



**OFFICE OF BUSINESS RESOURCES
ECONOMIC DEVELOPMENT DIVISION**



OBR BUSINESS SUPPORT PROGRAMS

Carts in Parks

Pop-Up Shop

Building Improvement Grant

Facade Improvement Grants

Business District Support Grant

Commercial Ownership Assistance Program

Healthy Retail Access Program



CARTS IN PARKS



- Guarantee Sales Program
- Stipend
- Fees Waived for Special Events



POP-UP SHOP PILOT PROGRAM

- Free/Low Cost
- Flexible/Short Term
- Shared Space
- Vendor Support
- 13 Vendors Participated



POP-UP SHOPS OPEN ON STATE STREET

**GRAND OPENING: FRIDAY
OCTOBER 22ND FROM 4-9 PM AT
440 AND 444 STATE STREET**

**JOIN US AT 7:00PM AT LISA LINK
PEACE PARK FOR THE ANNOUNCING
AND RIBBON CUTTING!**

**FIRST 25 CUSTOMERS WILL BE OFFERED
GOODIE BAGS INCLUDING ITEMS FROM
THE SHOPS AND CHAMBERS!**



POP-UP SHOP

440 State Street
Madison, WI



Shop from a diverse
group of small
businesses.



Ardorposh is a contemporary and modest clothing boutique for women who desire trendy styles.

🛒 www.ardorposh.com

♥ **Free shipping over \$50 with code: POP-UP**
One use per customer only.



Better Footprints is your go-to shop for high quality, eco-friendly products that are sourced primarily from BIPOC and women-owned small businesses.

🛒 www.betterfootprints.com

♥ **15% off your first online order with code: CultureCollectives**



imPACTful Creations offers business-in-a-box kits with everything a child needs to start a fun and creative businesses from home.

🛒 www.CEOsOfTomorrow.org/impactfulcreations
♥ **Save 20% in-store only.**



Marche-Isa is a company which sells authentic and unique handmade merchandise from West Africa such as beads, crafts, printings, jewelry, sweetgrass baskets and more.

♥ **Save 10% on any goods purchase.**

➔
See Back

POP-UP SHOP
444 State Street
Madison, WI



All promotions expire
at the end of vendor's
lease/pop-up program.

Circle of Life Wellness
Pharmacy Center

Circle of Life Wellness Pharmacy Center is an African American Owned Organization that serves Southeastern Wisconsin. We possess an innovative way to fight off invasive elements of ill health.




Madame Chu Delicacies is a company that offers handcrafted products specializing in Southeast Asian delicacies.

 www.madame-chu.com




Intuition Productions is a multi-media edutainment production and merchandise company.

 www.martinezwhite.com
♥ Save 25% in-store only.



Oceans Laugh is a company that sells flower bath kits and jars.

 www.oceanslaugh.com



See Back

This program is a collaboration between the City of Madison, JD McCormick Properties, the Hmong Wisconsin Chamber of Commerce, the Latino Chamber of Commerce of Dane County, the Madison Black Chamber of Commerce and the Madison's Central Business Improvement District. For more information, contact Allison Bultman at 608-443-9007 or email her at allison@lccwi.org.

Building Improvement Grants

Building Improvement Grant

\$50,000 grant to business tenants or property owners to improve their commercial space

- 42 Approved Grants
- \$1,765,000 Approved Funding (Average \$42,000 per business)
- Types of projects: full remodels; HVAC upgrades; security systems; energy efficient equipment and windows



The garage doors have been installed and the electrical panel work is nearly done as well. Attached are photos of the new garage doors. They have completely transformed the space and we cannot wait for spring to arrive!!

-John, State Line Distillery

The BIG funding was huge for us. The reality is that without it we wouldn't have been able to afford the construction and equipment costs that have enabled us to extend our service into coffee, expand our hours for the community, and hire and grow even more team members. We're beyond grateful for it - and the neighborhood is, too!

