



CITYOFMADISON.COM/GREENMADISON

Green Madison can help you enhance your home's performance by making improvements that are smart for you, your family, and the environment.

Learn more at:

cityofmadison.com/greenmadison

Email:

greenmadison@cityofmadison.com

Phone:

877.399.1204



All City of Madison single family, duplex, and triplex owner-occupied residences are eligible for the Green Madison program.



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RESIDENTIAL PROGRAM OVERVIEW

What is Green Madison?

Green Madison is a federally funded program that works with City of Madison residents and businesses to lower energy costs, reduce greenhouse gas emissions, and stimulate the local economy. We teamed up with **Focus on Energy**, Wisconsin's statewide program for energy efficiency and renewable energy, to provide access to educational resources and financial incentives for energy-efficiency improvements. Green Madison also offers an attractive loan program through a local financial institution to help finance projects that will yield large energy savings over time.

How can Green Madison help me at home?

Green Madison has the resources and expertise you need to save energy and increase the comfort, safety, and durability of your home. Whether you're interested in reducing your monthly energy costs, making your home more comfortable, or helping to save the environment, you'll find that energy efficiency makes dollars and sense.

Green Madison provides residents with:

- Quality assurance from independent professionals.
- Peace-of-mind knowing you are taking care of your home investment.
- Education and guidance in optimizing your home's comfort and performance.
- Professional evaluation, testing, and written recommendations.
- Health and safety funding for eligible asbestos and vermiculite abatement projects.
- Assistance with lowering the cost of your energy assessment.
- Access to low-interest financing AND Cash-Back Rewards to help offset the cost of eligible improvements.

In addition, Green Madison is excited to offer residents the opportunity to work with a local energy advocate that will help guide you through the process as you make important energy-efficiency decisions and improvements.

Green Madison energy advocates can:

- Provide an initial assessment of your home's energy use.
- Offer suggestions to make your home more energy efficient and comfortable.
- Introduce you to countless technical and financial resources available through Green Madison.
- Help you find an approved consultant to complete a Home Performance with ENERGY STAR® evaluation.

Consultants partnering with Home Performance with ENERGY STAR are certified through Focus on Energy and trained to pinpoint problem areas and energy-saving opportunities in your home.

Your consultant partnering with Home Performance will:

- Recommend the best solutions for your home—you will have the option to do all or part of the suggested improvements.
- Help you find a Green Madison approved contractor to complete your projects—Green Madison approved contractors are required to meet strict criteria, so you know your home is in good hands.
- Return to reevaluate your home after the work has been done to ensure the improvements are complete and effective.

Affordable efficiency

Green Madison helps local homeowners by providing access to financing solutions that will help make recommended energy-efficiency improvements affordable.

Cash-Back Rewards

Green Madison provides access to Cash-Back Rewards that can help offset the costs of eligible improvements, such as air sealing, insulation, and efficient heating and cooling upgrades. Your Green Madison energy advocate can walk you through the current incentives available through the City of Madison and Focus on Energy.

Low-interest financing

Green Madison has also partnered with a local financial institution to help finance the projects recommended by your home consultant. Visit cityofmadison.com/greenmadison to learn more about the attractive loan offers available for eligible energy-efficiency improvements.

Start saving today!

Green Madison makes saving energy and money at home simple and straightforward. Don't hesitate. Savings are waiting for you just around the corner. Call us at **877.399.1204** or send an email to greenmadison@cityofmadison.com to get started.



INTRODUCING TO THE GREEN MADISON PROGRAM

The Green Madison Program came to be, from a competitive grant funded by DOE

Green Madison three year goals

- Increase energy efficiency
- Reduce greenhouse gas emissions
- Preserve & create local jobs
- Promote economic recovery
- Complete 4,500 home energy weatherization and equipment upgrade projects
- 109 commercial weatherization and equipment upgrades

Unique benefits of the program

- Energy advocates to guide you through the process as you make important energy-efficiency decisions and improvements.
- Low-interest loan, innovative financial partnership with Summit Credit Union
- Partnership with Focus on Energy—access to their technical expertise and Cash-Back Rewards
- Focus on Energy Rebates
- Additional City incentives for participants

Madison applied for the grant with Milwaukee, Racine and WECC. The Partnership was awarded \$20 million. Madison received \$7.2 million. This Partnership is one of 25 communities nationally that received this grant.

