

Economic Development Division

Agency Overview

Agency Mission

The mission of the Economic Development Division is to serve a successful City by supporting our residents, businesses, and property owners; and, by managing our real estate assets and transactions in a responsible manner.

Agency Overview

The Agency is responsible for overseeing all City real estate transactions and projects, providing financial and technical assistance to businesses and developers, and managing other economic development initiatives.

Budget Service Changes

As part of the 2025 budget process, all agencies evaluated the budget service structure and had the opportunity to propose updates to services. The Economic Development Division's 2025 budget service structure has been changed from the 2024 adopted budget. Since there were changes to services, the budget does not show a full history at the service level. The budget does show a full history at the agency level by fund and by major expenditure category.

The 2024 Adopted Budget included the following services:

- Food Policy & Programming
- Office of Business Resources
- Office of Real Estate Services

The 2025 Executive Budget has been updated to the following services:

- Administration
- Business & Real Estate Development Finance
- Business Resources & Outreach
- Policy, Planning & Project Management
- Real Estate Assets & Infrastructure
- Street Vending & Sidewalk Cafes

2025 Budget Highlights

Service: Administration

- New service in 2025 budget. Service was previously a portion of the budget in each of the three former services.
- Budget maintains current activity levels.

Service: Business & Real Estate Development Finance

- New service in 2025 budget. Service was previously a portion of the budget in Office of Real Estate Services.
- Budget maintains current activity levels.

Service: Business Resources & Outreach

- New service in 2025 budget. Service was renamed from Office of Business Resources. It was a portion of the budget in that former service.
- Budget maintains current activity levels.

Service: Policy, Planning & Project Management

- New service in 2025 budget. Service was previously a portion of the budget in each of the three former services.
- Budget maintains current activity levels.

Service: Real Estate Assets & Infrastructure

- New service in 2025 budget. Service was previously a portion of the budget in Office of Real Estate Services.
- Budget maintains current activity levels.

Service: Street Vending & Sidewalk Cafes

- New service in 2025 budget. Service was previously a portion of the budget in Office of Business Resources.
- Budget maintains current activity levels.

Economic Development

Function:

Planning and Development

Budget Overview

Agency Budget by Fund

Fund	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General	2,058,220	2,500,710	2,113,987	2,595,194	2,614,358
Other Grants	1,506,829	-	19,758	-	-
Total	\$ 3,565,049	\$ 2,500,710	\$ 2,133,745	\$ 2,595,194	\$ 2,614,358

Agency Budget by Service

Service	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Administration				190,116	191,326
Bus & Real Estate Dev Finance				458,558	460,841
Business Resources & Outreach				442,409	445,326
Policy, Planning & Project Mgmt				205,670	207,430
Real Estate Assets & Infrastructure				1,043,271	1,053,187
Street Vending & Sidewalk Cafes				255,170	256,247
	\$ 3,565,049	\$ 2,500,710	\$ 2,133,745	\$ 2,595,194	\$ 2,614,358

Agency Budget by Major-Revenue

Major Revenue	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
	-	-	-	-	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -

Agency Budget by Major-Expense

Major Expense	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Salaries	1,266,787	1,643,503	1,366,031	1,726,381	1,726,381
Benefits	364,598	464,195	359,693	467,372	486,536
Supplies	11,516	14,100	7,070	14,100	14,100
Purchased Services	1,860,931	312,250	334,289	312,250	312,250
Inter Depart Charges	61,216	66,662	66,662	75,091	75,091
Total	\$ 3,565,049	\$ 2,500,710	\$ 2,133,745	\$ 2,595,194	\$ 2,614,358

Economic Development

Function:

Planning and Development

Service Overview

Service: Administration

Service Description

This service manages the budget and staff of the Economic Development Division. The goal of the service is to effectively allocate the resources of the Economic Development Division.

Activities Performed by this Service

- Budget: Development and management of annual budget.
- Work Plan: Development and management of annual work plan.
- Oversight: Results Madison service indicator data and the Economic Development Committee staffing.
- Staffing: Professional development.
- Engagement: Neighborhood Resource Teams and Equity Team support.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				190,116	191,326
Other-Expenditures				-	-
Total				\$ 190,116	\$ 191,326

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				156,461	157,671
Non-Personnel				21,160	21,160
Agency Charges				12,495	12,495
Total				\$ 190,116	\$ 191,326

Economic Development

Function:

Planning and Development

Service Overview

Service: Bus & Real Estate Dev Finance

Service Description

This service oversees small business grants, food program funding, and the City's Tax Increment Finance (TIF) program. The goals of this service are to promote small business development, increase food access, support the construction of affordable housing and other development projects, and expand the tax base.

