

Business District Support Program Summary

Program Summary

Overview:

The City of Madison's Economic Development Division is accepting applications for the Business District Support Program. This program helps activate or reactivate neighborhood business districts or commercial areas. Grant funds will be provided to local organizations that promote small business and economic growth through programs, events or activities such as markets or festivals. Funds can be used to help build capacity, cover program cost, and support the work in assisting small businesses as they recover from the pandemic. It is also our goal to support organizations run by or are serving historically disadvantage individuals who have not been fully active within some of these neighborhood districts in the past.

This one-time grant is federally funded through the State and Local Recovery Funds component of the American Rescue Plan Act (ARPA). The City of Madison received ARPA funding to recover from the negative public health and economic impacts caused by the COVID-19 pandemic.

Business District Definition:

A neighborhood or an area that contains mostly commercial activities.

Eligible Applicants:

Eligible applicants must submit a proposal that will activate or reactivate a business district and is a Madison based organization that can include:

- Neighborhood business associations,
- Neighborhood associations,
- Chambers of commerce, and
- Groups or networks that provides programming, events and/or support for entrepreneurs or business districts.

Eligible Costs:

Funds can be used to start a new business association or to support existing organizations based on their needs to activate or reactivate a business district such as:

- Programming, events and business activities
- Marketing and communication
- Reimbursement for City fees or fees associated in starting a new business association or district
- Capacity-building, organizational or administrative support associated with activating or reactivating a business district
- Businesses training, technical assistance, and guidance to support vendors participating in the program or event in the business district

Ineligible Applicants:

Organizations or groups submitting a proposal for non-commercial related events or activities and for neighborhoods or areas that are not considered a business district such as a residential area.

Ineligible Costs:

Funds cannot be used for programs or events that have existed for more than two years.

Grant amount: Up to \$30,000

Organizations must have insurance and an active [SAM.gov](https://sam.gov) registration; or have a fiduciary that has insurance and an active SAM.gov registration.

Send application, certificate of insurance and SAM's registration to:

Email: Saran Ouk, souk@cityofmadison.com
Mail: City of Madison
Attn: Saran Ouk
215 Martin Luther King, Jr. Blvd., Suite 300
Madison, WI 53701

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