

Economic Development

Agency Budget by Fund

Fund	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
General	2,058,220	2,500,710	2,160,017	2,614,358	2,676,213	2,676,213
Other Grants	1,506,829	-	390,432	-	-	-
Total	\$ 3,565,049	\$ 2,500,710	\$ 2,550,449	\$ 2,614,358	\$ 2,676,213	\$ 2,676,213

Agency Budget by Service

Service	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Administration				191,326	177,936	174,966
Bus & Real Estate Dev Finance	Service history not shown due to Results Madison service restructure. Services listed here started January 1, 2025.			460,841	463,947	473,047
Business Resources & Outreach				445,326	454,355	445,230
Policy, Planning & Project Mgmt				207,430	211,450	211,000
Real Estate Assets & Infrastructure				1,053,187	1,093,875	1,097,150
Street Vending & Sidewalk Cafes				256,247	274,651	274,821
Total	\$ 3,565,049	\$ 2,500,710	\$ 2,550,449	\$ 2,614,358	\$ 2,676,213	\$ 2,676,213

Agency Budget by Major-Revenue

Major Revenue	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
	-	-	-	-	-	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Agency Budget by Major-Expense

Major Expense	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Salaries	1,266,787	1,643,503	1,382,857	1,726,381	1,782,016	1,775,275
Benefits	364,598	464,195	380,112	486,536	494,069	494,069
Supplies	11,516	14,100	10,731	14,100	14,100	9,600
Purchased Services	1,860,931	312,250	607,412	312,250	312,250	323,491
Debt Othr Financing	-	-	80,242	-	-	-
Inter Depart Charges	61,216	66,662	66,662	75,091	73,779	73,779
Transfer Out	-	-	22,432	-	-	-
Total	\$ 3,565,049	\$ 2,500,710	\$ 2,550,449	\$ 2,614,358	\$ 2,676,213	\$ 2,676,213



Department of Planning & Community & Economic Development

Economic Development Division

Matthew B. Mikolajewski, Director

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www.cityofmadison.com/business

Business Resources
Real Estate Development
Real Estate Services

TO: Mayor Satya Rhodes-Conway
CC: Deputy Mayors, David Schmiedicke, Maggie McClain
FROM: Matthew Mikolajewski, Economic Development Director
DATE: July 18, 2025
SUBJECT: 2026 Economic Development Division Operating Budget Transmittal Memo

Goals of Agency's Operating Budget

EDD's Work Plan and Operating Budget are spread across five functional services. A sixth, Division Administration, covers basic administrative work such as the preparation of this Operating Budget request. Our first service is *"Business Resources and Outreach."* The goal of this service is to help new and existing businesses open or expand within the City of Madison. Our budget request supports our work plan for this service by maintaining staffing necessary to respond to business inquiries. Our budget request also continues, although reduced, financial support of the Madison Region Economic Partnership (MadREP), a key economic development partner. Through Results Madison, we are tracking the number of businesses served through this service.

Our second service is *"Real Estate Assets and Infrastructure."* The goals of this service are to assist other City agencies with their real estate needs, to help facilitate private development by completing related City real estate work, and to manage City real estate assets. Our budget request supports our work plan for this service by maintaining the staffing necessary to complete this work, and by allocating funding to software needed by real estate staff for this service. Through Results Madison, we are tracking the number of projects completed through this service and the revenue that this service generates for the City.

Our third service is *"Business and Real Estate Development Financial Support."* The goal of this service is to build on the work of the first two services by making financial investments in business and real estate development projects that increase employment, provide housing, or increase the City's tax base. In recent years, particular focus has been placed on small business development through programs such as the Building Improvement Grant Program, Small Cap TIF Program, and Commercial Ownership Assistance Program. Our budget request supports our work plan for this service by maintaining staffing necessary to complete this work, by allocating new funding for new software to help track City financial investments, and by maintaining funding for the City's food assistance programs. Through Results Madison, we track the number of businesses and developers receiving a financial investment from the City, the amount invested, the amount of private funding leveraged, and the number of people served by the City's food assistance programs.

