



CAPITAL PROJECTS IN ACTION



Existing, Growing Businesses

The following programs are available to businesses that are planning to grow and create new jobs which would be available to lower income households:

Business loans or investment assistance

Madison Development Corporation 256-2799
Business Loan Program

Real estate development assistance

Alliant Energy 252-3311

City Community and Economic Development Unit 266-4222
Capital Revolving Fund and TIF financing

City Planning and Building Inspection Units 266-4635
Zoning, land use and building code facilitation

Madison Gas and Electric 252-7086

Land or space for businesses

City Community and Economic Development Unit 266-4222
Industrial Park assistance

Common Wealth Development 256-6565
Madison Enterprise Center (incubator for growing businesses on the near east side)

Common Wealth Development 286-6246
Main Street Industries (light industrial facility for growing businesses on the near east side)

In addition to the activities listed on these pages, the City has helped capitalize Madison Capital Corporation (now Venture Investors of Wisconsin) and the Wisconsin for Research equity program, as well as a range of other business development activities.



Entrepreneurs & Micro-Enterprises



People interested in starting their own small business may consider one of the following agencies which the City has assisted to encourage business creation and viability:

Information and technical assistance

Community Action Coalition 246-4730
"It's My Business" (technical assistance)

Impact Seven 251-8450
Micro loan and 1:1 technical assistance

SCORE (Service Corps of Retired Executives) 831-5464
Business consulting

Small Business Development Center 263-7680
Action Line, classes, and business consulting

Wisconsin Women's Business Initiative 257-5450
Micro-loans, classes, and technical assistance

Financial assistance

Common Wealth Development 256-3527
Marquette Neighborhood Business

Madison Development Corporation 256-2799
Business loans



Neighborhood - Business District Development



The following programs are available to business associations or to specific businesses that help improve particular neighborhoods:

Downtown / State Street

City Planning Unit 266-4635
Strategic planning, façade development

Other neighborhoods

City Community and Economic Development Unit 266-4222
Business Improvement Districts

City Planning Unit 266-4635
Community Enhancement Program

Common Wealth Development 256-3527
Near east side business development

Madison Development Corporation 256-2799
West Broadway, Bassett neighborhood business development



BUSINESS SERVICES IN ACTION



Businesses in Search of Information

The following programs are available to help businesses looking for information and other resources:

City Office of Business Resources 266-4635
Business start-up and location expansion

Greater Madison Chamber of Commerce 256-8348
Business information and promotion

Madison Gas & Electric 252-7086
Business information

Wisconsin Department of Commerce 267-9384
Small business assistance / Ombudsman

Persons in Search of Employment



The following programs are available to persons looking for employment:

City Affirmative Action Department 266-4082
Employment information for members of Madison's protected classes

Access to Independence 242-8484
Employment counseling for people with disabilities

Dane County Human Services Job Center 242-7400
Employment information and resources

Over Fifty Employment Services, Inc. 255-5585
Employment options for older adults

Porchlight, Inc. 250-0380
Hospitality House, employment referrals for homeless persons

BUSINESS-RELATED OBJECTIVES

Based upon its Five-Year Consolidated Plan, the CDBG program has established three objectives related to business development.



Two of these objectives involve capital investments:

- Help expanding businesses create new positions to hire lower income persons; and
- Increase the viability of micro-enterprises.

One of these objectives involves services to lower income populations:

- Help individuals obtain information and non-monetary resources to better access business resources and opportunities.

The creation, development, expansion and retention of employment opportunities for lower income persons in Madison involves the work of many other City units, as well as the private market. The economic development service of the Department's Administrative Unit and the Economic Development Commission develop policies and strategies to accomplish overall City economic goals. The Community and Economic Development Unit administers several programs of developer and economic assistance to businesses, and has taken the lead in City development of industrial land. The Planning Unit has helped business groups develop specific strategies for district improvement.

ACCOMPLISHMENTS

The CDBG program, working with its community and business partners over the 1994-2003 decade, has been able to help produce these results:

- Creation of over 800 new full-time jobs, over 51% of which have been taken by low income persons;
- Creation or expansion of over 100 businesses;
- Development of two successful business incubators;
- Support of several experimental approaches to recruitment, training and placement of lower income people into jobs.



In 1974, the Federal Government created the Community Development Block Grant (CDBG) program. Its purpose is to help cities and states meet the needs of their low and moderate-income residents by providing better housing, a suitable living environment, and by expanding economic opportunities. Since that time, the City (through its CDBG Office and other units within the Department of Planning and Development) has worked with community organizations and their business partners to use additional funds from the Department of Housing and Urban Development and others, including the State Division of Housing and local Madison funds, to broaden the base of activities and better address those original objectives.

ONGOING OFFICE OBJECTIVES

The CDBG program is dedicated to improving the quality of life for residents of the City of Madison. Community development funding actively supports the efforts of community-based, non-profit agencies to:

- Improve Madison's existing housing;
- Stimulate economic development;
- Expand and improve the quantity and quality of community services;
- Empower and revitalize Madison target area neighborhoods; and
- Improve access of lower income people to housing information and non-monetary resources.

For more information about any of the individual projects, call the individual agency. For more information about the City's investments in business development, contact the CDBG Office at:

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BUSINESS DEVELOPMENT AND EMPLOYMENT- RELATED SERVICES

CITY OF MADISON Department of Planning and Development

*In partnership with the
Federal Department of Housing and Urban Development (HUD),
Wisconsin Housing and Economic Development Authority (WHEDA),
University of Wisconsin Small Business Development Center,
Dane County Job Center,
United Way of Dane County,
and many other business and community groups.*

David J. Cieslewicz
Mayor of Madison

Brochure developed by the
City of Madison CDBG Office
(rev. 7/04)