The City of Madison has a long-standing goal of making Madison a green capital city—one that supports the city's economic vitality and is a national leader in energy efficiency. The Green Madison Program provides another opportunity to improve the housing stock for energy-efficient homes and businesses in Madison. Energy efficiency is important and what's in it for Madisonians.

- Cost saving – help manage utility bills
- Healthier and Safer homes
- Fosters an environmentally conscious community
- Creates jobs (energy advocates, trade allies and contractors, etc.)
- Add value to your home, adds value to your neighborhood, and helps the city's economy

When you consider the housing sector accounts for more than one-third of all energy consumed in the United States on a daily basis, it becomes very important to remember the environmental impact of where we live.

GREAT OPPORTUNITY FOR THE PEOPLE OF MADISON—such a great program, packed with incentive, no reason not to jump in. For more information or to sign up, visit

www.cityofmadison.com/greenmadison or call 877-399-1204.



Home Performance with ENERGY STAR®

Home improvements that save energy and money

CITYOFMADISON.COM/GREENMADISON

Buying your home was one of the largest investments you have made. Now you can enhance your home's performance by making improvements that are smart for you, your family, and the environment. Green Madison has teamed up with Focus on Energy to help make these improvements easier and more affordable than ever—and a Home Performance with ENERGY STAR® evaluation is a smart place to start.

Home Performance with ENERGY STAR works with a network of trained professionals to identify the cause of problems within your home, and to provide solutions to these problems. In return you enhance the comfort, safety, durability and energy efficiency of your home.

HOW WILL YOU BENEFIT?

Identifying and solving any home performance problems benefits you in multiple ways:

- Added comfort—determining needs for adequate insulation and finding air sealing opportunities that will result in draft-free rooms.
- Added safety—testing combustion equipment in the home, such as water heaters and heating systems and identifying whether any indoor air pollutants are a threat.
- Better resale value and improved condition of your home—solving problems that you may be concerned about, such as drafty rooms, window condensation, ice dams, mold and mildew.
- Added durability—getting to the bottom of existing moisture issues and identifying problems before they occur.
- Expert partnership—a network of trained professionals, committed to providing you with a superior product and service.
- Greater energy efficiency—an optional computer analysis of your home will predict energy savings for each energy improvement made.

Plus, when you utilize the services of Green Madison and Home Performance with ENERGY STAR, you get the added benefit of knowing you're helping preserve Madison's environment and resources. Less energy

used means fewer environmental impacts on our air, water, and land. Saving energy also supports the city's economy by keeping energy dollars local.

THE EXPERT PARTNERSHIP

Consultants partnering with Home Performance work closely with trained professionals to provide pre-performance evaluation and post-performance verification and inspection:

Performance evaluation

- A look at your home's structural and mechanical features before work begins.
- To identify opportunities that will allow you and your contractor to maximize the comfort, safety, durability, and energy efficiency of the planned improvements to your home.

Performance verification and inspection

- The testing process that occurs after the completion of your project.
- To verify the highest quality home improvements.
- To maintain a quality living environment.

REMODELING YOUR HOUSE?

If you are remodeling your home—whether changing a bathroom or doubling the size of your home—it's smart to work with Green Madison and Home Performance with ENERGY STAR. Any change that is made to your home can affect the comfort, safety, and durability of your home. A Home Performance with ENERGY STAR assessment will provide the necessary feedback, so that your remodeling professional can address any existing problems with you before the work begins.

EFFICIENTLY HEATING AND COOLING YOUR HOME

If you are planning to install a new heating system or central air conditioner, be sure to ask about our efficient heating and cooling services. By installing high efficiency equipment, you are able to increase the comfort of your home and lower your energy bills.

For more information, call 877.399.1204
or visit cityofmadison.com/greenmadison.



