

# Economic Development Division

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## *Agency Overview*

### Agency Mission

The mission of the Economic Development Division is to promote the economic growth and competitiveness of the City of Madison to maintain and enhance the City's fiscal sustainability, job base, and business environment. This work aims to foster prosperity and ensure it is broadly shared.

### Agency Overview

The Agency is responsible for overseeing all City real estate transactions and providing financial and technical assistance to businesses. The goal of the Economic Development Division is to manage City real estate projects and the expansion of economic development initiatives. The Economic Development Division will advance this goal by improving business assistance programs, particularly in response to economic effects of COVID-19, and supporting an increasing number of real estate projects.

### 2023 Budget Highlights

#### Service: Food Policy & Programming

- Increases funding for the Double Dollars program by \$25,000. The increase includes \$12,500 added in the 2023 executive operating budget and \$12,500 added via Finance Committee amendment #8. This brings total City funding to \$62,500.
- Continues funding for the Summer Meals Program (\$15,000), Community Gardens (\$35,000), Madison Food Policy Council (\$3,000), and SEED Grants (\$50,000)

#### Service: Office of Business Resources

- Budget maintains current level of service.

#### Service: Office of Real Estate Services

- Reorganizes the Office of Real Estate Services into two offices: Office of Real Estate Services (ORES) and Office of Real Estate Development (ORED). ORES has historically housed two distinct functions. The first includes real estate acquisition, disposal, and asset management, often for City purposes. This body of work requires expertise in negotiation in the context of condemnation law and right-of-way best practices. The second function includes real estate development project management and finance, including Tax Increment Finance (TIF). This body of work requires knowledge of private real estate trends, with a heavy emphasis on development finance. The goals of reorganizing ORES into two offices include 1) improving recruitment and retention of staff, 2) meeting the growing demands of the office as infrastructure and land use projects become more complex, 3) adjusting the manager to staff ratio of the office to better support staff, and 4) being more competitive with the private sector to fill these positions.
  - The ORES will be managed by the existing Office of Real Estate Services Manager position.
  - A new Office of Real Estate Development Manager position is created to manage the ORED. This position is funded by eliminating a vacant Real Estate Development Specialist position and charging a portion of the new position's time to the Community Development Authority, tax increment finance districts, and capital projects. No additional General Fund appropriation is required for the new position.
- Common Council amendment #6 authorizes \$75,000 in TID funds to support legal consulting services related to several Economic Development projects including Truman Olson, Centro Hispano, and All Metals redevelopment projects. Additionally, the amendment authorizes a sole source contract with the law firm of Reinhart Boerner Van Deuren for the services.

**Economic Development**Function: **Planning & Development***Budget Overview*

## Agency Budget by Fund

<b>Fund</b>	<b>2021 Actual</b>	<b>2022 Adopted</b>	<b>2022 Projected</b>	<b>2023 Request</b>	<b>2023 Executive</b>	<b>2023 Adopted</b>
General	2,005,281	2,182,679	1,990,438	2,230,630	2,259,218	2,324,802
Other Grants	-	-	153,750	-	-	-
<b>Total</b>	<b>\$ 2,005,281</b>	<b>\$ 2,182,679</b>	<b>\$ 2,144,188</b>	<b>\$ 2,230,630</b>	<b>\$ 2,259,218</b>	<b>\$ 2,324,802</b>

## Agency Budget by Service

<b>Service</b>	<b>2021 Actual</b>	<b>2022 Adopted</b>	<b>2022 Projected</b>	<b>2023 Request</b>	<b>2023 Executive</b>	<b>2023 Adopted</b>
Food Policy & Programming	247,361	297,342	291,099	299,699	313,480	330,234
Office Of Business Resources	850,429	911,364	1,033,689	933,436	938,772	961,152
Office Of Real Estate Services	907,491	973,973	819,400	997,495	1,006,967	1,033,416
<b>Total</b>	<b>\$ 2,005,281</b>	<b>\$ 2,182,679</b>	<b>\$ 2,144,188</b>	<b>\$ 2,230,630</b>	<b>\$ 2,259,218</b>	<b>\$ 2,324,802</b>