- Garth, Garth's Brew Bar



We've begun installing the walk-in cooler that was purchased with BIG grant funds. It was a big help to get a lease signed by the new operator, Turkish Kitchen. They plan to open in May/June of '23.

- Marcel, Property Owner



BUILDING IMPROVEMENT GRANT RECIPIENTS

- CocoVaa (W/M owned specialty chocolate company on E. Washington)
- Little Palace (M owned Asian restaurant on King Street)
- Estacion Inka (M owned Peruvian restaurant on University Ave)
- Sequoia (M owned sushi restaurant on Monroe Street)
- House of Flavas (W/M owned restaurant on Commercial Ave)
- Nam's Noodles (M owned restaurant on Regent Street)
- Jewelers on State Street (M owned retail store on State Street)
- Naly's Flower Shop (W/M owned shop on N. Sherman Ave)



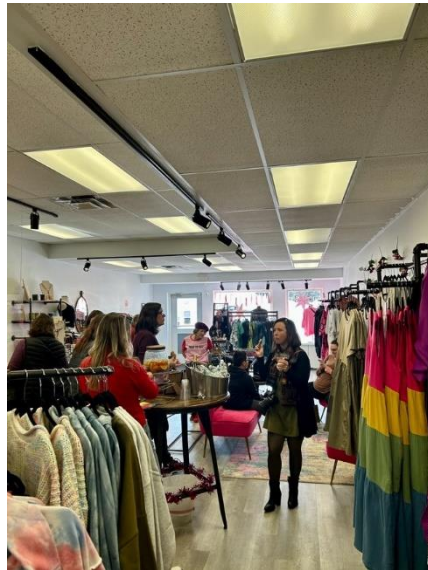
BUSINESS DISTRICT SUPPORT GRANT PROGRAM

- \$30,000 grant to organizations that can help activate or reactivate a business district or commercial area.
- 9 organizations approved=\$249,000
 - Dane Buy Local
 - Monroe Street Merchants Association
 - Intuition Productions
 - Creative Connections Events LLC
 - EOTO/UJAMAA Business Network
 - Hayes Place
 - Pdice Entertainment
 - Free Bikes 4 Kidz
 - Slide LLC



BUSINESS DISTRICT SUPPORT GRANT PROGRAM

- Dane Buy Local Event “Rolling Local Around Madison”



Hello! I just wanted to message and say thank you for such a lovely outing yesterday. While we were fortunate to have beautiful weather, the shops and spots were fantastic and a perfect little afternoon getaway. It was extremely well organized and I was grateful for the invite. Thank you!

<https://youtu.be/tX63CuSzYtk>



BUSINESS DISTRICT SUPPORT GRANT PROGRAM

- Pdice Entertainment Event “We’re Here Festival”



FAÇADE IMPROVEMENT GRANT PROGRAM



- Grants for exterior improvements to commercial & mixed-use buildings
- In October 2022, the program was revised to:
Improve equity and streamline processes by eliminating the application fee and contract, making the eligibility area citywide, increasing the grant maximum to \$20K per street façade, and eliminating the match requirements for small (mini) grants.
- Up to \$20,000 per street facing façade with a one-to-one match
- Up to \$10,000 per street facing façade with no match requirement



COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

Commercial Ownership Assistance

- Funding for underrepresented business owners to purchase and renovate commercial space
- Up to \$250,000 forgivable loans
- Helps to build generational wealth



COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

Launched in March of 2021

- Go-oh Grocery \$195,000
- Anesis Family Therapy \$250,000
- Aster 21 \$112,500
- Patterson and Richardson Properties \$250,000



