



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 60995

File ID: 60995

File Type: Ordinance

Status: Items Referred

Version: 2

Reference:

Controlling Body: ECONOMIC
DEVELOPMENT
COMMITTEE

File Created Date : 06/16/2020

File Name: Downtown Recovery Program

Final Action:

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

Notes: 6380downtownrecovery.SUB

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,
60995 Version 1.pdf

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
2		Michael Haas	Approved as to Form
2		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				
	Action Text:		This Ordinance was Referred for Introduction				

Notes: Finance Committee

1 COMMON COUNCIL 06/16/2020 Refer FINANCE COMMITTEE 06/22/2020 Pass

Action Text: A motion was made by Carter, seconded by Abbas, to Refer to the FINANCE COMMITTEE. The motion passed by voice vote/other.

1 FINANCE COMMITTEE 06/22/2020 RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER Pass

Action Text: A motion was made by Carter, seconded by Harrington-McKinney, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER with the additional recommendation that staff provide status updates regarding use of the funds to the Finance Committee until the funds have been fully expensed. The motion passed by the following vote:

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

1 COMMON COUNCIL 07/14/2020 Refer ECONOMIC DEVELOPMENT COMMITTEE Pass

Action Text: A motion was made by Carter, seconded by Abbas, to Refer to the ECONOMIC DEVELOPMENT COMMITTEE. The motion passed by voice vote/other.

There was 1 registrant in support, and 53 in opposition.

Notes: Additional Referral to Finance Committee

2 ECONOMIC DEVELOPMENT COMMITTEE 07/15/2020

2 ECONOMIC DEVELOPMENT COMMITTEE 07/15/2020 Referred FINANCE COMMITTEE 07/20/2020

Action Text: This Ordinance was Referred to the FINANCE COMMITTEE

Notes:

2 FINANCE COMMITTEE 07/20/2020 RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER Pass

Action Text: A motion was made by Carter, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Ayes: 5 Sheri Carter; Donna V. Moreland; Barbara Harrington-McKinney; Keith Furman and Michael E. Verveer

Noes: 1 Rebecca Kemble

Non Voting: 1 Satya V. Rhodes-Conway

2 COMMON COUNCIL 07/21/2020

Text of Legislative File 60995

Fiscal Note

The proposed ordinance establishes the Downtown Recovery Program. As structured here, the program will make \$250,000 available for eligible businesses in 2020. The ordinance change includes a corresponding resolution (Leg File 61060) that will appropriate funds for the new program.

Title

SUBSTITUTE - 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.
3. If the Applicant is a property owner, the 2020 Assessed Value of the property cannot exceed \$750,000.
4. Priority will be given to Applicants who are people of color, immigrants, women, the disabled, veterans and any other underrepresented groups.

(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.”