## Agency Budget by Major-Expense

<b>Major Expense</b>	<b>2021 Actual</b>	<b>2022 Adopted</b>	<b>2022 Projected</b>	<b>2023 Request</b>	<b>2023 Executive</b>	<b>2023 Adopted</b>
Salaries	1,281,036	1,414,669	1,265,847	1,456,802	1,456,802	1,503,182
Benefits	369,305	405,381	375,077	413,830	427,351	434,054
Supplies	6,581	18,025	6,732	17,100	17,100	17,100
Purchased Services	287,755	284,000	435,928	284,250	296,750	309,250
Inter Depart Charges	60,604	60,604	60,604	58,648	61,216	61,216
<b>Total</b>	<b>\$ 2,005,281</b>	<b>\$ 2,182,679</b>	<b>\$ 2,144,188</b>	<b>\$ 2,230,630</b>	<b>\$ 2,259,218</b>	<b>\$ 2,324,802</b>

*Service Overview*

**Service:** Food Policy & Programming

## Service Description

This service oversees food policy and programming for the City, including the Summer Meals program, Community Gardens Partnership, the Madison Food Policy Council, MadMarket, and the SEED Grants. The goal of the service is to improve food access and the food system in the City.

## Activities Performed by this Service

- Summer Meals Program: Provide support for summer food programming offered through the Parks system.
- Community Gardens Partnership: Work with Community GroundWorks and Dane County UW-Extension to provide operations and support of community gardens programming.
- Double Dollar Program: Oversee the contract to administer Electronic Benefits Transfer (EBT) programming for Supplemental Nutritional Assistance Program (SNAP) participants at farmers' markets and the MadMarket Double Dollars program at participating markets. This service is carried out through a partnership with Dane County. Community Action Coalition is the current vendor.
- SEED Grants: Coordinate with the Madison Food Policy Council's grant program providing funding for projects geared towards improving Madison's regional food system through improving food access.

## Service Budget by Fund

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
General	247,361	297,342	291,099	299,699	313,480	330,234
Other-Expenditures	-	-	-	-	-	-
<b>Total</b>	<b>\$ 247,361</b>	<b>\$ 297,342</b>	<b>\$ 291,099</b>	<b>\$ 299,699</b>	<b>\$ 313,480</b>	<b>\$ 330,234</b>

## Service Budget by Account Type

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Revenue	-	-	-	-	-	-
Personnel	116,357	150,842	150,428	152,924	154,205	158,459
Non-Personnel	131,004	146,500	140,671	146,775	159,275	171,775
Agency Charges	-	-	-	-	-	-
<b>Total</b>	<b>\$ 247,361</b>	<b>\$ 297,342</b>	<b>\$ 291,099</b>	<b>\$ 299,699</b>	<b>\$ 313,480</b>	<b>\$ 330,234</b>

**Economic Development**

Function:

**Planning & Development***Service Overview***Service:** Office Of Business Resources

## Service Description

This service helps businesses locate, open, or expand within the City of Madison by directing businesses toward financial and technical assistance programs available through the City and other sources. This service also guides businesses through City permitting and approval processes, facilitates appropriate space for business development through participation in City land-use planning efforts, and maintains and provides demographic/community information to businesses. The goal of this service is to be a point of contact for all businesses, assist in economic development programs and initiatives, and grow the local economy.

## Activities Performed by this Service

- Vending: Management of the City's Street Vending and Sidewalk Cafe programs.
- Economic Development Assistance: Direct work with entrepreneurs and businesses interested in investing in Madison, as well as managing economic development programs and projects.

## Service Budget by Fund

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
General	850,429	911,364	879,939	933,436	938,772	961,152
Other-Expenditures	-	-	153,750	-	-	-
<b>Total</b>	<b>\$ 850,429</b>	<b>\$ 911,364</b>	<b>\$ 1,033,689</b>	<b>\$ 933,436</b>	<b>\$ 938,772</b>	<b>\$ 961,152</b>

## Service Budget by Account Type

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Revenue	-	-	-	-	-	-
Personnel	695,696	764,265	739,459	791,262	796,598	818,978
Non-Personnel	130,359	122,725	269,857	117,800	117,800	117,800
Agency Charges	24,374	24,374	24,374	24,374	24,374	24,374
<b>Total</b>	<b>\$ 850,429</b>	<b>\$ 911,364</b>	<b>\$ 1,033,689</b>	<b>\$ 933,436</b>	<b>\$ 938,772</b>	<b>\$ 961,152</b>

*Service Overview*

**Service:** Office Of Real Estate Services

## Service Description

This service acquires all real estate needed by City agencies, including real estate for road construction projects. This service also leases property needed for City services, provides relocation assistance to individuals and businesses displaced by acquisitions, manages private use of public property (often street right of way) through leases, easements, and encroachment agreements, maintains and sells property within City business parks, manages and sells surplus City property, and administers the City's Tax Incremental Financing (TIF) program. The goals of this service are transparent and efficient acquisition and management of property for City purposes, maximizing return on investment of public dollars (e.g., tax base, jobs, and infrastructure), and balancing the needs and wants of businesses, developers, residents, and policy makers.

