

## 2025 ECONOMIC DEVELOPMENT DIVISION FINANCIAL ASSISTANCE DASHBOARD

**Dates 1/1-9/30/2025**

### **BUILDING IMPROVEMENT GRANT PROGRAM**

Grant funding for businesses located within specific TIDs to improve interior and exteriors. Up to \$50,000 per business.

Total Funding: See TID Budgets

| <i>Date</i> | <i>Business</i>                         | <i>Address</i>               | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|-----------------------------------------|------------------------------|-----------------------|---------------------|--------------------|-----------------------------|
| 09/24/25    | LeLeLee LLC                             | 811 E Johnson St             | 6                     | 53                  | \$ 27,681.00       | \$ 38,108.00                |
| 09/17/25    | Gently Automotive LLC dba Apex Auto     | 3074 E Washington Ave        | 12                    | 52                  | \$ 50,000.00       | \$ 140,000.00               |
| 09/10/25    | Higher Ideal                            | 214 State Street             | 4                     | 50                  | \$ 8,400.00        | \$ 8,400.00                 |
| 08/21/25    | Patterson and Richardson Properties LLC | 584 Grand Canyon Drive       | 19                    | 46                  | \$ 50,000.00       | \$ 70,275.00                |
| 07/29/25    | Cider Farm Brands LLC                   | 1537 Gilson Street           | 13                    | 51                  | \$ 50,000.00       | \$ 94,181.00                |
| 07/29/25    | Higher Ideal                            | 214 State Street             | 4                     | 50                  | \$ 4,175.00        | \$ 8,675.00                 |
| 07/15/25    | Bear Spots LLC                          | 1026 N Sherman Ave           | 12                    | 54                  | \$ 50,000.00       | \$ 53,864.00                |
| 07/02/25    | Wisconsin Martail Arts and Fitness      | 1352 S Park Street (The Hub) | 14                    | 51                  | \$ 50,000.00       | \$ 176,250.00               |
| 06/18/25    | Safari Bilingual Learning Center        | 7618 Westward Way            | 9                     | 46                  | \$ 50,000.00       | \$ 50,000.00                |
| 05/20/25    | Banzo LLC                               | 2105 Sherman Ave             | 12                    | 54                  | \$ 36,038.00       | \$ 36,038.00                |
| 05/09/25    | CocoVaa LLC                             | 10 Odana Court               | 19                    | 46                  | \$ 50,000.00       | \$ 50,000.00                |

|          |                                                  |                              |    |    |              |               |
|----------|--------------------------------------------------|------------------------------|----|----|--------------|---------------|
| 05/05/25 | Pricked LLC                                      | 521 A State Street           | 2  | 50 | \$ 50,000.00 | \$ 69,195.00  |
| 04/30/25 | ZaZa Snacks LLC                                  | 515 University Ave           | 2  | 50 | \$ 12,650.00 | \$ 12,650.00  |
| 04/16/25 | The Baked Lab                                    | 2044 Atwood Ave              | 6  | 53 | \$ 50,000.00 | \$ 205,300.00 |
| 04/16/25 | Bomazza LLC dba<br>Silk Road                     | 1920 S Park Street           | 14 | 51 | \$ 35,050.00 | \$ 39,193.00  |
| 04/03/25 | Investors LLC (The<br>Saddlery Retail<br>Spaces) | 325 E Wilson Street          | 4  | 53 | \$ 50,000.00 | \$ 330,000.00 |
| 02/26/25 | Firm Foundation<br>Hair and Beauty               | 305 S Livingston Street      | 6  | 53 | \$ 29,225.00 | \$ 29,225.00  |
| 02/26/25 | Custom Mac N<br>Cheese                           | 438 N Frances Street         | 2  | 50 | \$ 50,000.00 | \$ 50,000.00  |
| 02/26/25 | Hair By Bootz LLC                                | 1121 Ruskin Street           | 12 | 54 | \$ 50,000.00 | \$ 54,228.00  |
| 02/19/25 | Mojo Method, LLC<br>dba CrossFit Mojo            | 600 Williamson Street        | 6  | 53 | \$ 50,000.00 | \$ 73,370.00  |
| 02/10/25 | Isaiah Schroeder<br>Knifeworks                   | 1516 & 1520 Gilson<br>Street | 13 | 51 | \$ 50,000.00 | \$ 55,210.00  |
| 02/10/25 | Wisco Cocktail Ice<br>dba Wisco Ice co           | 1529 Gilson Street           | 13 | 51 | \$ 50,000.00 | \$ 102,365.00 |
| 01/09/25 | Luna's Market                                    | 2328 S Park Street           | 14 | 51 | \$ 50,000.00 | \$ 78,000.00  |
| 01/09/25 | Vernee Nycole<br>House of Beauty LLC             | 1702 S Park Street           | 14 | 51 | \$ 40,724.00 | \$ 49,724.00  |
| 01/09/25 | ZaZa Snacks LLC                                  | 515 University Ave           | 2  | 50 | \$ 14,100.00 | \$ 14,100.00  |