Our fourth service is *“Policy, Planning and Project Management.”* This work includes preparing the Economic Development Plan, assisting with the preparation of area plans, applying for external funding, and hosting events such as the annual ACRE tour. Our budget request supports this section of our work plan by maintaining adequate staffing to complete this work and by allocating funding for “business walks” and other economic development outreach activities. Through Results Madison, we track the amount of external funding received by the City through this service.

Our fifth service is *“Street Vending and Sidewalk Café’s.”* The goal of this service is to support entrepreneurship and quality of place by managing all aspects of the City’s Street Vending and Sidewalk Café Programs. Our budget request supports this service by maintaining adequate staffing to complete this work. Through Results Madison, we track the number of licenses and permits issued, as well as the revenue generated for the City by this service.

99.25% Budget for General, Library, and Fleet Funds

The majority of the EDD Operating Budget is used for staff salaries and benefits. We aren’t anticipating any staffing changes in 2026 that would afford an opportunity for salary savings. The second largest expenses for EDD are contracts with external organizations for economic development and food security work. We will need to ensure that we don’t exceed the amount budgeted for these contracts. The balance is for items such as office supplies and training. We will need to continue to scrutinize spending in these areas to ensure that we remain within budget.

As most of the EDD Operating Budget is for staff salaries and benefits, the most effective strategy for slowing down the growth of costs is to look for priorities and efficiencies in the work completed by each member of the team. Looking ahead to 2026, an example of this includes the merger of the Economic Development Committee and Vending Oversight Committee. A second example is the allocation of funding in our 2026 budget request for software to assist with the tracking of businesses receiving financial support through our small business programs. A more effective management system should reduce the time needed to process applications and monitor compliance once awarded funds.

Reallocations and Other Changes

There are four notable changes to our 2026 Operating Budget request when compared with the adopted 2025 Operating Budget, as follows:

1. We have increased our “System and Software Maintenance” budget (54335) by \$13,700 to satisfy two needs. First, our real estate colleagues depend on a software system called Laredo to interface with the Dane County Register of Deeds. Laredo has been a free service to City staff; however, starting next year, there will be a required subscription with a fee. Second, as the City has significantly expanded the number of small businesses receiving financial support in recent years, the current Excel-based tracking system is proving to be less than ideal. We are in conversations with City IT about either utilizing another existing, perhaps modified, City platform or securing a subscription for a new software package. Funding is earmarked, if needed, to assist with this new system.
2. We had \$12,000 allocated in previous years for Business Walks and other business development outreach (Other Services and Expenses – 54810). We have increased this to \$22,000 to better reflect the cost of completing this work.

3. We are proposing to reduce the City's contribution to the Madison Region Economic Partnership (MadREP) (Memberships – 54535) from \$20,000 in 2025 to \$15,000 in 2026.
4. We are proposing to reduce the City's contribution to the Madison Downtown Business Improvement District (BID) (Other Services and Expenses – 54810) from \$62,225 in 2025 to \$50,000 in 2026.

Supplemental Request

The City of Madison contracts with the Wisconsin Women's Business Initiative Corporation (WWBIC) for the management of the Kiva Program within the community. Kiva is a crowdsourcing platform that allows Madison residents to loan money to area small businesses for typically equipment purchases. The annual City contract with WWBIC is for \$50,000. In recent years, this was funded with Federal stimulus dollars included in the SBER line item of the EDD Capital Budget. As this is an administrative expense and as stimulus dollars have been exhausted, funding will need to be enumerated in the EDD Operating Budget to continue the City's sponsorship of the program. While EDD staff supports continuing the Kiva program, there is not a clear path to incorporate an additional \$50,000 into the EDD Operating Budget without eliminating or significantly reducing another external organization contract recommended by staff. As a result, this Supplemental Request is being submitted for consideration during the budget preparation and deliberation process.

