



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 61060

File ID: 61060

File Type: Resolution

Status: Reconsidered
Business

Version: 5

Reference:

Controlling Body: FINANCE
COMMITTEE

File Created Date : 06/19/2020

File Name: Recovery Program

Final Action:

Title: ALTERNATE - Amending Resolution Substitute Resolution No.61179 relating to the purposes of the Façade Improvement Grant Fund to add a stated purpose of Downtown Recovery.

Notes:

Sponsors: Lindsay Lemmer, Michael E. Verveer, Satya V. Rhodes-Conway, Michael J. Tierney, Zachary Henak and Sheri Carter

Effective Date:

Attachments: 61060 v5_Alternate.pdf, Facade Objectives and Criteria: 6/26/20.pdf, 61060 v4 3rd Substitute.pdf, 61060 v3_2nd Substitute.pdf, 61060 v2_Substitute.pdf, 61060 v1_Original.pdf

Enactment Number:

Author: Ald. Lindsay Lemmer, District 3

Hearing Date:

Entered by: lveldran@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1		Laura Larsen	Approve
2		Laura Larsen	Approve
3		Laura Larsen	Approve
5		Laura Larsen	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

1	Mayor's Office	06/19/2020	RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF RULES 2.04, 2.05, 2.24, & 2.25 - MISC. ITEMS		
	Action Text: This Resolution was RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF RULES 2.04, 2.05, 2.24, & 2.25 - MISC. ITEMS				
	Notes: 15 Votes Required				
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 were 3 registrants in support, and 107 registrants in opposition.				
	Notes: Additional Referral to Finance Committee				
2	ECONOMIC DEVELOPMENT COMMITTEE	07/15/2020	Referred	FINANCE COMMITTEE	07/20/2020
	Action Text: This Resolution was Referred to the FINANCE COMMITTEE				
	Notes:				
2	ECONOMIC DEVELOPMENT COMMITTEE	07/15/2020			
3	FINANCE COMMITTEE	07/20/2020	RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER		Pass
	Action Text: A motion was made by Carter, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER. The motion passed by the following vote:				
	Notes:				
	Ayes: 5 Donna V. Moreland; Barbara Harrington-McKinney; Keith Furman; Michael E. Verveer and Sheri Carter				
	Noes: 1 Rebecca Kemble				
	Non Voting: 1 Satya V. Rhodes-Conway				
2	COMMON COUNCIL	07/21/2020	Refer	FINANCE COMMITTEE	Fail
	Action Text: A motion was made by Carter, seconded by Verveer, to Refer to the FINANCE COMMITTEE,. The motion failed by the following vote:				
	Notes: Motion to refer failed.				
	Ayes: 9 Barbara Harrington-McKinney; Patrick W. Heck; Lindsay Lemmer; Michael E. Verveer; Paul E. Skidmore; Syed Abbas; Sheri Carter; Michael J. Tierney and Samba Baldeh				
	Noes: 11 Shiva Bidar; Marsha A. Rummel; Donna V. Moreland; Zachary Henak; Arvina Martin; Tag Evers; Grant Foster; Rebecca Kemble; Keith Furman; Christian A. Albouras and Max Prestigiacomo				
	Non Voting: 1 Satya V. Rhodes-Conway				
4	COMMON COUNCIL	07/21/2020	Place On File Without Prejudice		Pass

Action Text: A motion was made by Moreland, seconded by Bidar, to Place On File Without Prejudice. There were 8 registrants in support, 118 in opposition. The motion passed by the following vote:

Ayes: 14 Patrick W. Heck; Lindsay Lemmer; Shiva Bidar; Marsha A. Rummel; Donna V. Moreland; Zachary Henak; Arvina Martin; Syed Abbas; Tag Evers; Grant Foster; Rebecca Kemble; Keith Furman; Christian A. Albouras and Max Prestigiacomo
Noes: 6 Michael E. Verveer; Paul E. Skidmore; Sheri Carter; Michael J. Tierney; Samba Baldeh and Barbara Harrington-McKinney
Non Voting: 1 Satya V. Rhodes-Conway

4 COMMON COUNCIL 08/04/2020

Text of Legislative File 61060

Fiscal Note

The proposed resolution adds the Downtown Recovery Program to the Façade Improvement Grant program. The 2020 Adopted Capital Budget includes \$125,000 for the Façade Improvement Grant program. In 2020, this entire program was funded through reserves in the Capital Revolving Loan Fund. The current balance of the 2020 appropriation is approximately \$60,000. This resolution does not increase the overall funding amount for the program in 2020, or transfer additional funding from other capital sources. Instead, the resolution expands eligibility under the current Façade Improvement program to fund building repairs in the Downtown.

