File #: 60112, **Version:** 1

Fiscal Note

On March 23, 2020, the Mayor issued an Emergency Proclamation based on the increasing transmission of the COVID-19 virus within the City of Madison. To help mitigate the financial impacts of this emergency on the businesses and residents of Madison, the proposed resolution allows EDD's Office of Business Resources to refund banner permit fees, at their discretion, to any person or organization who has not yet displayed their banner and requests to cancel their banner reservation because their event has been canceled due to COVID-19, or is canceled in the near future due to COVID-19. The estimated loss in revenue by refunding the fees for March and April is approximately $2,200. Refunding or not charging permit fees for the remainder of the 2020 will result in approximately $6,600 in lost revenue.

A budget amendment is not proposed at this time. The Finance Department is closely monitoring the 2020 budget and subsequent budget amendment resolutions to fully fund the response efforts are anticipated in the future.

Title

Authorize the Office of Business Resources the discretion to refund banner permit fees under Madison General Ordinance Section 31.075(2)(a)

Body

WHEREAS, on March 23, 2020, pursuant to Madison General Ordinance Section 3.19, the Mayor issued an Emergency Proclamation, based on the increasing transmission of COVID-19 within the City of Madison; and

WHEREAS, on March 24, 2020, the Governor of Wisconsin issued Emergency Order #12 ordering individuals to remain home except for Essential Travel; and

WHEREAS, as part of the Governor's Order all Nonessential Businesses are required to close; and

WHEREAS, the closure of numerous businesses throughout the City has the potential to have significant negative financial impact on residents. Banner permit fees are paid by various organizations for displaying promotional banners from overpasses on S. Park Street and Campus Drive to announce a variety of community events. Many of these community events have been canceled due to COVID-19. Banners already displayed will not be eligible for a refund.

NOW THEREFORE BE IT RESOLVED, that effective immediately and until the time that the Director of Public Health Madison and Dane County and the Governor of Wisconsin determine to end the emergency actions that they have taken to combat the coronavirus pandemic, the Office of Business Resources is authorized with discretion to refund banner permit fees under Madison General Ordinance Section 31.075(2)(a), to any person or organization who has not yet displayed their banner and requests to cancel their banner reservation because their event has been canceled due to COVID-19, or is canceled in the near future due to COVID-19.