2026 Operating Budget Service Budget Proposal Form

Instructions: Complete one form per Service. When saving the file, add the Agency and Service name to the file name. Submit by saving a copy of the proposal form in your Common Drive Folder.

Part 1. Identifying Information

Select your Agency:

ECONOMIC DEVELOPMENT DIVISION

Enter your Service:

Administration

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

If yes, enter updated Service Description here:

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to activities

☐ Yes – Activities need to be updated

If yes, enter updated Activities Performed by Service here:

Click or tap here to enter text.

Part 2. Base Budget Proposal: Significant Changes (\$10,000 or more)

Agencies can propose net neutral reallocations within their budget, but must explain changes of \$10,000 or more at the **Service and/or Major level**.

Examples of changes that **do** need to be detailed:

- Moving \$10,000+ within a Service from one Major to another Major.
- Moving \$10,000+ within a Major from one Service to another Service

Examples of changes that **do not** need to be detailed:

- Total changes of less than \$10,000 at the Major and Service level.
- Object level changes if the net change to the Major is less than \$10,000. For example, if you propose moving \$15,000 from Consulting to Software within the Purchased Services Major, you do not need to detail the change if it is within the same Service.

If your proposed changes are a technical correction to your base budget, you can simply state that the change is a correction/ adjustment in the narrative questions below. **If you are not proposing changes to your base budget, skip this section.**

Summary Table of Service and/or Major Changes of \$10,000 or More

Complete the table below to detail changes at the Service and/or Major level and answer the narrative questions to describe your changes. **If you have no significant changes, skip this section**

Fund	Major	\$ Change	Description
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Explain the impact of your proposed changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?

Click or tap here to enter text.

Part 3. Personnel Changes

Complete this section to propose changes to payroll allocations or position classifications. Standard career ladders and position studies that are already in process with HR do not need to be submitted through this form.

- If proposing a personnel change, agencies **are required** to discuss proposed changes with their HR Analyst before submitting their budget.
- If the change involves a new classification, agencies must attach a position description.

If you are not submitting personnel changes, skip this section.

Allocation Changes: Does your proposal change the position allocations of existing positions?

- ☒ No – No allocation changes
☐ Yes – Includes proposed allocation changes

If yes, complete the "Position Allocation Change Form" and submit as part of your proposal.

Reclassifications: Does your proposal reclassify existing positions?

- ☒ No – No reclassifications
☐ Yes – Includes proposed reclassifications

*If yes, you must provide the position number and briefly describe the change in the text box below.
If the request involves a new classification, attach an updated position description.*

Click or tap here to enter text.

of FTEs: Agencies may propose changes to the total number of FTEs. For General/ Library/ Fleet funds, proposed changes in FTEs must be net neutral to the target budget. For Enterprise funds, proposed changes in FTEs must be supported by agency revenues. Estimated costs must factor in salary *and* benefits. Use the [2025 Employee Compensation Calculator](#) to estimate the total costs.

Does your proposal change the total number of FTE positions for an existing classification?

☒ No – No change to # of FTEs

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Provide the position classification and briefly describe the change:

Click or tap here to enter text.

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Part 1. Identifying Information

Select your Agency:

ECONOMIC DEVELOPMENT DIVISION

Enter your Service:

Business & Real Estate Development Finance

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

If yes, enter updated Service Description here:

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to activities

☐ Yes – Activities need to be updated

If yes, enter updated Activities Performed by Service here:

Click or tap here to enter text.