## Activities Performed by this Service

- Real Estate Acquisition and Disposal: Acquire all real estate needed by City agencies; expedite the implementation of redevelopment activities; lease and manage City buildings and land held for future projects; inventory City lands and sell surplus properties in concert with neighborhood sale criteria committees; investigate, evaluate, and protect the titles to City lands through numerous permitting, appraisal, and authorization procedures.
- Tax Incremental Financing (TIF) Administration: Coordinate the City's TIF program and the financial assistance towards public infrastructure construction and development opportunities.

## Service Budget by Fund

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
General	907,491	973,973	819,400	997,495	1,006,967	1,033,416
Other-Expenditures	-	-	-	-	-	-
<b>Total</b>	<b>\$ 907,491</b>	<b>\$ 973,973</b>	<b>\$ 819,400</b>	<b>\$ 997,495</b>	<b>\$ 1,006,967</b>	<b>\$ 1,033,416</b>

## Service Budget by Account Type

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Revenue	-	-	-	-	-	-
Personnel	838,288	904,943	751,037	926,446	933,350	959,799
Non-Personnel	32,973	32,800	32,133	36,775	36,775	36,775
Agency Charges	36,230	36,230	36,230	34,274	36,842	36,842
<b>Total</b>	<b>\$ 907,491</b>	<b>\$ 973,973</b>	<b>\$ 819,400</b>	<b>\$ 997,495</b>	<b>\$ 1,006,967</b>	<b>\$ 1,033,416</b>

**Economic Development**

Function: **Planning & Development**

Line Item Detail

Agency Primary Fund: General

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
<b>Salaries</b>						
Permanent Wages	1,260,791	1,425,212	1,255,535	1,467,345	1,467,345	1,513,725
Salary Savings	-	(29,741)	-	(29,741)	(29,741)	(29,741)
Furlough Savings	(867)	-	-	-	-	-
Premium Pay	32	17,090	55	17,090	17,090	17,090
Compensated Absence	10,197	-	-	-	-	-
Overtime Wages Permanent	9,977	2,108	9,500	2,108	2,108	2,108
Election Officials Wages	907	-	757	-	-	-
<b>Salaries Total</b>	<b>\$ 1,281,036</b>	<b>\$ 1,414,669</b>	<b>\$ 1,265,847</b>	<b>\$ 1,456,802</b>	<b>\$ 1,456,802</b>	<b>\$ 1,503,182</b>
<b>Benefits</b>						
Health Insurance Benefit	180,156	200,367	186,610	200,367	209,977	209,977
Wage Insurance Benefit	4,525	4,545	4,649	5,064	5,064	5,064
WRS	86,377	92,636	81,712	95,378	99,779	102,934
FICA Medicare Benefits	95,156	105,825	93,152	109,700	109,210	112,758
Post Employment Health Plans	3,090	2,008	8,955	3,321	3,321	3,321
<b>Benefits Total</b>	<b>\$ 369,305</b>	<b>\$ 405,381</b>	<b>\$ 375,077</b>	<b>\$ 413,830</b>	<b>\$ 427,351</b>	<b>\$ 434,054</b>
<b>Supplies</b>						
Office Supplies	1,288	2,625	800	2,750	2,750	2,750
Copy Printing Supplies	30	3,700	-	1,350	1,350	1,350
Furniture	-	1,000	1,000	1,500	1,500	1,500
Hardware Supplies	899	850	500	1,100	1,100	1,100
Software Lic & Supplies	-	300	1,100	700	700	700
Postage	4,113	3,550	3,332	3,700	3,700	3,700
Work Supplies	250	6,000	-	6,000	6,000	6,000
<b>Supplies Total</b>	<b>\$ 6,581</b>	<b>\$ 18,025</b>	<b>\$ 6,732</b>	<b>\$ 17,100</b>	<b>\$ 17,100</b>	<b>\$ 17,100</b>
<b>Purchased Services</b>						
Electricity	298	-	173	-	-	-
Telephone	2,441	675	1,689	-	-	-
Cellular Telephone	484	-	360	480	480	480
System & Software Mntc	5,241	3,500	5,680	6,300	6,300	6,300
Recruitment	1,446	-	750	1,000	1,000	1,000
Mileage	39	325	75	325	325	325
Conferences & Training	5,956	17,425	10,768	17,425	17,425	17,425
Memberships	33,211	23,500	24,036	24,400	24,400	24,400
Storage Services	2,949	3,000	2,755	3,000	3,000	3,000
Mortgage & Title Services	3,765	6,000	6,500	6,000	6,000	6,000
Management Services	4,483	1,275	1,818	1,275	1,275	1,275
Advertising Services	2,939	9,075	8,350	7,820	7,820	7,820
Printing Services	-	-	-	1,500	1,500	1,500
Other Services & Expenses	134,004	169,225	169,225	164,725	177,225	189,725
Grants	90,500	50,000	50,000	50,000	50,000	50,000
<b>Purchased Services Total</b>	<b>\$ 287,755</b>	<b>\$ 284,000</b>	<b>\$ 282,178</b>	<b>\$ 284,250</b>	<b>\$ 296,750</b>	<b>\$ 309,250</b>
<b>Inter Depart Charges</b>						
ID Charge From Engineering	55,395	55,395	55,395	55,395	55,395	55,395
ID Charge From Insurance	3,746	3,746	3,746	1,687	4,255	4,255
ID Charge From Workers Comp	1,463	1,463	1,463	1,566	1,566	1,566
<b>Inter Depart Charges Total</b>	<b>\$ 60,604</b>	<b>\$ 60,604</b>	<b>\$ 60,604</b>	<b>\$ 58,648</b>	<b>\$ 61,216</b>	<b>\$ 61,216</b>