Activities Performed by this Service

- Small Business Development Programs: Façade Grants, Building Improvement Grants, Commercial Ownership Assistance Grants, and Small Cap TIF Loan management.
- Tax Incremental Finance (TIF): Underwriting TIF applications, creating and amending Tax Increment Districts, and staffing TIF Joint Review Board.
- Food Access Programs: Healthy Retail Access Program, Double Dollars and SEED Grant management.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				458,558	460,841
Other-Expenditures				-	-
Total				\$ 458,558	\$ 460,841

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				276,328	278,611
Non-Personnel				168,320	168,320
Agency Charges				13,910	13,910
Total				\$ 458,558	\$ 460,841

Economic Development

Function:

Planning and Development

Service Overview

Service: Business Resources & Outreach

Service Description

This service helps businesses locate, open, or expand within the City of Madison by directing them to financial and technical assistance available through the City and other sources, and by connecting them to other City agencies. The goal of this service is to help grow the Madison economy.

Activities Performed by this Service

- Business Inquiries: Individual business questions and formal site selection requests.
- Business Outreach Materials: Website and brochure maintenance.
- Business Organizations: Cultivating relationships with area business organizations.
- City Project Support: Road construction assistance and business support for other projects.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				442,409	445,326
Other-Expenditures				-	-
Total				\$ 442,409	\$ 445,326

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				319,734	322,651
Non-Personnel				108,765	108,765
Agency Charges				13,910	13,910
Total				\$ 442,409	\$ 445,326

Economic Development

Function:

Planning and Development

Service Overview

Service: Policy, Planning & Project Mgmt

Service Description

This service leads policy, planning, and project management work. The goal of this service is to grow the City's economy through policy, planning, and project work.

Activities Performed by this Service

- Plan Preparation: Area Plans and Economic Development Strategy development.
- Grant Funding: Completion of applications for Wisconsin Economic Development Corporation (WEDC) funding.
- Study Management: South Madison Reinvestment Strategy for Equity (RiSE) Study.
- Project Promotion: Associates in Commercial Real Estate (ACRE) and small business tours.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				205,670	207,430
Other-Expenditures				-	-
Total				\$ 205,670	\$ 207,430

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				197,304	199,064
Non-Personnel				1,410	1,410
Agency Charges				6,955	6,955
Total				\$ 205,670	\$ 207,430

Economic Development**Function:****Planning and Development***Service Overview***Service:** Real Estate Assets & Infrastructure*Service Description*

This service completes all real estate work needed by the City for public projects, as well as City real estate work needed to support private projects. This service also manages the City's real estate assets. The goal of this service is to help grow the Madison economy through public facilities and infrastructure as well as private real estate development.

Activities Performed by this Service

- Acquisition: Purchase and lease real estate needed by the City.
- Disposal: Sell surplus property not needed by the City.
- Land Banking: Purchase, manage, and sell property through a Request for Proposals (RFP) process.
- Asset Management: Easements, encroachment agreements, and licenses for private buildings, infrastructure, and equipment using City property.
- Redevelopment Project Management: Park Badger, Brayton Lot, and the Triangle.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				1,043,271	1,053,187
Other-Expenditures				-	-
Total				\$ 1,043,271	\$ 1,053,187

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				997,601	1,007,517
Non-Personnel				24,805	24,805
Agency Charges				20,865	20,865
Total				\$ 1,043,271	\$ 1,053,187

Economic Development

Function:

Planning and Development

Service Overview

Service: Street Vending & Sidewalk Cafes

Service Description

This service manages the licensing and code compliance of the Street Vending and Sidewalk Café Programs. Through this work, this service provides entrepreneurship support to small business owners and placemaking support for Madison's commercial districts. The goal of this service is to grow Madison's economy through entrepreneurship and thriving business districts.

Activities Performed by this Service

- Administration: Licensing, monitoring, enforcing, and advising the city's street vendors and sidewalk café operators; staffing the Vending Oversight Committee.
- Program Management: Improving the Street Vending and Sidewalk Café programs through Madison General Ordinances and other policy changes.
- Education: Providing business planning guidance and connections to external resources.
- Outreach: Accommodating the intersection of street vending and sidewalk cafés with road construction, special events, and new development throughout the community.

Service Budget by Fund

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
General				255,170	256,247
Other-Expenditures				-	-
Total				\$ 255,170	\$ 256,247

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Revenue				-	-
Personnel				246,325	247,402
Non-Personnel				1,890	1,890
Agency Charges				6,955	6,955
Total				\$ 255,170	\$ 256,247

Economic Development
Function:
Planning and Development
Line Item Detail
Agency Primary Fund: General

