



Department of Planning & Community & Economic Development

Economic Development Division

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Office of Business Resources
Office of Real Estate Services

TO: Economic Development Committee

FROM: Matthew B. Mikolajewski

SUBJECT: Overview of 2023 Economic Development Programs and Projects

DATE: March 15, 2023

The following memo is an overview of 2023 Economic Development Division (EDD) programs and projects. This memo doesn't provide an exhaustive list of all EDD activities, but rather, provides a summary of highlights that the City's Economic Development Committee might be interested in.

2023 Economic Development Division Capital Budget

- Small Business Equity and Recovery Program (SBER) (\$2,000,000)
 - o Commercial Ownership Assistance Program
 - o Pop-Up Shop Support
 - o Kiva Madison Program
 - o Business Ready Program
 - o Façade Grants
 - o Business District Support Grant Program
 - o Carts in Parks
- ACRE Program Pre-Development Expenses (\$300,000)
- Healthy Retail Access Program (\$250,000)
- Land Banking (\$1,000,000)
- Madison Public Market Construction (\$4,500,000 additional in 2023)
- TID #36 Capitol Gateway Corridor "Next Steps" Planning (\$100,000)
- TID #50 State Street (\$800,000)
 - o Building Improvement Grants
 - o Planning
 - o Infrastructure repair/replacement

- TID #51 South Madison (\$3,000,000)
 - o Building Improvement Grants
 - o Façade Grants
 - o Commercial Ownership Assistance Program
 - o Small Cap TIF Program
 - o Parks, City Engineering, and Affordable Housing Projects
- TID #52 East Washington Stoughton Road (\$2,350,000)
 - o Affordable housing project at 3401 E. Washington Avenue
- Truman Olson Grocery Store (\$3,500,000)
 - o Tenant build-out of new grocery store

2023 Economic Development Division Operating Budget

- General business outreach (\$12,000)
- Programming support for Madison’s Central Business Improvement District (\$62,225)
- Madison Region Economic Partnership (MadREP) membership (\$20,000)

2023 Community Development Block Grant (CDBG) Initiatives

- Madison Black Chamber of Commerce (\$30,653)
- Latino Chamber of Commerce (\$35,745)
- Madison Development Corporation (approximate \$800,000 revolving loan fund)
- Wisconsin Women’s Business Initiative Corporation (approximate \$350,000 revolving loan fund)

Other Economic Development Initiatives

- Office of Business Resources business, developer, and entrepreneur assistance
- Office of Real Estate Services support of private development projects
- Office of Real Estate Services support of public infrastructure projects
 - o Bus Rapid Transit (BRT) real estate work
- Continued land banking efforts in South Madison
- State Street Campus Garage redevelopment

- Southeast Madison Business Park and Center for Industry and Commerce property sales
- Street vending/sidewalk café management
- EPA Brownfield Grant Program management
- Bus Rapid Transit (BRT) Transit Oriented Development (TOD) Market Study
- Brayton Lot Redevelopment RFP
- Three New TIF Districts – East Wilson Street, E. Washington Avenue @ Stoughton Road, and Pennsylvania Avenue
- TIF project underwriting
- TIF Policy refresh
- Northeast and West Plan development