Title

ALTERNATE - Amending Resolution Substitute Resolution No.61179 relating to the purposes of the Façade Improvement Grant Fund to add a stated purpose of Downtown Recovery.

Body

WHEREAS on State Street alone, 70 percent of businesses are locally owned and operated, and 62 percent of businesses are owned by people of color and women; and,

WHEREAS, these businesses also employ many Madisonians, including a number of people of color and women; and,

WHEREAS, the COVID-19 shutdown and recent activity has prompted 41 business owners to indicate in a recent survey that they will find it difficult to reopen and could close permanently; and,

WHEREAS, this area is a substantial economic driver for our City and our residents want to ensure its survival, and

WHEREAS, according to the Downtown Plan, we aim to make this a magnet for a diverse population working, living, visiting, and enjoying an urban environment; and,

WHEREAS, a going concern for downtown Madison is critical in continuing to attract new jobs, residents and visitors; and,

WHEREAS, we wish to support the survival of the retail and service environment; and,

WHEREAS, the City of Madison desires to provide financial assistance to existing downtown businesses as the first step toward promoting a more equitable downtown recovery; and,

WHEREAS, on February 3, 2004, the Common Council of the City of Madison adopted

Amended Substitute Resolution No.61179 (the "Resolution") to accept the policy objectives for the program, which are contained in the Attachment; and,

WHEREAS, the Common Council desires to amend the purposes of the fund to support the objective set forth herein, referred to as the Downtown Recovery Program,

NOW THEREFORE BE IT RESOLVED, that the Resolution is amended to add the Downtown Recovery Program as an objective of the Façade Improvement Grant Program with the following structure:

1. Priority will be given to applicants who are people of color, immigrants, women, the disabled, veterans and any other underrepresented groups;
2. Provide grants to small, independently-owned downtown businesses that have suffered extraordinary losses in 2020;
3. That businesses who apply should meet the following criteria:
 - Ownership/management that meet one or more of the following:
 - A business or building with at least 50% of the owners residing in Dane County.
 - 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.
 - A business that is headquartered in and registered to a Dane County address.
 - Occupy a storefront, retail, or commercial space physically located within the City of Madison downtown;
 - Have experienced more than \$500 in damages in 2020;
 - Be in compliance with all local, state, and federal taxes (or on an approved payment plan);
 - Employ 20 or fewer full-time equivalent (FTE) employees, including the owner(s);
 - Earn less than \$750,000 in annual revenues (gross sales and receipts).
4. The City will subtract the amount of reimbursement received by the business for repair or insurance deductible costs through any other program (internal or external to the City) from the total cost of the repairs or insurance deductible used in the City's calculation of support through the Recovery Program.
5. Grant Terms:
 - Grants may be up to \$12,000 per business location, but are limited to the lesser of the insurance deductible or the actual cost of the building repair.
 - Recipient shall provide documentation that contractors have been paid, or the insurance deductible has been paid. Adequacy of such evidence is at the discretion of the City.
6. Eligible Expenses
 - 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.

- Exclusions: Loss of business, payroll, and related operating costs (including rent, taxes, special assessments, and utilities) are not eligible for reimbursement.

7. Administration

- The program will be managed by the Department of Planning, Community, and Economic Development (DPCED).
- 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.
- Authorization is granted to the DPCED Director, or their assigns, to approve each grant without further Council action.
- 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.
- Applications will be processed in the order they are received, as long as funding is available.
- 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.”; and,

BE IT FURTHER RESOLVED, that the Grants provided by the City of Madison will be matched dollar for dollar by non-City sources; and,

BE IT FINALLY RESOLVED that the Economic Development Division staff are directed to prepare documents and policies, and Ordinances or Resolutions, if necessary to carry out the purposes of this resolution.