

Economic Development Division

Agency Number: **29**
 Budget Function: **Conservation and Development**

The City's Economic Development Division (EDD) is responsible for economic development and competitiveness functions all of which are under the umbrella focus of maintaining and enhancing the City's fiscal sustainability, its favorable environment for private-sector jobs, and coordinating the delivery of tools and resources for business and workforce vitality and expansion in Madison. Internally, the EDD is a resource to other City operations to assess economic impacts of various activities and coordinate services as they relate to the overall business environment and individual business needs. The EDD consists of three offices: the Office of Economic Revitalization; the Office of Real Estate Services; and, the Office of Business Resources.

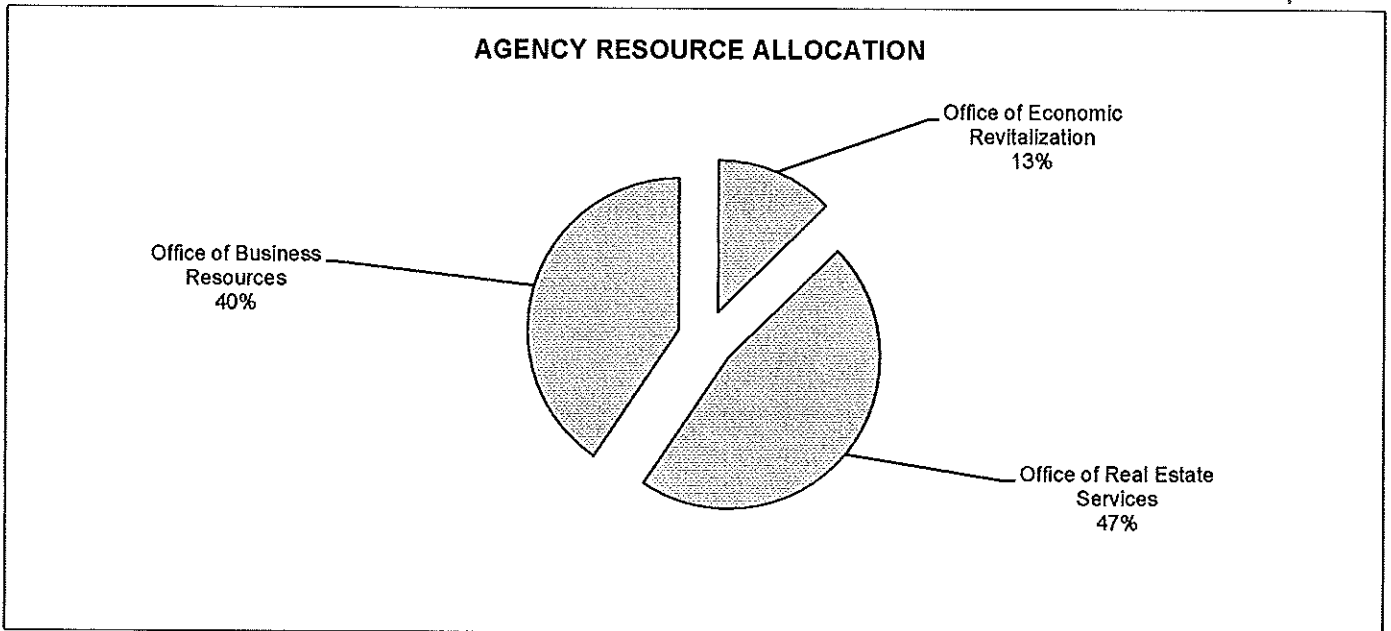
<u>Major Service</u>	<u>2009 Actual</u>	<u>2010 Adopted</u>	<u>2010 Projected</u>	<u>2011 Request</u>	<u>2011 Executive</u>	<u>2011 Adopted</u>
Office of Economic Revitalization	\$ 176,942	\$ 142,816	\$ 142,816	\$ 157,845	\$ 157,845	\$ 162,849
Office of Real Estate Services	643,230	555,371	555,371	664,569	589,587	601,658
Office of Business Resources	364,168	566,611	566,611	442,384	442,384	522,280
Agency Total	\$ 1,184,340	\$ 1,264,798	\$ 1,264,798	\$ 1,264,798	\$ 1,189,816	\$ 1,286,787

Adopted Budget Highlights

The Budget includes:

1. The elimination of the CDA Project Manager position and associated salary and benefit expense and offsetting revenues. With the creation of the CDA Executive Director position located directly in the CDA Redevelopment budget, this funding in EDD is no longer required.
2. A delay in the hiring of a currently vacant Real Estate Agent 1 position until the latter part of 2011. The delay will result in a savings of \$74,982 in salary and benefit expense.
3. Effective March 1, 2011, the creation of a new 1.0 FTE Small Business Development Specialist in the Office of Business Resources to assist small business owners and neighborhood business districts throughout Madison. The position will also explore the feasibility of developing an Economic Gardening program in Madison.

