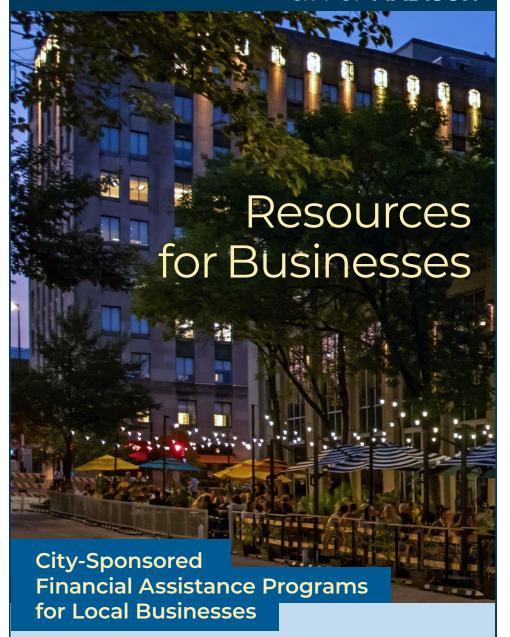
CITY OF MADISON



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. (Contact information on back cover)

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 and Type of Funding

Forgivable loans of up to \$250,000





CONTACT

Michael Miller

Business Development Specialist 608-267-8721

mmiler2@cityofmadison.com

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

Please visit the website to learn about the eligibility requirements: www.mdcorp.org/tid-39

Amount and 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.



CONTACT Madison Development Corporation (MDC) 608-571-3302 www.mdcorp.org

Façade Grant



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



CONTACT Tom Otto 608-243-0178

tottoacityofmadison.com www.citvofmadison.com/facadegrant

Building Improvement Grant (BIG)

Program Summary

BIG offers grants to assist with the capital costs associated with renovating the interior and exterior of retail spaces.

Eligibility

Retail businesses in specific Tax Increment Districts are eligible. Please contact our office to see if your business is in one of these areas.

Amount and Type of Funding

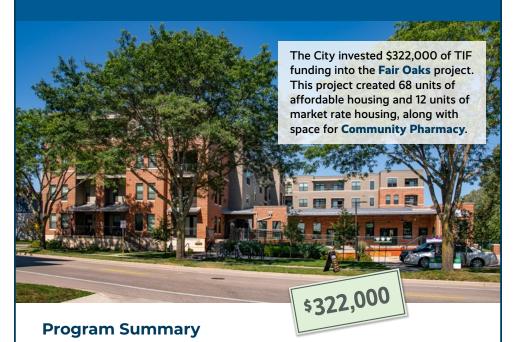
Grants of up to \$50,000 for interior and exterior upgrades to retail spaces in select areas of the city.





CONTACT
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rrohlich@cityofmadison.com

Tax Increment Financing (TIF)



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 and Type of Funding

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



CONTACT
Joe Gromacki
608-267-8724
jgromacki@cityofmadison.com

Healthy Retail Access Program (HRAP)

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)

Amount and Type of Funding

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





CONTACT
George Reistad
608-266-6544
greistad@cityofmadison.com

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 \$350,000 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 and Type of Funding

Micro loans from \$1,000 up to \$350,000.





CONTACT **WWBIC** www.wwbic.com 608-257-5450

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 and Type of Funding:

Loans up to \$200,000



The **Thrill Factory** received a \$200,000 loan as part of their project to develop a 48,000 sq.ft. upscale family entertainment center in the East Towne Mall in Madison.



CONTACT
Madison Development Corporation (MDC)
608-571-3302
www.mdcorp.org

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 website or use the QR code www.cityofmadison.com/obr





CONTACT
Meghan Blake-Horst
608-261-9171
streetvending@cityofmadison.com

Kiva 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 website: www.kiva.org/borrow

Amount and Type of Funding

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



Triple Double Logistics

received a \$5,500 loan to invest in education for the owner and growing team. This loan helped them acquire association memberships and attend networking events to increase the reach of their business.



CONTACT

Kiva

608-204-8906

madison@local.kiva.org www.wwbic.com/kiva

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.

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





Office of Business Resources

608-267-8721

<u>obracityofmadison.com</u> www.cityofmadison.com/obr



City of Madison Economic Development Division

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