**HEALTHY RETAIL ACCESS PROGRAM**

The Healthy Retail Access Program funds businesses investing in improvements that will increase access to affordable, healthy food. Funds can be used for any new services, equipment, building improvements, or programs that can increase a retail business’s capacity to provide healthy food. Grant amounts vary depending on total project size. Typically fund at <30% of total project costs.

Total Funding: \$250,000

| <i>Date</i> | <i>Business</i>   | <i>Address</i>    | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|-------------------|-------------------|-----------------------|---------------------|--------------------|-----------------------------|
| 1/1/2025    | Paleo Mama Bakery | 961 S Park Street | 13                    | N/A                 | \$ 50,000.00       | N/A                         |

## **KIVA MADISON PROGRAM**

Kiva is a crowdfunding platform that provides 0% interest loans to small business owners and startups. Kiva borrowers can crowdfund from the community and receive loans up to \$15,000 at 0% interest with zero fees.

Total Funding: SBER Budget N/A

| <i>Date</i> | <i>Business</i>                       | <i>Address</i>    | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|---------------------------------------|-------------------|-----------------------|---------------------|--------------------|-----------------------------|
|             |                                       |                   |                       |                     |                    |                             |
| 07/17/25    | D'Pelos Pet Groomer                   | 529 S Park Street | 13                    | N/A                 | \$ 11,000.00       | N/A                         |
| 06/10/25    | Sabor Criollo Venezolano              | Home              | 7                     | N/A                 | \$ 15,000.00       | N/A                         |
| 06/02/25    | CrepUW LLC                            | Home              | 14                    | N/A                 | \$ 7,500.00        | N/A                         |
| 05/02/25    | Rigs N Beez                           | Home              | 3                     | N/A                 | \$ 2,500.00        | N/A                         |
| 03/01/25    | Infinity Glow Solutions LLC           | Home              | 4                     | N/A                 | \$ 8,500.00        | N/A                         |
| 03/01/25    | So Simple Shop                        | 148 E Wilson      | 4                     | N/A                 | \$ 10,000.00       | N/A                         |
| 03/01/25    | Vice Grounds LLC, dba Twisted Grounds | 6067 Gemini Drive | 3                     | N/A                 | \$ 13,000.00       | N/A                         |
| 02/01/25    | Pies Happy Salon and Spa LLC          | Home              | 10                    | N/A                 | \$ 10,500.00       | N/A                         |

|          |                            |                          |    |     |              |     |
|----------|----------------------------|--------------------------|----|-----|--------------|-----|
| 02/01/25 | InfinityGlow<br>Solutions  | Home                     | 4  | N/A | \$ 8,500.00  | N/A |
| 01/01/25 | Cleanve Pro                | Home                     | 14 | N/A | \$ 10,500.00 | N/A |
| 12/01/24 | Wild Wind Organix          | Home                     | 16 | N/A | \$ 2,000.00  | N/A |
| 12/01/24 | Little Genius<br>Bilingual | 3131 E Washington<br>Ave | 12 | N/A | \$ 5,000.00  | N/A |
| 12/01/24 | Devine Grilling            | 1219 N Sherman Ave       | 12 | N/A | \$ 9,500.00  | N/A |

## **FAÇADE GRANT PROGRAM\***

Madison's Façade Grant Program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts. Grants up to 50% of the total project cost, with a maximum amount of \$20,000 per street facing façade. Mini Grants up to \$10,000 have no match requirement.