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Part 1. Identifying Information	
Select your Agency:	ECONOMIC DEVELOPMENT DIVISION
Enter your Service:	Business Resources & Outreach
Review the "Service Description" in the 2025 Adopted Budget . Do you have any updates? <input checked="" type="checkbox"/> No – No change to description <input type="checkbox"/> Yes – Description needs to be updated	
<i>If yes, enter updated Service Description here:</i> <div style="border: 1px solid #ccc; padding: 2px; background-color: #f5f5f5;">Click or tap here to enter text.</div>	
Review the "Activities Performed by Service" in the 2025 Adopted Budget . Do you have any updates? <input checked="" type="checkbox"/> No – No change to activities <input type="checkbox"/> Yes – Activities need to be updated	
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Part 1. Identifying Information

Select your Agency:

ECONOMIC DEVELOPMENT DIVISION

Enter your Service:

Policy Planning & Project Management

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

If yes, enter updated Service Description here:

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☐ No – No change to activities

☒ Yes – Activities need to be updated

If yes, enter updated Activities Performed by Service here:

The following line can be deleted, as we will not be working on this item in 2026: Study Management: South Madison Reinvestment Strategy for Equity (RiSE) Study.

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<p>Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?</p> <p>Click or tap here to enter text.</p>			

Part 3. Personnel Changes
<p>Complete this section to propose changes to payroll allocations or position classifications. Standard career ladders and position studies that are already in process with HR do not need to be submitted through this form.</p> <ul style="list-style-type: none"> • If proposing a personnel change, agencies are required to discuss proposed changes with their HR Analyst before submitting their budget. • If the change involves a new classification, agencies must attach a position description. <p>If you are not submitting personnel changes, skip this section.</p>
<p>Allocation Changes: Does your proposal change the position allocations of existing positions?</p> <p><input checked="" type="checkbox"/> No – No allocation changes</p> <p><input type="checkbox"/> Yes – Includes proposed allocation changes</p> <p><i>If yes, complete the “Position Allocation Change Form” and submit as part of your proposal.</i></p>
<p>Reclassifications: Does your proposal reclassify existing positions?</p>

☒ No – No reclassifications

☐ Yes – Includes proposed reclassifications

*If yes, you must provide the position number and briefly describe the change in the text box below.
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Part 1. Identifying Information

Select your Agency:

ECONOMIC DEVELOPMENT DIVISION

Enter your Service:

Real Estate Assets & Infrastructure

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

If yes, enter updated Service Description here:

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to activities

☐ Yes – Activities need to be updated

If yes, enter updated Activities Performed by Service here:

Click or tap here to enter text.

Part 2. Base Budget Proposal: Significant Changes (\$10,000 or more)

Agencies can propose net neutral reallocations within their budget, but must explain changes of \$10,000 or more at the **Service and/or Major level**.

Examples of changes that **do** need to be detailed:

- Moving \$10,000+ within a Service from one Major to another Major.
- Moving \$10,000+ within a Major from one Service to another Service

Examples of changes that **do not** need to be detailed:

- Total changes of less than \$10,000 at the Major and Service level.
- Object level changes if the net change to the Major is less than \$10,000. For example, if you propose moving \$15,000 from Consulting to Software within the Purchased Services Major, you do not need to detail the change if it is within the same Service.

If your proposed changes are a technical correction to your base budget, you can simply state that the change is a correction/ adjustment in the narrative questions below. **If you are not proposing changes to your base budget, skip this section.**

Summary Table of Service and/or Major Changes of \$10,000 or More

Complete the table below to detail changes at the Service and/or Major level and answer the narrative questions to describe your changes. **If you have no significant changes, skip this section**

Fund	Major	\$ Change	Description
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.

Explain the impact of your proposed changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?

Click or tap here to enter text.

Part 3. Personnel Changes

Complete this section to propose changes to payroll allocations or position classifications. Standard career ladders and position studies that are already in process with HR do not need to be submitted through this form.

- If proposing a personnel change, agencies **are required** to discuss proposed changes with their HR Analyst before submitting their budget.
- If the change involves a new classification, agencies must attach a position description.

If you are not submitting personnel changes, skip this section.

Allocation Changes: Does your proposal change the position allocations of existing positions?

- ☒ No – No allocation changes
☐ Yes – Includes proposed allocation changes

If yes, complete the "Position Allocation Change Form" and submit as part of your proposal.

Reclassifications: Does your proposal reclassify existing positions?