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Salaries					
Permanent Wages	1,268,320	1,657,209	1,352,169	1,708,766	1,708,766
Salary Savings	-	(8,206)	-	(8,544)	(8,544)
Pending Personnel	-	213	-	32,394	32,394
Compensated Absence	9,015	-	2,500	11,603	11,603
Hourly Wages	74	-	193	-	-
Overtime Wages Permanent	7,477	2,108	10,308	7,171	7,171
Election Officials Wages	388	-	831	-	-
Budget Efficiencies	-	(24,911)	-	(26,008)	(26,008)
Salaries Total	\$ 1,285,293	\$ 1,643,503	\$ 1,366,031	\$ 1,726,381	\$ 1,726,381
Benefits					
Wage Insurance Benefit	3,343	3,967	3,225	3,978	3,978
IATSE Health Benefit	9	-	23	-	-
WRS	85,115	114,348	87,556	117,905	118,759
FICA Medicare Benefits	96,246	123,165	93,757	127,228	127,064
Post Employment Health Plans	3,894	4,089	2,510	2,661	2,661
Benefits Total	\$ 367,917	\$ 464,195	\$ 359,693	\$ 467,372	\$ 486,536
Supplies					
Office Supplies	474	3,750	936	3,750	3,750
Copy Printing Supplies	591	2,350	1,064	2,350	2,350
Furniture	-	1,500	-	1,500	1,500
Hardware Supplies	-	1,100	590	1,100	1,100
Software Lic & Supplies	597	700	200	700	700
Postage	9,855	4,700	4,281	4,700	4,700
Supplies Total	\$ 11,516	\$ 14,100	\$ 7,070	\$ 14,100	\$ 14,100
Purchased Services					
Stormwater	497	-	44	-	-
Telephone	707	-	587	-	-
Cellular Telephone	350	480	216	480	480
System & Software Mntc	7,563	6,300	11,590	7,300	7,300
Recruitment	427	1,000	400	-	-
Mileage	567	325	967	325	325
Conferences & Training	23,276	19,425	16,316	19,425	19,425
Memberships	28,774	24,400	24,400	24,400	24,400
Storage Services	4,831	3,000	3,718	3,000	3,000
Mortgage & Title Services	5,235	6,000	6,360	6,000	6,000
Management Services	905	1,275	1,275	1,275	1,275
Consulting Services	21,760	-	-	-	-
Advertising Services	6,603	7,820	8,000	7,820	7,820
Printing Services	649	2,500	700	2,500	2,500
Other Services & Expenses	117,341	189,725	189,725	189,725	189,725
Purchased Services Total	\$ 332,277	\$ 312,250	\$ 314,531	\$ 312,250	\$ 312,250

Line Item Detail

Agency Primary Fund: General

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive
Inter Depart Charges					
ID Charge From Engineering	55,395	55,395	55,395	60,935	60,935
ID Charge From Insurance	4,255	9,614	9,614	12,531	12,531
ID Charge From Workers Comp	1,566	1,653	1,653	1,625	1,625
Inter Depart Charges Total	\$ 61,216	\$ 66,662	\$ 66,662	\$ 75,091	\$ 75,091

Economic Development

Function: Planning and Development

Position Summary

Classification	CG	2024 Budget Adopted		2025 Budget			
		FTEs	Amount	Request		Executive	
				FTEs	Amount	FTEs	Amount
ACCT TECH 3-20	20	1.00	81,428	1.00	72,656	1.00	72,656
BUSINESS DEV SPEC 2-18	18	1.00	85,360	1.00	88,480	1.00	88,480
BUSINESS DEV SPEC 3-18	18	1.00	107,044	1.00	110,956	1.00	110,956
BUSINESS DEV SPEC 4-18	18	1.00	115,373	1.00	119,589	1.00	119,589
CLERK-TYP 2-20	20	1.00	57,372	1.00	59,468	1.00	59,468
ECON DEV DIV DIR-21	21	1.00	155,431	1.00	161,111	1.00	161,111
ECON DEV SPEC-18	18	1.00	112,108	1.00	116,204	1.00	116,204
FOOD POLICY ADMIN-18	18	1.00	102,089	1.00	105,819	1.00	105,819
PRINCIPAL PLANNER-18	18	1.00	125,037	1.00	133,494	1.00	133,494
REAL ESTATE DEV SPEC 3-18	18	1.00	102,089	-	-	-	-
REAL ESTATE DEV SPEC 4-18	18	2.00	240,542	3.00	337,883	3.00	337,883
REAL ESTATE SPECIALIST 2-18	18	4.00	368,740	1.00	93,451	1.00	93,451
REAL ESTATE SPECIALIST 3-18	18	-	-	3.00	291,567	3.00	291,567
REAL ESTATE SPECIALIST 4-18	18	1.00	115,373	1.00	95,320	1.00	95,320
REAL ESTATE SUPERV-18	18	2.00	186,320	2.00	268,387	2.00	268,387
STREET VENDING MONITOR-16	16	1.00	68,582	1.00	60,036	1.00	60,036
		20.00	\$2,022,888	20.00	\$2,114,420	20.00	\$2,114,420

Salary amounts recorded on this page are for total budgeted salaries; this amount may differ from budgeted permanent wages as presented in the Line Item Detail due to payroll allocations to other funding sources (capital projects, grants, etc.) or inter-agency services are not reflected in this summary page.