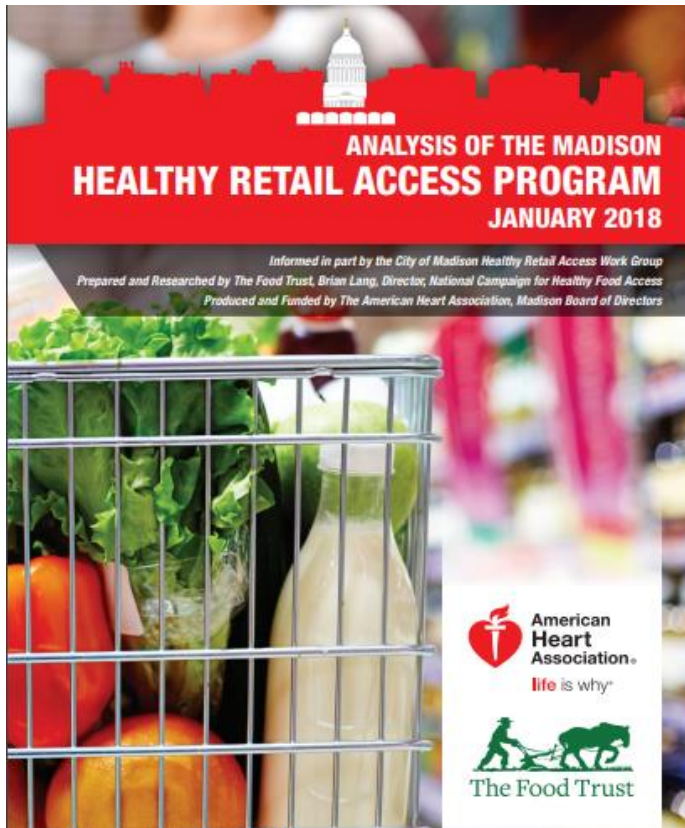
COMMERCIAL OWNERSHIP ASSISTANCE PROGRAM

2022/2023

- Madison Acupuncture and Bodywork LLC \$53,570
- SolEscape Healing Arts \$212,500
- Smart Cleaning Solutions \$250,000
- Dane County Family Acupuncture \$250,000



FOOD POLICY & PROGRAMMING – HEALTHY RETAIL



Healthy Retail Access Program

- The Healthy Retail Access Program was started in 2015 to improve food retail access in identified underserved neighborhoods by investing in food infrastructure projects (food retail building acquisition, equipment purchase, merchandising/marketing materials, etc.)
- Evaluations conducted to assess program impact in 2018 and 2022

REPORT LINKS



FOOD POLICY & PROGRAMMING – HEALTHY RETAIL

ALLIED DUNN'S MARSH | NEW IN THE NEIGHBORHOOD

Food desert no more as Luna's Groceries opens

Barry Adams | Wisconsin State Journal | Feb 12, 2019



Customers at Luna's Groceries wait at the meat counter as Carlos Almandarez serves up an order. The meat department is one of the highlights at the 2,300-square-foot store, which recently opened in the Allied Dunn's Marsh neighborhood.

BARRY ADAMS, STATE JOURNAL

2018-2019 – Luna's Groceries (NEW STORE)

\$157,735 HRAP Grant Award

>\$800,000 Total Project Cost

Allied-Dunn's Marsh Neighborhood (SW Side)

2019-2020 – Madison Oriental Market (REMODEL)

\$150,000 HRAP Grant Award

\$500,000 Total Project Cost

Sherman Neighborhood (Northside)

City funds, major upgrades will help Madison Oriental Market better serve its diverse customers

Lisa Speckhard Pasque | The Capital Times | May 18, 2019



Former Visions strip club site to be turned into community grocery store

Posted: May 12, 2021 3:41 PM

Updated: May 12, 2021 6:43 PM by Jamie Perez



3 VISIONS NIGHTCLUB TO BE TURNED INTO A GROCERY STORE
6:07 FORMER VISIONS STRIP CLUB TO BE TURNED INTO COMMUNITY GROCERY STORE
LOOKING AHEAD
FACTS YOU CAN TRUST
CHANNEL 3000

2021 – Go-oh Groceries (NEW STORE)

\$125,000 HRAP Grant Award

\$1.27 million Total Project Cost

Carpenter-Ridgeway Neighborhood (NE Side)



FOOD POLICY & PROGRAMMING — HEALTHY RETAIL

2023

- Bombay Bazaar \$98,349
- Istanbul Market \$97,500





Questions:

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