- ☒ No – No reclassifications
☐ Yes – Includes proposed reclassifications

*If yes, you must provide the position number and briefly describe the change in the text box below.
If the request involves a new classification, attach an updated position description.*

Click or tap here to enter text.

of FTEs: Agencies may propose changes to the total number of FTEs. For General/ Library/ Fleet funds, proposed changes in FTEs must be net neutral to the target budget. For Enterprise funds, proposed changes in FTEs must be supported by agency revenues. Estimated costs must factor in salary *and* benefits. Use the [2025 Employee Compensation Calculator](#) to estimate the total costs.

Does your proposal change the total number of FTE positions for an existing classification?

☒ No – No change to # of FTEs

☐ Yes – Includes proposed change to # of FTEs

Provide the position classification and briefly describe the change:

Click or tap here to enter text.

Explain the impact of your proposed personnel changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed personnel changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals?

Click or tap here to enter text.

2026 Operating Budget Service Budget Proposal Form

Instructions: Complete one form per Service. When saving the file, add the Agency and Service name to the file name. Submit by saving a copy of the proposal form in your Common Drive Folder.

Part 1. Identifying Information

Select your Agency:

ECONOMIC DEVELOPMENT DIVISION

Enter your Service:

Street Vending & Sidewalk Cafes

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

If yes, enter updated Service Description here:

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to activities

☐ Yes – Activities need to be updated

If yes, enter updated Activities Performed by Service here:

Click or tap here to enter text.

Part 2. Base Budget Proposal: Significant Changes (\$10,000 or more)

Agencies can propose net neutral reallocations within their budget, but must explain changes of \$10,000 or more at the **Service and/or Major level**.

Examples of changes that **do** need to be detailed:

- Moving \$10,000+ within a Service from one Major to another Major.
- Moving \$10,000+ within a Major from one Service to another Service

Examples of changes that **do not** need to be detailed:

- Total changes of less than \$10,000 at the Major and Service level.
- Object level changes if the net change to the Major is less than \$10,000. For example, if you propose moving \$15,000 from Consulting to Software within the Purchased Services Major, you do not need to detail the change if it is within the same Service.

If your proposed changes are a technical correction to your base budget, you can simply state that the change is a correction/ adjustment in the narrative questions below. **If you are not proposing changes to your base budget, skip this section.**

Summary Table of Service and/or Major Changes of \$10,000 or More

Complete the table below to detail changes at the Service and/or Major level and answer the narrative questions to describe your changes. **If you have no significant changes, skip this section**

Fund	Major	\$ Change	Description
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
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Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.

Explain the impact of your proposed changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?

Click or tap here to enter text.

Part 3. Personnel Changes

Complete this section to propose changes to payroll allocations or position classifications. Standard career ladders and position studies that are already in process with HR do not need to be submitted through this form.

- If proposing a personnel change, agencies **are required** to discuss proposed changes with their HR Analyst before submitting their budget.
- If the change involves a new classification, agencies must attach a position description.

If you are not submitting personnel changes, skip this section.

Allocation Changes: Does your proposal change the position allocations of existing positions?

- ☒ No – No allocation changes
☐ Yes – Includes proposed allocation changes

If yes, complete the "Position Allocation Change Form" and submit as part of your proposal.

Reclassifications: Does your proposal reclassify existing positions?

- ☒ No – No reclassifications
☐ Yes – Includes proposed reclassifications

*If yes, you must provide the position number and briefly describe the change in the text box below.
If the request involves a new classification, attach an updated position description.*

Click or tap here to enter text.

of FTEs: Agencies may propose changes to the total number of FTEs. For General/ Library/ Fleet funds, proposed changes in FTEs must be net neutral to the target budget. For Enterprise funds, proposed changes in FTEs must be supported by agency revenues. Estimated costs must factor in salary *and* benefits. Use the [2025 Employee Compensation Calculator](#) to estimate the total costs.

