

**CITY OF MADISON  
SMALL BUSINESS EQUITY  
AND RECOVERY PROGRAM (SBER)  
*Strengthening Madison Businesses***



Economic Development Division  
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## **PROGRAM SUMMARY**

As the City of Madison, residents, business owners and development community continue to adjust to the challenges the Covid-19 pandemic has brought we recognize the need to invest in supporting our small business community. Many small businesses face the real prospect of permanently closing. We recognize the historic and current inequities in funding and support for small businesses owned by people of color. SBER aims to focus on businesses owned by people of color.

Unique and successful independent retail businesses (see definitions) can have a significant effect on the attractiveness and marketability of the surrounding area. This program encourages business owners to invest in safety adjustments and new ways of serving customers.

### **Applicant Eligibility Requirements**

Independently owned for-profit businesses are eligible for funding. Governmental entities and public and quasi-public authorities are ineligible for funding.

All independently owned/operated businesses owned by historically underrepresented populations (see definitions) are eligible; however, priority will be given to businesses owned by people of color.

Businesses must have annual revenues less than \$750,000.00.

Businesses receiving funds through this program are expected to be current on all Local, State, and Federal taxes and fees.

This is a reimbursement grant program. We will consider providing funding before expenses are incurred with a detailed quote. Please see application.

**Note: there is no guarantee of funding until the application and disbursement process is complete.  
We strongly recommend if you have not completed the work already to get a quote prior to applying.**

### Target Area

There is no geographic targeted area. All businesses must be located within the City of Madison.

### Application Deadlines

Applications will be open at the first of each month and grant awards will be given each month to projects that meet the criteria as decided by the Department of Planning, Community and Economic Development (DPCED) Director until funding is depleted.

The monthly application schedule is as follow:

1. Applications due by the 10<sup>th</sup> of the month at midnight.
2. DCPED Director review of applications by the 20<sup>th</sup> of the month.
3. Grant awards disbursed by the last day of the month.

At which point the process begins again.

### Grant Amount

Grants will be provided in an amount up to the amounts below. Businesses may apply for both grant types to receive a maximum total of \$10,000.

Project	Eligible Costs	Maximum Grant Amount
Covid-19 Safety Expenses	- Personal Protective Equipment (PPE) - Minor physical space modifications - Other materials/equipment	\$5000.00
Revenue Losses	Revenue losses should be documented by providing information that demonstrates a reduction in 2020, when compared with 2019.	\$5000.00

*It is our intention to make the application simple for business owners and flexible.*

#### Processing Steps

- Step 1**            Review and complete the SBER Grant application [LINK TO WEB-SITE TBD](#)
- Step 2**            Applications must be submitted to the Economic Development Division by e-mail: rrohlich@cityofmadison.com. If you do not have access to e-mail please call 608-698-7884 to arrange delivery of your application.
- Step 3**            Applications will be reviewed by the Director of the Department of Planning, Community, and Economic Development.
- Step 4**            Successful applicants will receive funding in the form of a grant.

#### Definitions

**Historically Underrepresented:** Businesses owned by applicants that belong to populations facing historic barriers to entrepreneurship, including low-income populations, people of color, immigrants, women, veterans and LGBTQ+ individuals.

**Independent Retailers:** For profit businesses at least 50% owned by individuals residing in Dane County.

Businesses not owned by individuals residing in Dane County, must:

- have more than 50% of key managers living in Dane County, where Managers independently control purchasing decisions, business makes independent decisions regarding the name and look of the business, including marketing, advertising, logo design and branding decisions. Business makes independent decisions regarding business procedures, practices and policies.
- be registered in Dane County