



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 36945

File ID: 36945

File Type: Resolution

Status: Items Referred

Version: 1

Reference:

Controlling Body: BOARD OF ESTIMATES

File Created Date : 01/22/2015

File Name: Entrepreneurship and Small Business Development Resource Fund RFP & Fund Release

Final Action:

Title: Approving the Entrepreneurship and Small Business Development Resource Fund RFP & Fund Release.

Notes: Introduced from the floor by Alder Resnick.

CC Agenda Date: 01/20/2015

Sponsors: Scott J. Resnick, Larry Palm, Lisa Subeck, Joseph R. Clausius, Shiva Bidar-Sielaff, John Strasser, Lauren Cnare, Steve King, Matthew J. Phair, Michael E. Verveer and Ledell Zellers

Effective Date:

Attachments:

Enactment Number:

Author: Ruth Rohlich, Business Development Specialist

Hearing Date:

Entered by: afreedman@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	COMMON COUNCIL	01/20/2015	Referred	BOARD OF ESTIMATES			
	Action Text:	This Resolution was Referred to the BOARD OF ESTIMATES					
	Notes:	Additional referral to Economic Development Committee					
1	BOARD OF ESTIMATES	01/20/2015	Refer	ECONOMIC DEVELOPMENT COMMITTEE		02/18/2015	
	Action Text:	This Resolution was Refer to the ECONOMIC DEVELOPMENT COMMITTEE					
	Notes:						
1	Economic Development Division	01/22/2015	Referred for Introduction				
	Action Text:	This Resolution was Referred for Introduction					
	Notes:	Board of Estimates and Economic Development Committee					
1	COMMON COUNCIL	02/03/2015	Refer	BOARD OF ESTIMATES	02/12/2015		Pass
	Action Text:	A motion was made by Schmidt, seconded by DeMarb, to Refer to the BOARD OF ESTIMATES. The motion passed by voice vote/other.					

1	ECONOMIC DEVELOPMENT COMMITTEE	02/18/2015	Return to Lead with the Following Recommendation(s)	BOARD OF ESTIMATES	Pass
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Action Text: A motion was made by Younkle, seconded by Clarke, to Return to Lead with the Following Recommendation(s) to the BOARD OF ESTIMATES: with the recommendation for adoption of this resolution with the addition of language to keep the company receiving funds located in Madison.

The motion passed by voice vote.

1	BOARD OF ESTIMATES	03/09/2015
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Text of Legislative File 36945

Fiscal Note

The 2015 adopted capital budget of the Planning and Community and Economic Development agency (PCED) authorizes expenditures of \$250,000 for a "Women Small Business Development Fund" (Project No. 50). The Resolution will rename the program and authorize a selection process for an organization to manage the program. No additional appropriation is required.

Title

Approving the Entrepreneurship and Small Business Development Resource Fund RFP & Fund Release.

Body

WHEREAS, men start their businesses with nearly twice as much capital as women and this disparity is slightly larger among firms with high-growth potential; and

WHEREAS, the biggest difference in amount of capital between men and women was with regard to outside equity. Women received only 2 percent of total funding from outside equity, compared to 18 percent for men; and

WHEREAS, organizations like the National Women's Business Council have suggested that closing this gap with equity financing programs, and business mentorship and training programs that target women-owned firms with high-growth potential can help women owned firms maximize their opportunities for growth; and

WHEREAS, we recognize that Madison is becoming a recognized mid-western technology hub and now is the time to work to address equity issues in the funding of early-stage women-owned companies for the purpose of job creation and economic development; and

WHEREAS, the Entrepreneurship and Small Business Development Resource Fund will target women-owned businesses, but be available on a non-discriminatory basis for all qualified applicants; and

WHEREAS, the 2015 approved budget has funds for this program called the "Women Small Bus. Develop. Fund", which will be renamed the "Entrepreneurship and Small Business Development Resource Fund"; and

BE IT FURTHER RESOLVED, that the program will be called the "Entrepreneurship and Small Business Development Resource Fund"; and

NOW THEREFORE BE IT RESOLVED that the Economic Development staff is authorized to prepare and release a Request for Proposals to contract with an organization to manage the Entrepreneurship and Small Business Development Resource Fund; and

BE IT FURTHER RESOLVED that the RFP should ask how respondents would propose to manage the Entrepreneurship and Small Business Development Resource Fund; and

BE IT FURTHER RESOLVED that Fund management and operation should meet the following minimum criteria:

- Responders to the RFP will be required to have an established fund that will match the City's dollars on a 1:1 basis.
- A fund focused on women's entrepreneurship or a general fund that is committed to further diversifying their portfolio.
- Programming to support women entrepreneurs with a focus on technology or small business enterprise.
- Emphasis on women entrepreneurs, but open to all qualified applicants
- Regular reporting to the Office of Business Resources.
- Ability to track job creation and revenue growth for firms receiving funds.
- Revolving fund that will reinvest repayments back into technology or small business enterprises with a focus on women entrepreneurs.

BE IT FURTHER RESOLVED that the Director of the Department of Planning and Community and Economic Development is authorized to select an organization from the proposals submitted, and negotiate a contract with said organization; and,

BE IT FURTHER RESOLVED that the RFP shall contain standard language protecting the City's right to reject any and all applicants, or to negotiate with one or more applicants; and

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