



Department of Planning & Community & Economic Development

Economic Development Division

Matthew B. Mikolajewski, Director

P.O. Box 2983

Madison, WI 53701-2983

Phone: (608) 266-4222 | Fax: (608) 261-6126

cityofmadison.com

Office of Business Resources
Office of Real Estate Services

TO: Economic Development Committee

FROM: Matthew B. Mikolajewski

SUBJECT: Overview of 2022 Economic Development Programs and Projects

DATE: January 19, 2022

The following memo is an overview of 2022 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.

American Rescue Plan Act (ARPA) Programs

- Retail Building Improvement Grant Program (\$500,000)
- Public Market Foundation Operating Support (\$400,000)
- Neighborhood Business District Support (\$300,000)
- Downtown Vacant Storefront Art Program (\$100,000)

- Small Business Equity and Recovery Program (\$2,000,000)
 - o Commercial Ownership Assistance Program (\$1,000,000)
 - o Pop-Up Shop Support (\$300,000)
 - o Kiva Madison Program (\$250,000)
 - o Business Ready Program (\$250,000)
 - o Façade Grants (\$125,000)
 - o Carts in Parks (\$50,000)
 - o MadLit (\$25,000)

2022 Economic Development Division Capital Budget

- Cooperative Enterprise Development Program (\$300,000)
- Healthy Retail Access Program (\$250,000)
- TID #36 Capitol Gateway Corridor "Next Steps" Planning (\$100,000)
- New South Madison TID (\$75,000 for a blight study)
- New State Street TID (\$600,000)

2022 Economic Development Division Operating Budget

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

2022 Community Development Block Grant (CDBG) Initiatives

- Madison Black Chamber of Commerce (\$30,653)
- Latino Chamber of Commerce (\$35,745)
- Madison Development Corporation (\$800,000 revolving loan fund)
- Wisconsin Women's Business Initiative Corporation (\$348,325 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
- Expansion of the Dane County Landfill
- Facilitating new grocery store on South Park Street
- Continued land banking efforts in South Madison
- Lake Street Parking Structure redevelopment
- Partnering on the development of the Urban League Black Business Hub
- Southeast Madison Business Park and Center for Industry and Commerce property sales
- Expansion of Streatery Program and continued maintenance of street vending/sidewalk cafes
- Managing the EPA Brownfield Grant Program
- Predevelopment support of the Madison Center for Black Excellence and Culture
- Bus Rapid Transit (BRT) Transit Oriented Development (TOD) Market Study
- Economic Development Division website updates