Your **GREEN M** **DISON** path to savings

- 1** Complete and submit application form
- 2** Meet your energy advocate—they will explain the process and do a home walk through
- 3** Meet your consultant—they will test your home and provide detailed recommendations
- 4** Review recommendations and financing options—your energy advocate is here to help!
- 5** Make choices and hire contractor(s) to complete work
- 6** Consultant returns for post-test to verify work is complete and effective
- 7** Use Cash-Back Rewards and low-interest loan to finance improvements
- 8** Take pride in your safe, comfortable, energy-efficient home!

Su camino hacia el ahorro de GREEN M DISON

- 1** Complete y envíe la solicitud.
- 2** Reúnase con su defensor de energía—ellos le explicarán el proceso y harán un recorrido por la casa.
- 3** Reúnase con su consultor—ellos harán pruebas en su casa y le brindarán recomendaciones detalladas.
- 4** Revise las recomendaciones y opciones de financiamiento—¡Su defensor de energía está aquí para ayudarle!
- 5** Haga elecciones y contrate a contratista(s) que terminen el trabajo.
- 6** El consultor regresará para verificar con una evaluación posterior si el trabajo está terminado y es efectivo.
- 7** Use las recompensas de devolución de efectivo y el préstamo de bajo interés para financiar las mejoras.
- 8** Siéntase orgulloso en su hogar cómodo, seguro y eficiente en energía.

Koj txoj kev los mus txuag nyiaj hauv GREEN M DISON

1 Sau thiab xa daim foos tso npe thov

2 Mus ntsib koj tus neeg sablaj ntsig txog es naws ntsis—nws yuav piav qhia tus txheej txheem thiab mus ncig xyuas lub tsev

3 Mus ntsib koj tus neeg pab tswv yim—nws yuav ntsuam xyuas koj lub tsev thiab muab lus qhia muaj meej

4 Rov ntsuam xyuas cov lus qhia thiab cov kev xaiv fab nyiaj txiag—koj tus neeg sablaj ntsig txog ns naws ntsis nyob ntawm no los mus pab!

5 Xaiv thiab ntiav neeg pob haujlwm kom haujlwm tiav

6 Tus neeg pab tswv yim tug rov rau tom qab kev ntsuam xyuas txhawm rau qhia tseeb hais tias thiab tau txais txiaj ntsim zoo

7 Siv Kev Txhawb Siab Nyiaj Txiag Rov Qab (Cash-Back Rewards) thiab nyiaj qiv txais uas yuav paj qis rau kev txhim kho fab nyiaj txiag

8 Txaus siab rau koj lub tsev uas nyab xeeb, xis cev thiab muaj es naws ntsis siv tau zoo!



Loan Process Me² and Green Madison

Apply for the loan

After meeting with the Energy Advocate and/or Consultant the Home Owner will apply for their energy loan.

If the Home Owner does not have written bids at this point, it is recommended that they have an idea of the anticipated total costs so that they are applying for a loan amount high enough to cover all of the costs.

To apply for the loan the Home Owner can complete the application online at www.summitcreditunion.com, apply by phone at 800-236-5560 or 608-243-5000, or apply in person at the Summit Credit Union branch most convenient for them.

Loan decision notification

In most instances the borrower will receive a decision on the loan request at the time they are meeting, or talking, with the Summit Loan Officer. If they applied online they will be contacted by the Summit Loan Officer the same day (during normal business hours).

If approved, a pre-approval letter itemizing the conditions of the loan approval will be issued to the borrower.

If the Home Owner has not yet received written bids from the contractors it is suggested that once they do have the bid(s) they share that information with their Summit Loan Officer. This will help ensure they are approved for a loan amount to cover all costs before starting the project.

Complete the energy efficiency improvement(s)

Home Owner schedules Approved Contractors to complete the work.

Once the work is completed, the Home Owner notifies their Energy Consultant for a post-test to be completed. Upon a satisfactory post-test the Home Owner, Energy Consultant and Approved Contractor will sign off on the Installation Completion Certificate.

Home Owner then provides the executed Installation Completion Certificate along with final invoices from approved contractors to Summit. To expedite the closing process, it is preferred that this documentation is scanned and emailed to consumerloanprocessing@summitcreditunion.com or faxed to 608-661-3443. We understand this may not be possible in all circumstances and if that is the case Home Owner should provide all documentation to their Summit Loan Officer.

Loan Closing

The loan closing will be scheduled with the Home Owner once Summit has received the fully executed Installation Completion Certificate.

