



Department of Planning & Community & Economic Development

## Economic Development Division

Matthew B. Mikolajewski, Director

Madison Municipal Building, Suite 312  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2983

Madison, Wisconsin 53701-2983

Phone: (608) 266-4222

Fax: (608) 261-6126

[obr@cityofmadison.com](mailto:obr@cityofmadison.com)

[www.cityofmadison.com/business](http://www.cityofmadison.com/business)

---

### Office of Business Resources

Dan Kennelly  
(608) 267-1968

Ruth Rohlich  
(608) 267-4933

To: **Common Council & Board of Estimates**  
From: Ruth Rohlich, Office of Business Resources  
Date: July 25, 2016

**Subject: State Street Retail Improvement Grant Program Language Updates**

---

On October 6th, 2015 the Common Council adopted Resolution Number RES-15-00784 approving the Objective and Criteria for the State Street District Improvement Grant Program.

As staff worked through the first application and worked with a number of interested business owners we recognized the need for updates to the program language for clarification and to best reach the intended goals of the project.

Attached for your review is the updated State Street Retail Improvement Program Summary. The language changes include:

1. Requirement that the retail business has a lease of five years or more with the landlord as opposed to “more than 5 years”
2. Definition of “Independent Retail Business”. We recognized there were problems with our definition of Independent Retail Business. Because of the requirement that the owners live in Dane County or, if they did not live in Dane County the key managers have control over logo and marketing decisions we were excluding new retail businesses that, for example may include, a single retail shop in Milwaukee whose owner would like to open a second location on State Street area. We have updated the definition to allow for businesses like that to expand to State Street area.
3. We included the contract as part of the Program Summary when Council originally approved it. This is not usually done as it would prevent us from making minor contractual changes. At the request of the City Attorney’s office we are removing the contract from this document. We will work with the city attorney to develop an appropriate contract.
4. Changes were made to clarify the eligible and ineligible costs, including language that makes it clear that façade maintenance is an eligible cost. There was also clarifying language around what applicants can use for the 1 to 1 match.
5. Some housekeeping changes have been made throughout the document, to make it easier to read, and to make the requirements more clear.

Thank you,  
Ruth Rohlich, Business Development Specialist