

**CITY OF MADISON**  
**SMALL BUSINESS EQUITY**  
**AND RECOVERY PROGRAM (SBER)**  
*Strengthening Madison Businesses*



Economic Development Division  
215 Martin Luther King Jr., Boulevard  
Ruth Rohlich, 267-4933  
[rrohlich@cityofmadison.com](mailto:rrohlich@cityofmadison.com)  
Website address: TBD

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## **PROGRAM SUMMARY**

As the City of Madison, residents, business owners and development community continue to adjust to the challenges the Covid-19 pandemic has brought we recognize the need to invest in supporting our small business community. Many small businesses face the real prospect of permanently closing. We recognize the historic and current inequities in funding and support for small businesses owned by people of color. SBER aims to focus on businesses owned by people of color.

Unique and successful independent retail businesses (see definitions) can have a significant effect on the attractiveness and marketability of the surrounding area. This program encourages business owners to invest in safety adjustments and new ways of serving customers.

### **Applicant Eligibility Requirements**

Independently owned businesses are eligible for funding. Governmental entities and public and quasi-public authorities are ineligible for funding.

All independently owned/operated businesses owned by historically underrepresented populations (see definitions below) are eligible, however, priority will be given to businesses owned by people of color.

Businesses must have annual revenues less than \$750,000.00.

Businesses receiving funds through this program are expected to be current on all Local, State, and Federal taxes and fees.

This is a reimbursement grant program. We will consider providing funding before expenses are incurred with a detailed quote. Please see application.

***Note: there is no guarantee of funding until the application and disbursement process is complete.***

### Target Area

There is no geographic targeted area. All businesses must be located within the City of Madison.

### Application Deadlines

Applications will be open at the first of each month and grant awards will be given each month to projects that meet the criteria as decided by the Department of Planning, Community and Economic Development (DPCED) Director until funding is depleted.

The monthly application schedule is as follow:

1. Applications due by the 10<sup>th</sup> of the month at midnight.
2. DCPED Director review of applications by the 20<sup>th</sup> of the month.
3. Grant awards disbursed by the last day of the month.

At which point the process begins again.

### Grant Amount

Grants will be provided in an amount up to the amounts below. Businesses may apply for both grant types to receive a maximum total of \$10,000.

Project	Eligible Costs	Maximum Grant Amount
Covid-19 Safety Expenses	<ul style="list-style-type: none"><li>• Personal Protective Equipment (PPE)</li><li>• Minor physical space modifications</li><li>• Other materials/equipment</li></ul>	\$5,000.00
Revenue Losses	Revenue losses will be shown by sales data from 2019 verses sales data from 2020. Please refer to application for information on records needed to show revenue loss.	\$5,000.00

**It is our intention to make the application simple for business owners.**

Processing Steps

- Step 1**            Review and complete the SBER Grant application
- Step 2**            Applications must be submitted to the Economic Development Division by e-mail: rrohlich@cityofmadison.com.
- If you do not have access to e-mail please  
                      call 608-267-4933 to arrange delivery of your application.

**Definitions**

**Historically Underrepresented:** Businesses owned by applicants that belong to populations facing historic barriers to entrepreneurship, including low income populations, people of color, immigrants, women, veterans and LGBTQ+ individuals.

**Independent Retailers:** for profit businesses at least 50% owned by individuals residing in Dane County.

Businesses not owned by individuals residing in Dane County, must be:

- have more than 50% of key managers living in Dane County
- Business is registered in Wisconsin
- Business independently controls purchasing decisions, business makes independent decisions regarding the name and look of the business, including marketing, advertising, logo design and branding decisions. Business makes independent decisions regarding business procedures, practices and policies.