The closing will take place at the Summit branch that is most convenient for Home Owner.

Summit will disburse the loan proceeds payable directly to the Approved Contractor(s) by check. The check will be mailed to the address provided on the invoice(s). If the Approved Contractor has an account with Summit the funds can be deposited to the account they designate.

City of Madison Residential Programs

	American Dream Downpayment Initiative (ADDI)	Home Buy Loan	Homebuyer's Assistance (HBA)	Deferred Payment Loan (DPL)
Loan Type	Downpayment assistance	Downpayment assistance	Purchase/Rehab	Owner Occupied Rehab
Property Location	City of Madison	Dane County	City of Madison	City of Madison
Owner occupied requirement	Yes	Yes	Yes	Yes
Unit limitation	Single family attached, detached dwelling, a condominium or 1/2 of a duplex	Single family home, condominium or 1/2 of a duplex	1 - 8 units	Single family home, condominium or 1/2 of a duplex
Income limit*	Income less than 80% AMI **	Income less than 80% AMI**	If income less than 80% AMI** Loan is a 25-year term, deferred 10 years, 15-year payback. OR If income is greater than 80% AMI** but less than \$100,000. Loan is at 2.5% with a 20-year term.	Income less than 80% AMI**
Maximum loan amount	6% of purchase price up to \$10,000	\$5,000 (may go up to \$10,000 if under 50% AMI or if purchase in Lake Point Condo)	\$40,000 Single Family, \$10,000 each additional unit (Maximum \$110,000)	\$19,000
Terms*	Due upon sale, non-owner occupancy or title transfer	Due up on sale, refinance, non-owner occupancy or title transfer	Deferred Payment Loan (DPL) - deferred 10 years then 15-year payback. OR Installment Loan (IL) at 3.25% for 20 years.	1 x 10% charge. Due when sell, refinance, non-owner occupied, transfer title.
Rental Limits	N/A	N/A	None	N/A
Loan-to-value	Combined loan value 100%	Combined loan value up to 103%	First mortgage plus HBA loan cannot exceed 105% of the after-rehab value of property.	Total debt including City loan cannot exceed 90% of the after rehab value of the property.
Special Conditions	Property value may not exceed \$223,250	Can have no more than 6 mo PITI in liquid assets after closing. Loan will be based on need.	Must be in need of rehab of at least 10% of purchase price. 3% down payment of "Project Cost" - 1% must be own funds. HBA must be a 2nd mortgage.	Property value after rehab may not exceed \$223,250*. One-time income re-verification in 5 years, if exceed 80% AMI** loan converts to 10% Installment Loan with a 15 year term.
Funding Source	HUD	State of WI and City Funds	City - Revolving Loan Fund	HUD (Home) & CDBG
Department	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development
Division	Community Development Division	Economic Development Division	Economic Development Division	Economic Development Division
Contact(s)	Linette Rhodes (608) 261-9240	Terri Goldbin (608)266-4223	Terri Goldbin (608)266-4223 Craig Wilson (608)266-6557	Terri Goldbin (608)266-4223 Craig Wilson (608)266-6557
Website	www.cityofmadison.com/homeloans	www.cityofmadison.com/homeloans	www.cityofmadison.com/homeloans	www.cityofmadison.com/homeloans
Summary Information or Frequently Asked Questions	http://www.cityofmadison.com/cdbg/addi/addi_faq.htm	http://www.cityofmadison.com/planning/cedu/Documents/HomeBuyBrochure.pdf	http://www.cityofmadison.com/planning/cedu/Documents/HBASummary.pdf	http://www.cityofmadison.com/planning/cedu/Documents/HRSPsum.pdf

* Interest rate, income limits, rent limits, and after rehab value are adjusted annually.