Position Summary

Classification	CG	2022 Budget Adopted		Request		2023 Budget Executive		Adopted	
		FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 3-20	20	1.00	72,200	1.00	73,233	1.00	73,233	1.00	75,547
BUSINESS DEV SPEC 3-18	18	1.00	94,018	1.00	94,487	1.00	94,487	1.00	97,474
BUSINESS DEV SPEC 4-18	18	1.00	100,322	1.00	103,760	1.00	103,760	1.00	107,040
CLERK-TYP 2-20	20	1.00	48,576	1.00	51,597	1.00	51,597	1.00	53,228
ECON DEV DIV DIR-21	21	1.00	139,091	1.00	139,786	1.00	139,786	1.00	144,205
ECON DEV SPEC-18	18	1.00	100,322	1.00	100,824	1.00	100,824	1.00	104,011
ECONOMIC DEVELOPMENT PROG COOR	16	1.00	73,576	1.00	76,769	1.00	76,769	1.00	79,195
FOOD POLICY ADMIN-18	18	1.00	91,357	1.00	91,813	1.00	91,813	1.00	94,715
NEW POSITION	18	-	-	-	-	1.00	93,396	1.00	93,396
PRINCIPAL PLANNER-18	18	1.00	92,932	1.00	107,310	1.00	107,310	1.00	110,702
REAL ESTATE DEV SPEC 3-18	18	2.00	165,159	2.00	165,983	1.00	91,813	1.00	94,715
REAL ESTATE DEV SPEC 4-18	18	2.00	214,281	2.00	216,331	2.00	216,331	2.00	223,169
REAL ESTATE SPECIALIST 2-18	18	4.00	299,124	4.00	312,861	4.00	312,861	4.00	322,750
REAL ESTATE SPECIALIST 4-18	18	1.00	102,271	1.00	103,760	1.00	103,760	1.00	107,040
REAL ESTATE SUPERV-18	18	1.00	92,932	1.00	93,396	1.00	93,396	1.00	96,348
STREET VENDING MONITOR-16	16	1.00	61,373	1.00	61,679	1.00	61,679	1.00	63,629
<b>TOTAL</b>		<b>20.00</b>	<b>1,747,534</b>	<b>20.00</b>	<b>1,793,590</b>	<b>20.00</b>	<b>1,812,815</b>	<b>20.00</b>	<b>1,867,163</b>

Salary amounts recorded on this page are for total budgeted salaries; this amount may differ from budgeted permanent wages as presented in the Line Item Detail due to payroll allocations to other funding sources (capital projects, grants, etc.) or inter-agency services are not reflected in this summary page.