison, WI 53701	Mail application: ATTN: Ruth Rohlich City of Madison Economic Development P.O Box 2983 Madison, WI 53701-2983
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An application from a tenant must include a copy of the lease and written approval from the owner. Applications must include a detailed description of the improvements suggested with estimates from vendors.

- Step 4** A City staff team will discuss the proposed improvements. If the proposal meets the requirements of the Building Improvement Grant, written approval will be sent via e-mail to the owner/tenant. This e-mail may require modifications or changes to the original proposal.
- Step 5** **City staff will coordinate with business owner/property owner to do a walkthrough of the space.**
- Step 5** Following approval and the walk through of the space by the Building Improvement Grant Program Review Team, the Economic Development Division will prepare and furnish the applicant with the grant agreement.
- Step 6** The applicant must sign the grant agreement and return it to the City (preferred method via e-mail).
- Step 7** The applicant must obtain building permits for the work. The applicant must display a sign provided by the City on the site indicating "Financing provided in part by the City of Madison Building Improvement Grant Program."