

# OUR CITY OF MADISON



## Economic Development Division Alder and Resident Frequently Asked Questions (FAQ) & Answers

*Saran Ouk, Office of Business Resources Manager*

# FAQ Overview



People - Places - Possibilities

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# Frequently Asked Questions

Alders and residents commonly ask our agency the following questions:

## Questions

1. What determines the work of the Economic Development Division (EDD)?
2. Who do I contact if I want EDD to start working on a new initiative?
3. What resources does EDD offer to assist businesses within the City of Madison?
4. What is TIF and how do I get it?
5. What is land banking?
6. How are Little Free Libraries regulated?
7. What can EDD do to help me with a private property problem in my district?
8. How can EDD get a coffee shop to locate in my neighborhood?
9. I read an article about how another city gives free land to residents to build single family homes/apartments/small business spaces. Why aren't we doing that here?
10. I read an article about this business development initiative in New York City. How do we get that started here?

# FAQ Answers



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# QUESTION 1

- Q: What determines the work of the Economic Development Division (EDD)?
  - A: Most of EDD's work is reactive to the needs of businesses, developers, and other city agencies. EDD serves hundreds of individuals every year and most of our time needs to be reserved for this reactive work. In addition, EDD proactively works on many city lead programs and projects, as articulated in our annual work plan and the adopted city budget.

# QUESTION 2

- Q: Who do I contact if I want EDD to start working on a new initiative?
  - A: Please contact Matt Mikolajewski, Saran Ouk, or one of the new real estate managers. It is also helpful to let Karen Kapusta-Pofahl know as well.
    - Matt Mikolajewski [mmikolajewski@cityofmadison.com](mailto:mmikolajewski@cityofmadison.com)
    - Saran Ouk [souk@cityofmadison.com](mailto:souk@cityofmadison.com)
    - Karen Kapusta-Pofahl [kkapusta-Pofahl@cityofmadison.com](mailto:kkapusta-Pofahl@cityofmadison.com)

# QUESTION 3

- Q: What resources does EDD offer to assist businesses within the City of Madison?
  - A: EDD has City sponsored programs that provide direct financial resources to businesses. In addition, the City of Madison has a well-established street vending program to assist vendors operating in the right of way.
    - [Resource Guide](#)
    - [Street Vending](#)

# QUESTION 4

- Q: What is TIF and how do I get it?
  - A: Tax Incremental Financing (TIF) is a governmental finance tool that the City of Madison uses to provide funds to construct public infrastructure, promote development opportunities and expand the future tax base. It is regulated by State Statute and city policy. Additional information is available at
    - [City of Madison TIF](#)
    - [Wisconsin Department of Revenue](#)



# QUESTION 5

- Q: What is land banking?
  - A: The city occasionally buys property to make available for future redevelopment projects. Additional information is available here:
    - [City of Madison Land Banking Fund Policy](#)

# QUESTION 6

- Q: How are Little Free Libraries regulated?
  - A: Little Free Libraries located on private properties must meet the [MGO 28.151](#) requirements listed under the Mission Box (Accessory) section.
  - A: Little Free Libraries located on City of Madison properties are managed by the Real Estate Services Office. Please contact Heidi Radlinger at [hradlinger@cityofmadison.com](mailto:hradlinger@cityofmadison.com) or 608-266-6558

# QUESTION 7

- Q: What can the City's Real Estate Office do to help me with a private property problem in my district?
  - A: The City's Real Estate Office has very little jurisdiction over private property. You will most likely need to contact Building Inspection or Zoning.
    - [Building Inspection](#)
    - [Zoning](#)

# QUESTION 8

- How can EDD help get a coffee shop to locate in my neighborhood?
  - A: EDD cannot control what does and does not move into a neighborhood. We are however, always happy to meet with a perspective business to share resources that we are aware of.
    - Please contact [obr@cityofmadison.com](mailto:obr@cityofmadison.com)

# QUESTION 9

- Q: I read an article about how another city gives free land to residents to build single family homes/apartments/small business spaces. Why aren't we providing free land here?
  - A: Many larger cities often assume ownership of tax delinquent properties, and in turn, make them available at little or no cost to residents to develop into something else. Tax delinquency in the City of Madison is very rare, as such, we don't have a large number of properties to give away.

# QUESTION 10

- Q: I read an article about this business development initiative in New York City. How do we get that started here?
  - A: All cities and states have unique laws, funding sources, and economic opportunities and constraints. While we are happy to consider ideas for new projects and programs, successful efforts elsewhere (especially large metropolitan areas) often do not translate well to the Madison market for a variety of reasons.

# How Our Agency Provides Customer Service



People - Places - Possibilities

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# We Provide Customer Service By...

[Economic Development Division website](#)

608-267-8718

In-person by appointment only

215 Martin Luther King, Jr. Blvd, 3rd Floor

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## Stay Connected!

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