

# Office of Business Resources

The City of Madison Office of Business Resources (OBR) is here to serve your needs! If you are looking for support in starting or growing your business or navigating city systems – contact a City of Madison Business Development Specialist to provide one-on-one service to you and your business.



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For more information on these programs or to schedule a consultation with the City's Business Resources team, contact:



**Office of Business Resources**  
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2024

# CITY OF MADISON RESOURCES FOR BUSINESSES

## City-Sponsored Financial Assistance Programs for Local Businesses



Madison is committed to growing strong, diverse, and sustainable local enterprises through City-sponsored programs that provide direct financial resources to businesses. For more information, please contact the Office of Business Resources.



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# Commercial Ownership Assistance

## Program Summary

The Commercial Ownership Assistance Program provides financing for established business owners from communities that have historically faced barriers to accessing capital to purchase commercial property for their business.

## Eligibility

Historically disadvantaged business owners who are ready to purchase a commercial property for their business.

## Amount & Type of Funding

Forgivable loans of up to \$250,000.



**\$ 250,000**

## PROJECT EXAMPLE

JP Hair Design partnered with Knit Circus Yarn and received \$250,000 to purchase a property for the business.

# Façade Grants

## Program Summary

Madison's Façade Grant Program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts.

## Eligibility

Commercial businesses and property owners located within City of Madison Eligible Areas or in an emerging commercial node or activity area.

## Amount & Type of Funding

Grants up to 50% of total project cost, with a maximum amount of \$20,000 per street facing façade. Mini Grants up to \$10,000 have no match requirement.



**\$50,000\***

## PROJECT EXAMPLE

Draper Brothers Chophouse at 101 N Hamilton Street received grant funding to restore the historic flatiron building's façade.

\* Typical projects range between \$10,000 and \$20,000. \$50,000 is an exception for a Flatiron Building



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# KIVA Madison

## 0% Interest Crowd-Funded Loans

### Program Summary

Kiva is a crowdfunding platform that provides 0% interest loans to small business owners and startups. Kiva borrowers can crowdfund from the community and receive loans up to \$15,000 at 0% interest with zero fees.

### Eligibility

Businesses looking to create a Kiva campaign need a clear business story, a great photo and an online presence. Applications can be found on the web-site: <https://www.kiva.org/borrow>

### Amounts & Type of Funding

0% interest loans between \$1,000-\$15,000.



**\$5,000**

### PROJECT EXAMPLE

D'Pelos Pet Groomer LLC grew from one client to more than 800 regular clients. They crowd sourced a loan for \$5000 to renovate a new space that will accommodate their growth

# Healthy Retail Access Program

### Program Summary

The Healthy Retail Access Program funds businesses investing in improvements that will increase access to affordable, healthy food. Funds can be used for any new services, equipment, building improvements, or programs that can increase a retail business's capacity to provide healthy food.

### Eligibility

Food retailers (e.g. grocery stores, convenience stores, cooperatives, etc.) are eligible to apply. Projects must be located in Madison priority food access areas (contact the city for eligibility information)



### Amounts & Type of Funding

Grant amounts vary depending on total project size. Typically fund at <30% of total project costs.

### PROJECT EXAMPLE

Go-oh Groceries received a grant of \$136,800 to help open a grocery store at the site, helping to alleviate food access issues on Madison's Northeast side.

**\$136,800**



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# Tax Increment Financing (TIF)

## Program Summary

Tax Incremental Financing (TIF) provides funds to finance public infrastructure and support development projects that create jobs and expand the tax base.

## Eligibility

Projects must be located in a Tax Increment District (TID) and create \$3 million in new real estate value. Projects should be consistent with city plans. TIF is a complex program governed by strict state statutes and local guidelines. Check with the City about eligibility.

## Amount & Type of Funding

Loans paid back through new tax revenue generated by the project.



### PROJECT EXAMPLE

**Facility Gateway Corporation** utilized a TIF loan to renovate a blighted motel property on Madison's southeast side into the headquarters for a data management company

**\$225,000**



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# Small Cap TIF

## Program Summary

The Small Cap TIF Loan Program provides forgivable loan funds to small businesses in selected Tax Incremental Districts (TID) within the City of Madison. The Madison Development Corporation (MDC) is the administrator of the program.

## Eligibility/Amount and Type of Funding

Please visit the web-site to learn about the eligibility requirements:  
[www.mdcorg.org/tid-39](http://www.mdcorg.org/tid-39)



## Amount & Type of Funding

Funds up to \$250,000 are available to qualifying businesses for the purpose of purchasing real estate, financing real estate improvements or for purchasing capital machinery and equipment.

James Sutton owner of **Smart Cleaning Solutions** utilized a Small Cap TIF loan to purchase and then construct his company building located in TID #39 off Stoughton Rd.

**\$250,000**



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Madison Development Corporation (MDC)  
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# Building Improvement Grant (BIG)

## Program Summary

BIG encourages business owners to reinvest in their business by offering grants to assist with the capital costs associated with renovating the interior and exterior of retail spaces.

## Eligibility

Retail businesses in Tax Increment Districts 50, 51, 52, 53 or 54 are eligible. Please contact our office to see if your business is in one of these areas.

## Amounts & Type of Funding

Grants of up to \$50,000 for interior and exterior upgrades to retail spaces in select areas of the city.



\$50,000

## PROJECT EXAMPLE

Fontana Sports Specialty on State Street received BIG funding to help with the costs of building out new dressing rooms, a new front counter and additional storage.



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# Street Vending

## Program Summary

The City of Madison has a vibrant street vending program. To operate your business in the right-of-way you must hold all required licenses.

## Street Vending in Madison includes:

- Sidewalk & Roadway Cafes (Streatery outdoor dining)
- Merchant Vending
- UW - Game Day Vending
- Food Cart & Truck Vending - Citywide and High-Density Areas
- Art & Craft Vending
- Tabling, Expressive and Mobile Permits
- Banner Permits

## To learn more:

Please visit our web-site or use the QR code:  
[www.cityofmadison.com/obr](http://www.cityofmadison.com/obr)



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# City-Sponsored Small Business Loan Programs (WWBIC)

## Program Summary

The City funds the Wisconsin Women's Business Initiative Corporation (WWBIC) to provide loans up to \$250,000 for low to moderate income entrepreneurs. WWBIC also offers technical assistance including help with business planning, financial planning and marketing your business.



## Eligibility

Contact WWBIC for additional information.

## Amount & Type of Funding

Micro loans from \$5,000 up to \$350,000.

**\$35,000**

## PROJECT EXAMPLE

Metric Forrest Studio received a \$35,000 Line of Credit from WWBIC to support cash flow for raw materials, inventory and other business expenses.

# City-Sponsored Small Business Loan Programs (MDC)

## Program Summary

The City funds Madison Development Corporation (MDC) to provide loans to businesses. Comprised of its Business Loan and Venture Debt programs, MDC's Business Lending department offers start-ups and growing businesses access to the capital they need to meet the needs of their clients and partners.

## Eligibility

Must be a Madison based business. Contact MDC for additional information.

## Amount & Type of Funding

Loans up to \$200,000

**\$140,000**

## PROJECT EXAMPLE

Variations Dance Academy received a \$140,000 loan to renovate, equip, and market their new dance studio on Sherman Avenue.



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