** AMI (Area Median Income) (Updated: 3-08-2011; CDEG/P.Grimyser)



City of Madison Residential Programs

	Installment Loan (IL)	Rental Rehabilitation (RR)	Homebuyer Assistance (Short Term Financing for Developers)
Loan Type	Owner Occupied Rehab	Non-owner Occupied Rehab	Developer Loan
Property Location	City of Madison	City of Madison	City of Madison
Owner occupied requirement	Yes	No	Must be sold to income eligible buyers
Unit limitation	1-8 units	1-8 units	1-8 units
Income limit*	Income less than 100% AMI** OR Income less than 121% AMI** Income level determines interest rate.	75% occupied by households with incomes less than 80% AMI**	Buyers of units income must be less than 125% of AMI** (\$100,000 as of 2010)
Maximum loan amount	\$19,000 Single Family, \$3,000 each additional unit (Maximum \$40,000)	\$19,000 Single Family, \$3,000 each additional unit (Maximum \$40,000)	see below terms
Terms*	2.5%, 20 year term OR 5.00%, 20 year term, Due when sell, refinance, non-owner occupancy or title transfer.	2.5%, 15 year term	2 Year Balloon: The maximum loan amount shall be up to \$40,000 for a single unit and \$10,000 per additional unit up to a maximum of \$110,000 for an 8-unit building. 3 Year Land Acquisition Loan: Up to \$250,000 plus possible additional \$50,000 if CDA approved.
Rental Limits	None	Yes. First year only.	N/A
Loan-to-value	Total debt including City loan cannot exceed 90% of the after rehab value of the property	Total debt including City loan cannot exceed 90% of the after rehab value of the property.	
Special Conditions		Rents after rehab for the first year cannot exceed HUD fair market rents for Dane Co.	The property must be sold to eligible owner-occupants whose income is no more than 125% of the Dane County Median Income. As of 2010 \$100,000.
Funding Source	City- Revolving Loan Fund	City - Revolving Loan Fund	City - Revolving Loan Fund
Department	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development
Division	Economic Development Division	Economic Development Division	Economic Development Division
Contact(s)	Terri Goldbin (608)266-4223 Craig Wilson (608)266-6557	Terri Goldbin (608)266-4223 Craig Wilson (608)266-6557	Terri Goldbin (608)266-4223
Website	www.cityofmadison.com/homeloans	www.cityofmadison.com/homeloans	www.cityofmadison.com/homeloans
Summary Information or Frequently Asked Questions	http://www.cityofmadison.com/planning/cedu/Documents/HRSPILsum.pdf	http://www.cityofmadison.com/planning/cedu/Documents/rrbsum.pdf	http://www.cityofmadison.com/planning/cedu/Documents/HBALenderManual.pdf

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** AMI (Area Median Income) (Updated: 3-08-2011; CDEG/P.Grimyser)



City of Madison Residential Programs

	Downtown Residential Exterior Lighting Enhancement Grant	Green Madison	MadiSUN
Loan Type		Energy Efficiency Improvements	N/A
Property Location	Targeted areas - City of Madison	City of Madison	City of Madison
Owner occupied requirement	No	Owner-occupied homes, condos, and multi-unit (1 -3 units).	Free solar assessments are available to all residents and businesses in Madison, however renter should work through the owner of the building to request an assessment.
Unit limitation	Any property containing at least one residential unit	1 - 3 units	None. Open to residential and commercial buildings
Income limit*	None	Based on FICO score, no income limit.	None
Maximum loan amount	Grants will be provided up to 50% of the total project cost in an amount not to exceed \$500.00 per property. The minimum grant is \$75.00	\$15,000.00	No Direct Funding Available
Terms*	See special conditions	Up to \$5,000 - 4.75% (5 year payback) Up to \$15,000 - 5.25% (15 year payback)	N/A
Rental Limits		N/A	N/A
Loan-to-value	None	N/A	N/A
Special Conditions	Lighting must meet the lighting standards of the Program, comply with 10.085 of Madison General Ordinance (MGO), be energy efficient, contractor must obtain an electrical permit prior to commencing work, and applicant must comply with nondiscrimination provisions.	N/A	Owner must provide utility data to determine accurate financial analysis
Funding Source		Better Buildings Competitive Grant from the U.S. Department of Energy.	MadiSUN is funded through a Solar American Cities Grant through the US Department of Energy
Department	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Public Works
Division	Economic Development Division	Community Development Division	Engineering Division, Facilities and Sustainability Unit
Contact(s)	Craig Wilson (608)266-6557	Paul Grimyser (608)261-8965	(608) 243-0586
Website	www.cityofmadison.com/homeloans	www.cityofmadison.com/greenmadison	http://www.cityofmadison.com/Sustainability/City/madiSUN/
Summary Information or Frequently Asked Questions	Map of target area: http://www.cityofmadison.com/planning/cedu/Documents/DTLightingMap.pdf	N/A	http://www.cityofmadison.com/Sustainability/City/madiSUN/faq.cfm