Total Funding: See TID Budgets

\*Starting 12/1/24 these numbers will be one month delayed

| <i>Date</i> | <i>Business</i> | <i>Address</i>   | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|-----------------|------------------|-----------------------|---------------------|--------------------|-----------------------------|
| 04/28/25    | Alchemy Café    | 1980 Atwood Ave  | 2                     | N/A                 | \$ 10,000.00       | \$ 18,000.00                |
| 02/01/25    | 668 State LLC   | 668 State Street | 2                     | 50                  | \$ 20,000.00       | \$ 72,600.00                |

**COMMERCIAL OWNERSHIP ASSISTANCE (COA) PROGRAM**

The Commercial Ownership Assistance Program provides financing for established business owners from communities that have historically faced barriers to accessing capital to purchase commercial property for their business. Forgivable loans of up to \$250,000.

Total Funding: See TID Budgets

| <i>Date</i> | <i>Business</i> | <i>Address</i>     | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|-----------------|--------------------|-----------------------|---------------------|--------------------|-----------------------------|
| 01/28/25    | Silk Road       | 1920 S Park Street | 14                    | 51                  | \$ 117,500.00      | \$ 470,000.00               |

**SMALL CAP TIF PROGRAM**

The Small Cap TIF Loan Program provides forgivable loan funds to small businesses in selected Tax Incremental Districts (TID) within the City of Madison. The Madison Development Corporation (MDC) is the administrator of the program. Funds up to \$250,000 are available to qualifying businesses for the purpose of purchasing real estate,

Total Funding: See TID Budgets

| <i>Date</i> | <i>Business</i> | <i>Address</i> | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|-----------------|----------------|-----------------------|---------------------|--------------------|-----------------------------|
|             |                 |                |                       |                     |                    |                             |

**TAX INCREMENT FINANCE (TIF) PROGRAM**

Tax Incremental Financing (TIF) provides funds to finance public infrastructure and support development projects that create jobs and expand the tax base. Loans paid back through new tax revenue generated by the project.

Total Funding: N/A

| <i>Date</i> | <i>Project</i>   | <i>Address</i>          | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|------------------|-------------------------|-----------------------|---------------------|--------------------|-----------------------------|
| 06/03/25    | Bear Development | 501 East Washington Ave | 6                     | 53                  | \$ 1,666,000.00    | \$ 82,216,000.00            |

**ACRE Pre-Development Grant Program**

The ACRE Pre-Development Grant provides funding to graduates of the Associates in Commercial Real Estate (ACRE) Program to help cover the costs of early stage expenditures for commercial real estate development projects.

Total Funding: \$300,000

| <i>Date</i> | <i>Project</i> | <i>Address</i> | <i>Alder District</i> | <i>TIF District</i> | <i>Funding Amt</i> | <i>Projected Investment</i> |
|-------------|----------------|----------------|-----------------------|---------------------|--------------------|-----------------------------|
|             |                |                |                       |                     |                    |                             |

## TID 44 Royster Clark

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 44 and within one-half mile of the boundary of TID44.

| Business                | Date | Program | STATUS | BUDGET          | ACTUAL        |
|-------------------------|------|---------|--------|-----------------|---------------|
| Small Business Programs |      |         |        | \$ 475,000.00   | \$ 475,000.00 |
| Projects in discussion  |      |         |        | \$ (300,000.00) |               |
| SUBTOTAL                |      |         |        | \$ 175,000.00   | \$ 475,000.00 |

