



CITY OF MADISON  
OFFICE OF BUSINESS RESOURCES  
BUSINESS DEVELOPMENT PROGRAMS

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*A BUSINESS WALK is an economic development tool that, in a short amount of time, allows 50+ business and civic leaders to get a pulse of the business environment in their community.*

- Completed Walks: Northside, Stoughton Road and Park/Street Corridors
- Over 510 businesses visited by 148 volunteer/ 170 businesses requested additional one on one follow-up
- Issues range from traffic, road construction, signage, crime to larger questions on development & future planning
- 2018: Cottage Grove Road/Monona in October
- 2019: Verona Road/Allied/Meadowood and Odana Rd



## BUSINESS WALKS

- Ongoing Project
- Budget request for 2019
- Connect Madison  
Strategy 3: Priority 1





*The City recognizes the need to invest in retailers in the downtown area to make sure we maintain the independent flavor that makes Madison special.*

- \$265,000+ granted to 11 businesses
- Grants ranged from \$170 - \$50,000
- 2 transitions to new retail + 1 completely new retail space



## RETAIL GRANT PROGRAM

- Completed
- No additional funding
- Recommendation from Downtown Retail Strategy (2016)





*As the City continues to look for ways to address issues of equity and fair-labor practices we recognize that empowering communities, business owners & workers to organize in a cooperative allows the fiscal benefits of labor to remain within a community of worker owners which results in an increase in living wage jobs with benefits.*

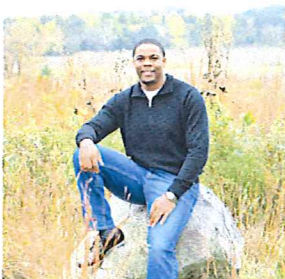
- Madison Cooperative Development Coalition (MCDC) = \$1.5 Million to technical assistance & administrative costs
- Madison Development Corporation (MDC) = \$1.5 Million to dedicated loan program
- First loan being issued to Union Cab to increase their accessible fleet
- Current cooperatives being started: bookkeeping, home healthcare, movers, food manufacturer, yoga studio, bike shop, childcare



## COOPERATIVE ENTERPRISE DEVELOPMENT PROGRAM

- 5 Year Project (in year one)
- 3million dollar investment over 5 years
- Connect Madison Strategy 1





*The City recognizes that that Madison is becoming a leader in the Midwest for technology start-ups and believes that now is the time to work to address equity issues in the funding of early-stage companies owned by women and/or people of color for the purpose of job creation and economic development.*

- The Doyenne Group leads the Evergreen Fund & Tech Assistance in partnership with COM, WEDC & WWBIC
- Seed funding to start a loan and investment fund for scalable businesses, with a technology component or focus/ businesses are owned by women and people of color
- The Doyenne Group Evergreen Fund at the end of 2017 had \$1.2 million dollars in its fund
- In 2017 they "touched" 1,568 entrepreneurs/ 86 % women / 8% People of color



## ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT RESOURCE FUND

- Last year of a two year investment
- \$600,000 of program funding
- Connect Madison Strategy 1



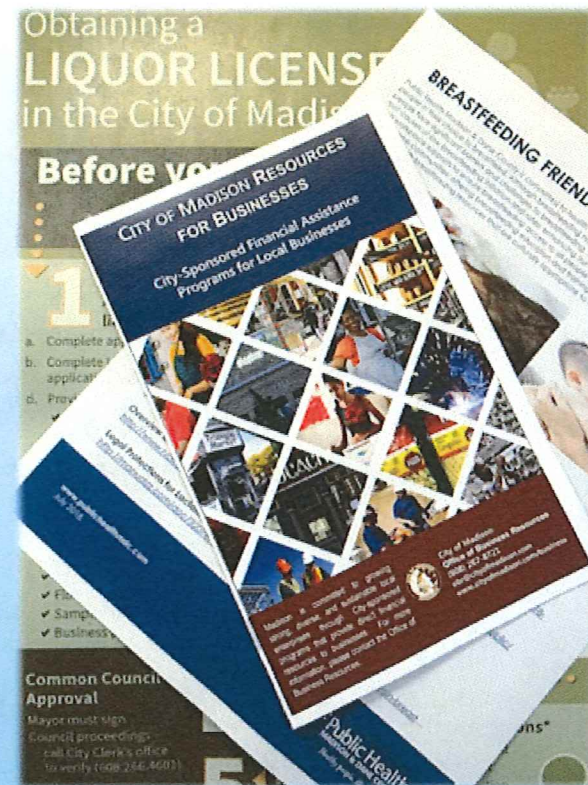


*Help businesses navigate municipal licensing and regulation while supporting fellow City colleagues by creating materials & one-on-one services for businesses.*

- Designated staff members from departments that work with business community: OBR, Clerk, Planning, BI, Public Health, Mayor's Office, Traffic & Parking, Streets, Metro, Community Development
- Create a point-of-entry into city government for the business community
- Tracking both City agency issues & business community issues



## BUSINESS ASSISTANCE TEAMS (BAT)



- Ongoing Project
- No budget (at this time)
- Connect Madison  
Strategy 1: Priority 1





*"The Willy North Store represents a sea change for the Northside community...it represents a chance for a very economically poor community to experience less of a food desert environment so residents and neighbors can access and add healthier food options in their respective households."*

*Funding available for projects that improve access to affordable, healthy, and culturally appropriate retail within underserved areas.*

- Updated Food Access Improvement Map
- Grants ranged from \$5,000 - \$175,000
- Allied Community Grocery Cooperative
- Project Examples: Willy North, Luna's Grocery, NPC Short Term Shuttle, Allied Short Term Transit



## HEALTHY RETAIL ACCESS PROGRAM

- On-going
- Mayor lead initiative
- \$300,000/year
- Co-leads: George Reistad & Michael Miller





*Kiva is an online crowdfunding program that provides 0% interest loans up to \$10,000 to entrepreneurs & start up businesses.*

*Anyone can become a Kiva lender and help to make entrepreneurship more inclusive by loaning as little as \$25 to women, people of color, immigrants, veterans, and lower income entrepreneurs and business owners.*



A loan of \$7,000 helps expand and grow our business.

**10%** funded

27 days left

\$6,300 to go

Total loan: \$7,000

Powered by 21 lenders

**Aalia**

**The Retro Cafe**



Kenosha, WI, United States /

Restaurant / Caterer

\$25 ▼

Lend now

**KIVA**

- Budget Request for three years/\$50,000
- Partnership with WWBIC, MGE, Banks & Credit Unions
- Connect Madison Strategy 1: Priority 2