Economic Development Division



Budget Service Descriptions:

Office of Economic Revitalization

The Office of Economic Revitalization (OER) promotes redevelopment, neighborhood revitalization and economic development. OER administers loans, grants, bonds and other tools to acquire, redevelop, rehabilitate and construct residential housing and commercial projects, including owner-occupied and rental rehabilitation loans, homebuyer's assistance loans, capital revolving fund loans, commercial facade improvement grants, downtown residential exterior lighting enhancement grants, and tax-exempt revenue bonds. OER also staffs the CDA Board of Commissioners and provides the staff services necessary for the CDA to manage, operate and implement its programs and redevelopment initiatives.

Service Summary			
	<u>2009 Actual</u>	<u>2010 Adopted</u>	<u>2011 Adopted</u>
Total Expenditures	\$ 374,755	\$ 463,617	\$ 412,549
Less Inter-Agency Billings	<u>197,812</u>	<u>320,801</u>	<u>249,700</u>
Net Total	<u>\$ 176,942</u>	<u>\$ 142,816</u>	<u>\$ 162,849</u>

Office of Real Estate Services

The Office of Real Estate Services acquires all real estate needed by City agencies for expansion of their programs (e.g., street rights-of-way and park land); expedites the implementation of redevelopment activities; administers the City's Tax Increment Financing and Capital Revolving Fund loan programs and analysis; provides relocation assistance to protect any persons displaced by City acquisitions; leases and manages City buildings and land held for future projects to citizens through leases and permits; inventories City lands and sells surplus properties in concert with neighborhood sale criteria committees; and investigates, evaluates and protects the title to City lands through numerous permitting, appraisal and authorization procedures.

Service Summary			
	2009	2010	2011
	<u>Actual</u>	<u>Adopted</u>	<u>Adopted</u>
Total Expenditures	\$ 1,009,676	\$ 972,771	\$ 991,707
Less Inter-Agency Billings	366,446	417,400	390,049
Net Total	<u>\$ 643,230</u>	<u>\$ 555,371</u>	<u>\$ 601,658</u>

Office of Business Resources

The Office of Business Resources (OBR) helps businesses locate, open, or expand within the City of Madison by directing businesses toward financial and technical assistance programs available through the City and other sources; guiding businesses through City permitting and approval processes; facilitating appropriate space for business development through participation in City land use planning efforts; and, maintaining and providing demographic/community information to businesses. In addition, OBR staff serves as City liaisons to local business and economic development organizations, including the Madison Central Business Improvement District, Downtown Madison Inc., Greater Madison Chamber of Commerce, THRIVE, and neighborhood business/merchant associations. OBR staffs the Economic Development Committee, Vending Oversight Committee, and oversees the City's vending and sidewalk cafe programs.

Service Summary			
	2009	2010	2011
	<u>Actual</u>	<u>Adopted</u>	<u>Adopted</u>
Total Expenditures	\$ 435,874	\$ 624,651	\$ 620,280
Less Inter-Agency Billings	71,706	58,040	98,000
Net Total	<u>\$ 364,168</u>	<u>\$ 566,611</u>	<u>\$ 522,280</u>

**Economic Development Division
Summary by Major Object of Expenditure**

	<u>2009 Actual</u>	<u>2010 Adopted</u>	<u>2010 Projected</u>	<u>2011 Request</u>	<u>2011 Executive</u>	<u>2011 Adopted</u>
Permanent Salaries	\$ 1,316,648	\$ 1,377,751	\$ 1,377,751	\$ 1,327,080	\$ 1,273,864	\$ 1,325,506
Hourly Employee Pay	0	0	0	0	0	0
Overtime Pay	(1,085)	0	0	0	0	0
Fringe Benefits	375,038	563,499	563,499	542,776	521,010	563,339
Purchased Services	33,542	35,440	35,440	43,840	43,840	43,840
Supplies	26,669	21,000	21,000	25,800	25,800	28,800
Inter-Departmental Charges	61,246	63,349	63,349	63,051	63,051	63,051
Debt/Other Financing Uses	0	0	0	0	0	0
Capital Assets	8,245	0	0	0	0	0
Total Expenditures	\$ 1,820,304	\$ 2,061,039	\$ 2,061,039	\$ 2,002,547	\$ 1,927,565	\$ 2,024,536
Inter-Agency Billings	635,964	796,241	796,241	737,749	737,749	737,749
Net Budget	\$ 1,184,340	\$ 1,264,798	\$ 1,264,798	\$ 1,264,798	\$ 1,189,816	\$ 1,286,787