# TID 46 Research Park

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 46 and within one-half mile of the boundary of TID 46.

| Business                              | Date   | Program | STATUS   | BUDGET          | ACTUAL               |
|---------------------------------------|--------|---------|----------|-----------------|----------------------|
| Small Business Programs Budget        |        |         |          | \$ 750,000.00   | \$ 750,000.00        |
| Projects in discussion                |        |         |          | \$ (600,000.00) | \$ -                 |
| Patterson & Richardson Properties LLC | Aug-25 | BIG     | Approved | \$ (50,000.00)  | \$ (50,000.00)       |
| Safari Bilingual Learning Center      | Jun-25 | BIG     | Approved | \$ (50,000.00)  | \$ (50,000.00)       |
| CocoVaa LLC                           | May-25 | BIG     | Approved | \$ (50,000.00)  | \$ (50,000.00)       |
| <b>SUBTOTAL</b>                       |        |         |          | <b>\$ -</b>     | <b>\$ 600,000.00</b> |

## TID 50 - State Street

The goal of this program is to support a diverse and thriving State Street neighborhood where all Madisonians and visitors feel welcome. Funding in 2025 is for Building Improvement Grants, Facade Grants, Madison Pop Up Shop Program, Business Ready Program, Commercial Ownership Assistance Program.

| Business                       | Date   | Program | STATUS   | BUDGET               | ACTUAL               |
|--------------------------------|--------|---------|----------|----------------------|----------------------|
| Small Business Programs Budget |        |         | TBD      | \$ 158,000.00        | \$ 158,000.00        |
| 2024 Funding Roll-over         |        |         | TBD      | \$ 284,000.00        | \$ 284,000.00        |
| Projects in discussion         |        |         |          | \$ (100,000.00)      | \$ -                 |
| Higher Ideal                   | Jul-25 | BIG     | Approved | \$ (12,575.00)       | \$ (12,575.00)       |
| Pricked LLC                    | May-25 | BIG     | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| ZaZa Snacks LLC                | Apr-25 | BIG     | Approved | \$ (12,650.00)       | \$ (12,650.00)       |
| Custom Mac N Cheese            | Feb-25 | BIG     | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| 668 State Street               | Feb-25 | Façade  | Approved | \$ (20,000.00)       | \$ (20,000.00)       |
| ZaZa Snacks LLC                | Jan-25 | BIG     | Approved | \$ (14,100.00)       | \$ (14,100.00)       |
| <b>SUBTOTAL</b>                |        |         |          | <b>\$ 182,675.00</b> | <b>\$ 282,675.00</b> |

# TID 51 South Madison

Small business financial assistance programs, The goal of this program is to guide investment in South Madison that supports this existing diverse community. Funding in 2025 will be used for costs associated with small business development programs (Building Improvement Grant Program, Facade Grant Program, Madison Pop-Up Shop Program, Commercial Ownership Assistance Program, Small Cap TIF Program).

| Business                            | Date                  | Program       | STATUS   | BUDGET               | ACTUAL               |
|-------------------------------------|-----------------------|---------------|----------|----------------------|----------------------|
| Small Business Programs Budget      |                       |               |          | \$ 698,000.00        | \$ 698,000.00        |
| Resolution Amendment 5/2025         |                       |               |          | \$ 555,000.00        |                      |
| 2024 Funding Roll-over              |                       |               |          | \$ -                 | \$ -                 |
| Projects in Discussion              |                       |               |          | \$ (437,500.00)      |                      |
| Cider Farm Brands LLC               | Jul-25                | BIG           | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| WI Martial Arts -HUB                | Jul-25                | BIG           | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Pequenos Travisos                   | 2024 (Payout in 2025) | Small Cap TIF | Approved | \$ (143,750.00)      | \$ -                 |
| Tailer Nicole Wine & Cupcakes LLC   | 2024 (Payout in 2025) | BIG           | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Isaiah Schroeder Knifeworks         | Feb-25                | BIG           | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Wisco Cocktail Ice dba Wisco Ice co | Feb-25                | BIG           | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Luna's Market                       | Jan-25                | BIG           | Approved | \$ (50,000.00)       | \$ -                 |
| Vernee Nycole House of Beauty LLC   | Jan-25                | BIG           | Approved | \$ (40,724.00)       | \$ (40,724.00)       |
| Silk Road                           | Jan-25                | BIG           | Approved | \$ (35,050.00)       | \$ (35,050.00)       |
| Silk Road                           | Jan-25                | COA           | Approved | \$ (117,500.00)      | \$ (117,500.00)      |
| <b>SUBTOTAL</b>                     |                       |               |          | <b>\$ 178,476.00</b> | <b>\$ 254,726.00</b> |