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** AMI (Area Median Income) (Updated: 3-08-2011; CDEG/P.Grimyser)



City of Madison - Commercial Properties Upgrades/Energy retrofit Program Support

	Tax Incremental Financing (TIF)	BROWNFIELDS REMEDIATION/ELIMINATION & WORKFORCE DEVELOPMENT (BREWD) PROGRAM	Madison Capital Revolving Loan Fund (MCRLF)	Façade Improvement (Grant Program)
Program Description	<p>Tax Incremental Financing (TIF) is a government finance tool that the City of Madison uses to provide funds to construct public infrastructure, promote development opportunities and expand the future tax base. TIF assistance in Madison is only used when the proposed development would not occur "but for" City assistance. The proposed development should be consistent with and reinforce all City plans and leas to 1.) the creation of living wage jobs through new business development, and the attraction, retention and expansion of existing business and/or 2.) the consolidation and redevelopment of underutilized properties to eliminate blight and generate value growth.</p>	<p>The BREWD program from the City of Madison offers grants for remediation of contaminated sites. Some no-interest loans and forgivable loan assistance is also available for projects that meet specified bonus criteria.</p> <p>Funds are targeted toward projects that return employment to, and cause the redevelopment/reuse of, a property. Likely scenarios for use of these funds include the remediation of vacant property to enable the construction of new commercial/industrial building(s), or the remediation of vacant property/building(s) to allow business reuse of existing commercial/industrial structure(s) without the concern of an environmental liability. The Applicant could be the end-user of the property or a property owner desiring to sell/lease to an end-user; however, in all cases the Applicant must have a specific employment-based plan for the property to be implemented immediately following remediation of the property. Projects with no employment component on the property, or no clear plan for the future of the property, will not be eligible for BREWD funds.</p>	<p>MCRLF is designed to 1.) Encourage the expansion of new or existing business enterprises that create jobs for unemployed and underemployed people. 2.) Preserving and expanding the housing supply within the City, including market rate housing and affordable housing for low- and moderate-income households. 3.) Redeveloping blight and underutilized properties for uses consistent with a strategy for neighborhood and downtown revitalization.</p>	<p>Attractive building facades support and encourage local business. They can have a significant effect on the attractiveness and marketability of the surrounding area. To encourage business owners to reinvest in the downtown and smaller, neighborhood business areas, the City of Madison is offering grants to assist in the exterior renovations of these otherwise sound and vital properties.</p>
Funding Type	Tax Incremental Financing	No-interest & forgivable loan assistance	Revolving Loan Fund	Grant
Application & Funding Cycle	On-going (See Capital Budget TIF Application Deadline - Page 5)	On-going	On-going	On-going (see PDF for list)
Project Areas	Approved TIF project within a Tax Incremental District (TID)	City of Madison	City of Madison	Limited to targeted areas
Minimum or Maximum Funding	Project with minimum incremental value of \$3 million		The minimum amount of a CAP RLF is \$50,000. The maximum amount for a MCRLF is \$250,000	Grants provided up to 50% of total project cost, to a maximum of \$10,000 per street façade, \$20,000 for a building with two facades, and \$25,000 for "flatiron" buildings.
Department	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development
Division	Economic Development Division	Economic Development Division	Economic Development Division	Economic Development Division
Contact	Joe Gromacki (608) 267-8724	Michael Gay, CEcD (608) 267-4933	Joe Gromacki (608) 267-8724	Percy Brown (608) 266-6558
Website	http://www.cityofmadison.com/planning/TIF.html	http://www.cityofmadison.com/business/OBR/brewd.cfm	http://www.cityofmadison.com/planning/capRevFund.html	http://www.cityofmadison.com/planning/facade.html
Program Summary or Frequently Asked Questions	http://www.cityofmadison.com/planning/tidmaps/TIFPOLICY.pdf	http://www.cityofmadison.com/business/OBR/documents/2008%200125%20Brownfield%20Target%20Areas.pdf	None	http://www.cityofmadison.com/planning/pdf/FacadeImprProgram.pdf