Does your proposal change the total number of FTE positions for an existing classification?

☒ No – No change to # of FTEs

☐ Yes – Includes proposed change to # of FTEs

Provide the position classification and briefly describe the change:

Click or tap here to enter text.

Explain the impact of your proposed personnel changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed personnel changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals?

Click or tap here to enter text.

2026 Operating Budget Supplemental Request Form

The 2026 budget will have limited capacity to fund supplemental budget requests. Agencies may submit a supplemental request if they meet one of the following criteria:

1. Funding operating expenses for a new City facility that is not included in the base budget, or
2. Funding ongoing costs associated with one-time revenues that will no longer be available.

Before submitting a supplemental request, agencies should first examine whether they can address their needs through reallocations within the base budget or by implementing operational efficiencies.

If you are not submitting a supplemental request, skip this form.

Part 1. Identifying Information	
Select your Agency:	ECONOMIC DEVELOPMENT DIVISION
Enter your Service:	Business & Real Estate Development Finance

Part 2. Supplemental Request
<p>Request Criteria: Supplemental requests must meet one of the following criteria. Select the one that best describes your request.</p> <p> <input type="checkbox"/> Funding operating expenses for a new City facility that is not included in the base budget <input checked="" type="checkbox"/> Funding ongoing costs associated with one-time revenues that will no longer be available </p>
<p>Proposal Description: Describe your supplemental proposal. Why is this needed in the 2026 budget? What efforts have you taken to reallocate resources, identify process improvements, or implement other operational efficiencies prior to submitting this request?</p> <p>This is a \$50,000 request to continue funding a contract with the Wisconsin Women's Business Initiative Corporation (WWBIC) to administer the Kiva Madison program. In recent years, this annual \$50,000 expense has been funded via Federal Stimulus dollars through the SBER program in the EDD Capital Budget. The availability of stimulus funds has concluded, requiring City funding to continue the program, which is recommended by EDD staff. As this contract funds program administration, it is more appropriate to include within the EDD Operating Budget, rather than Capital Budget. The EDD Operating Budget does not have capacity for an additional \$50,000 without a significant comparable cut in one or more of the other EDD staff recommended external organization service contracts.</p>
<p>Performance Metrics: If funded, what performance measures will you track to determine whether the additional funding is meeting the stated goals?</p> <p>A \$50,000 contract with WWBIC contributes to the administration of the Kiva Madison Program. Through Kiva, businesses are able to secure crowd-funded 0% interest loans of up to \$15,000. Two important Performance Metrics are the number of businesses receiving funding and the amount of</p>

private support leveraged for the City's \$50,000 investment. In 2024, 19 businesses received loans totaling \$157,000.

Equity and Quality of Life: Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?

The underwriting criteria (such as credit score) for securing a Kiva loan is less than a traditional financial institution or even some of our local non-profit business lenders. As a result, the program makes funding available to entrepreneurs who may not otherwise be able to securing financing through other means. Kiva loans are available to everyone and a significant number of borrowers are people of color or other historically disadvantaged entrepreneurs. Further, in 2024, Kiva borrowers were located in half of the City's Aldermanic Districts, suggesting the program benefits a significant portion of the City. Many Kiva borrowers own restaurants or other businesses that enhance quality of life in neighborhoods where they are located.

Part 3. Budget Estimate

Provide the estimated cost for the supplemental proposal below. Include estimated costs for 2026 and the annualized cost for ongoing operations.

	2026 Request	Annualized Cost
Personnel (include salaries and benefits):	\$Click or tap here to enter text.	\$Click or tap here to enter text.
# of FTEs	Click or tap here to enter text.	Click or tap here to enter text.
Supplies:	\$Click or tap here to enter text.	\$Click or tap here to enter text.
Purchased Services:	\$50000	\$50000
Total	\$50000	\$50000

Explain the assumptions you used to estimate costs:

The City's annual contract with WWBIC for Kiva Madison administration has been and is projected to continue to be \$50,000 per year.