# TID 52 E Wash & Stoughton Road

Funding in 2025 will be used for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 52 and within a one-half mile radius of the boundary of TID 52.

| Business                            | Date   | Program | STATUS   | BUDGET              | ACTUAL               |
|-------------------------------------|--------|---------|----------|---------------------|----------------------|
| Small Business Programs Budget      |        |         |          | \$ 275,000.00       | \$ 275,000.00        |
| Projects in discussion              |        |         |          | \$ (200,000.00)     |                      |
| Gently Automotive LLC dba Apex Auto | Sep-25 | BIG     | Approved | \$ (50,000.00)      |                      |
| <b>SUBTOTAL</b>                     |        |         |          | <b>\$ 25,000.00</b> | <b>\$ 275,000.00</b> |

# TID 53 Wilson Street

Funding in 2025 is for small business financial assistance programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, and similar economic development initiatives within the boundary of TID 53 and within a one-half mile radius of the boundary of TID 53

| Business                        | Date   | Program | STATUS   | BUDGET               | ACTUAL               |
|---------------------------------|--------|---------|----------|----------------------|----------------------|
| Small Business Programs Budget  |        |         |          | \$ 220,000.00        | \$ 220,000.00        |
| 2024 Funding Roll-over          |        |         |          | \$ 286,850.00        | \$ 286,850.00        |
| Projects in discussion          |        |         |          | \$ (50,000.00)       |                      |
| The Saddlery Retail Spaces      | Apr-25 | BIG     | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Mojo Method                     | Feb-25 | BIG     | Approved | \$ (50,000.00)       | \$ (50,000.00)       |
| Firm Foundation Hair and Beauty | Feb-25 | BIG     | Approved | \$ (50,000.00)       | \$ (49,225.00)       |
| <b>SUBTOTAL</b>                 |        |         |          | <b>\$ 306,850.00</b> | <b>\$ 357,625.00</b> |

# TID 54 Pennsylvania Ave

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 54 and within one-half mile of the boundary of TID 54.

| Business                       | Date   | Program | STATUS   | BUDGET             | ACTUAL               |
|--------------------------------|--------|---------|----------|--------------------|----------------------|
| Small Business Programs Budget |        |         |          | \$ 700,000.00      | \$ 700,000.00        |
| 2024 Funding Roll-over         |        |         |          | \$ 239,772.00      | \$ 239,772.00        |
| Projects in discussion         |        |         |          | \$ (730,000.00)    | \$ -                 |
| Bear Spots LLC                 | Jul-25 | BIG     | Approved | \$ (50,000.00)     | \$ (50,000.00)       |
| The Baked Lab LLC              | Jun-25 | BIG     | Approved | \$ (50,000.00)     | \$ (50,000.00)       |
| Banzo LLC                      | May-25 | BIG     | Approved | \$ (50,000.00)     | \$ (50,000.00)       |
| Hair By Bootz                  | Feb-25 | BIG     | Approved | \$ (50,000.00)     | \$ (37,500.00)       |
| <b>SUBTOTAL</b>                |        |         |          | <b>\$ 9,772.00</b> | <b>\$ 752,272.00</b> |