City of Madison - Commercial Properties Upgrades/Energy retrofit Program Support

	Graffiti Free	Green Madison	Economic Development of Micro-Enterprises	MadISUN
Program Description	The City of Madison is taking action to be Graffiti Free. The City is working to keep its buildings, neighborhoods, and structures clean and attractive through various activities including graffiti removal programs, citizen involvement, a graffiti hotline, graffiti removal tips, and police enforcement. The City of Madison is committed to the removal and reduction of graffiti. One proven method to control graffiti is to remove it as quickly as possible. In order for the City to do that, we ask our citizens to report it promptly.	Program is under development and more details should be able by May 2011.	<p>These activities provide technical assistance in business start-up and expansion to lower income entrepreneurs or to very small businesses operating within targeted neighborhoods. Activities include management counseling and special seed funding. Activities address Objective F in the Five-Year Plan and generally serve households with incomes of 80% or less of the median. The Commission will fund non-profits which provide technical assistance, or appropriate space for nascent businesses, or loans to individuals starting or operating micro-enterprises where:</p> <p>the low- or moderate-income owner's job within the business is expected to become that individual's principal occupation within three years of provision of assistance; or</p> <p>the micro-enterprise is expected to create at least one full-time equivalent position for a low- or moderate-income person, other than an owner, within four years.</p>	Solar Agent provides free solar site assessments to all businesses in the City of Madison. Furthermore, Solar Agent will help businesses understand the financial incentives that are available and the payback on a solar system. Solar Agent will also assist businesses with a review of installation quotes from installers, implementation of rebates, and solve any zoning/permitting issues with the City. The City of Madison also developed a solar mapping web site where businesses can go and use the mapping tool to find out if their site would be a good site for solar.
Funding Type	Graffiti Co-Pay Removal Program, that helps property owners cover the cost of graffiti removal	Loan	Technical assistance, seed funding	Madison is funded through a Solar American Cities Grant through the US Department of Energy
Application & Funding Cycle		Applications closed May 12, 2010 (12:00 PM)	Assistance to any micro-enterprise is limited to a two-year period from the first CDBG-funded contract with the non-profit agency funded by the CD Office.	There is no application process other than submitting your address, sites are assess on a first come-first serve basis.
Project Areas		City of Madison	Technical assistance, seed funding	None. Open to residential and commercial buildings
Minimum or Maximum Funding			(For Micro-Enterprises ONLY) Ongoing / currently funded activities in this category include:	No direct funding available.
Department	Department of Planning & Community & Economic Development	Department of Planning & Community & Economic Development	<u>African American/Black Business Association (AABBA): Smarter Black Businesses 313 West Beltline Highway,</u> Suite 120 Madison, WI 53713 (608) 213-0013 \$ 15,000 (CDBG)	Public Works Department
Division	Building Inspection Unit (608) 266-4551	Community Development Division - Energy Grant	<u>Latino Chamber of Commerce: Small Business Initiative</u> 2300 South Park Street, Suite 2 Madison, WI 53713 (608) 712-3522 \$ 15,000 (CDBG)	Engineering Division, Facilities and Sustainability Unit
Contact		Ronald Cato (608)266-4209	<u>Wisconsin Women's Business Initiative Corp: Business Development Workshops</u> 2300 South Park Street, Suite 4 Madison, WI 53713 (608) 257-5450 \$170,000 (CDBG)	(608) 243-0586
Website	http://www.cityofmadison.com/residents/graffiti/index.cfm	www.cityofmadison.com/sustainability	Madison Development Corporation 550 West Washington Ave. Madison, WI 53703 (608)256-2799	http://www.cityofmadison.com/Sustainability/City/madISUN/
Program Summary or Frequently Asked Questions	http://www.cityofmadison.com/BI/grafProg.html	None	http://www.cityofmadison.com/cdbg/current/objective/obj_f.htm	http://www.cityofmadison.com/Sustainability/City/madISUN/faq.cfm

