



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 60995

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| File ID: 60995 | File Type: Ordinance | Status: Report of Officer |
| Version: 1 | Reference: | Controlling Body: FINANCE COMMITTEE |
| Lead Referral: FINANCE COMMITTEE | Cost: | File Created Date : 06/16/2020 |
| File Name: Downtown Recovery Program | | Final Action: |
| Title: Creating Section 4.33 of the Madison General Ordinances to establish a Downtown Recovery Program Ordinance. | | |

Notes: 6380downtownrecovery

Code Sections:

CC Agenda Date: 07/14/2020

Indexes:

Agenda Number: 88.

Sponsors: Satya V. Rhodes-Conway, Michael E. Verveer, Patrick W. Heck, Sheri Carter, Marsha A. Rummel and Syed Abbas

Effective Date:

Attachments: Downtown Recovery Program-Budget Amendment Resolution.pdf, Re assistance for downtown businesses damaged by recent protest violence.msg

Enactment Number:

Author: Kevin Ramakrishna

Hearing Date:

Entered by: jphelps@cityofmadison.com

Published Date:

Approval History

| Version | Date | Approver | Action |
|---------|------|--------------|---------------------|
| 1 | | Michael Haas | Approved as to Form |
| 1 | | Laura Larsen | Approve |

History of Legislative File

| Ver- sion: | Acting Body: | Date: | Action: | Sent To: | Due Date: | Return Date: | Result: |
|---------------|---------------------------------|------------|---------------------------|-------------------|-----------|-----------------|---------|
| 1 | Attorney's Office | 06/16/2020 | Referred for Introduction | | | | |
| | Notes: Finance Committee | | | | | | |
| 1 | COMMON COUNCIL | 06/16/2020 | Refer | FINANCE COMMITTEE | | 06/22/2020 | Pass |

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|---|-------------------|------------|---|------|
| 1 | FINANCE COMMITTEE | 06/22/2020 | RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER Ayes: 4 Donna V. Moreland; Barbara Harrington-McKinney; Michael E. Verveer and Sheri Carter Noes: 2 Rebecca Kemble and Keith Furman Non Voting: 1 Satya V. Rhodes-Conway | Pass |
| 1 | COMMON COUNCIL | 07/14/2020 | | |

Text of Legislative File 60995

Fiscal Note

The proposed ordinance establishes the Downtown Recovery Program. As structured here, the program will make \$500,000 available for eligible businesses in 2020. The ordinance change includes a corresponding resolution (Leg File 61060) that will appropriate funds for the new program. The proposed resolution will be introduced at the July 14, 2020 Common Council meeting for adoption under suspension of the rules.

Title

Creating Section 4.33 of the Madison General Ordinances to establish a Downtown Recovery Program Ordinance.

Body

DRAFTER'S ANALYSIS: The purpose of the 2020 Downtown Recovery Program Ordinance is to assist downtown business and building owners with repairing damaged property resulting from rioting starting on May 30, 2020.

The Common Council of the City of Madison do hereby ordain as follows:

- 1. Section 4.33 entitled "Downtown Recovery Program" of Chapter 4 entitled "Finance" of the Madison General Ordinances is created to read as follows:

"4.33 DOWNTOWN RECOVERY PROGRAM.

(1) Program Rules

(a) Eligible Applicants:

- 1. Applicants must be tenants or property owners located within the City of Madison downtown and not have received funds in any way through this program in the past.
- 2. Applicant's business or property must be occupied by locally owned and/or controlled businesses and/or located within buildings owned by local residents, as defined as meeting one or more of the of the following criteria:
 - a. A business or building with at least 50% of the owners residing in Dane County.
 - b. A business with at least 50% of key managers living in Dane County, and where said managers independently control purchasing decisions, managers make independent decisions regarding the name and look of the business, including marketing, advertising, logo design and branding

decisions. Managers make independent decisions regarding business procedures, practices and policies.

- c. A business that is headquartered in and registered to a Dane County address.

(b) Eligible Expenses.

- 1. Eligible Expenses are limited to exterior repair to commercial structures, including, but not limited to, the repair or replacement of damaged windows, doors, signage, lighting, and exterior façade items, the cleaning of exterior façade surfaces, the repair and cleaning of interior spaces, fixtures, furniture, and costs associated with boarding-up facades.
- 2. Exclusions: Damage or theft of inventory, loss of business, payroll, and related operating costs (including rent, taxes, special assessments, and utilities) are not eligible for reimbursement.

(2) Grant Terms

- (a) Grants may be up to \$25,000 per business location, but are limited to the lesser of the insurance deductible or the actual cost of the building repair.
- (b) Recipient shall provide documentation that contractors have been paid, or the insurance deductible has been paid. Adequacy of such evidence in the discretion of the City.

(3) Administration

- (a) The program will be managed by the Department of Planning, Community, and Economic Development (DPCED).
- (b) DPCED staff will prepare an application to request funds. The Application will require documentation that repairs have been made and either the contractor(s) or insurance company deductible has been paid.
- (c) Authorization is granted to the DPCED Director, or their assigns, to approve each grant without further Council action.
- (d) Each grant will be processed as a Purchase Order billed against this program account, and not a contract. Therefore, standard City contract requirements will not apply to these grant recipients. Any requirements for Purchase Orders will apply.
- (e) Applications must be received by December 31, 2020, and will be processed in the order they are received, as long as funding is available.
- (f) The DPCED Director is allowed to make modifications to the program without further Council action as long as the use of the funds are generally consistent with the purpose of the program in a form approved by the City Attorney.”