

Economic Development Division

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, fostering prosperity and ensuring it is broadly shared.

Agency Overview

The Agency is responsible for real estate transactions and 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 and increasing the number of real estate projects.

2020 Budget Highlights

The 2020 Adopted Budget includes funding for:

- Increasing the division's staffing level by 1.4 FTE. The 2020 Adopted Budget creates a new Real Estate Agent position and upgrades an existing Clerk position to full time. Funding for these positions will be realized by increasing staff time charged to capital projects.
- Transfers the budget for MadREP membership from Direct Appropriations to Office of Business Resources (\$50,000).

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

Agency Budget by Fund

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------|---------------------|---------------------|-----------------------|---------------------|-----------------------|---------------------|
| General | 1,539,972 | 1,869,894 | 1,727,150 | 1,916,264 | 2,006,377 | 2,006,377 |
| TOTAL | \$ 1,539,972 | \$ 1,869,894 | \$ 1,727,150 | \$ 1,916,264 | \$ 2,006,377 | \$ 2,006,377 |

Agency Budget by Service

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------------------------|---------------------|---------------------|-----------------------|---------------------|-----------------------|---------------------|
| Office of Business Resources | 722,617 | 809,819 | 843,372 | 808,889 | 891,696 | 891,696 |
| Office of Real Estate Services | 817,355 | 1,060,075 | 883,778 | 1,107,375 | 1,114,681 | 1,114,681 |
| TOTAL | \$ 1,539,972 | \$ 1,869,894 | \$ 1,727,150 | \$ 1,916,264 | \$ 2,006,377 | \$ 2,006,377 |

Agency Budget by Major-Expenses

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|----------------------|---------------------|---------------------|-----------------------|---------------------|-----------------------|---------------------|
| Salaries | 1,115,376 | 1,335,447 | 1,208,834 | 1,348,123 | 1,399,314 | 1,399,314 |
| Benefits | 291,304 | 332,941 | 315,058 | 335,895 | 357,093 | 357,093 |
| Supplies | 8,687 | 10,500 | 17,186 | 18,842 | 18,842 | 18,842 |
| Purchased Services | 59,191 | 133,100 | 128,166 | 154,758 | 168,258 | 168,258 |
| Inter Depart Charges | 65,415 | 62,130 | 62,130 | 62,870 | 62,870 | 62,870 |
| Inter Depart Billing | - | (4,224) | (4,224) | (4,224) | - | - |
| TOTAL | \$ 1,539,972 | \$ 1,869,894 | \$ 1,727,150 | \$ 1,916,264 | \$ 2,006,377 | \$ 2,006,377 |

Economic Development

Function: Planning & Development

Service Overview

Service: Office of Business Resources

Citywide Element: Economy and Opportunity

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 to grow the local economy.

Major Budget Changes

- Transfers funding for the Business Walk program from the Office of Real Estate Services to align the funding with where the project is administered (\$7,000).
- Transfers funding for the City's MadREP membership from Direct Appropriations (\$50,000).

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

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| General | 722,617 | 809,819 | 843,372 | 808,889 | 891,696 | 891,696 |
| Other-Expenditures | - | - | - | - | - | - |
| TOTAL | \$ 722,617 | \$ 809,819 | \$ 843,372 | \$ 808,889 | \$ 891,696 | \$ 891,696 |

Service Budget by Account Type

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Revenue | - | - | - | - | - | - |
| Personnel | 658,901 | 701,745 | 719,496 | 693,793 | 726,600 | 726,600 |
| Non-Personnel | 37,520 | 83,700 | 99,502 | 90,722 | 140,722 | 140,722 |
| Agency Charges | 26,197 | 24,374 | 24,374 | 24,374 | 24,374 | 24,374 |
| TOTAL | \$ 722,617 | \$ 809,819 | \$ 843,372 | \$ 808,889 | \$ 891,696 | \$ 891,696 |

Economic Development

Function: Planning & Development

Service Overview

Service: Office of Real Estate Services

Citywide Element: Economy and Opportunity

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 Increment 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.

Major Budget Changes

- Creates a new Real Estate Agent position and upgrades a part-time Clerk Typist to full-time. Costs associated with the new positions will be funded by allocating a portion of Real Estate staff time to the capital budget reflecting time spent on capital projects. The total cost of the proposed positions is \$113,000 and the net increase in the agency's position count is 1.4 FTE.

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; inventories City lands and sells surplus properties in concert with neighborhood sale criteria committees; investigates, evaluates, and protects the title 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

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------------|-------------------|---------------------|-------------------|---------------------|---------------------|---------------------|
| General | 817,355 | 1,060,075 | 883,778 | 1,107,375 | 1,114,681 | 1,114,681 |
| Other-Expenditures | - | - | - | - | - | - |
| TOTAL | \$ 817,355 | \$ 1,060,075 | \$ 883,778 | \$ 1,107,375 | \$ 1,114,681 | \$ 1,114,681 |

Service Budget by Account Type

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|----------------|-------------------|---------------------|-------------------|---------------------|---------------------|---------------------|
| Revenue | - | - | - | - | - | - |
| Personnel | 747,779 | 966,643 | 804,395 | 990,225 | 1,029,807 | 1,029,807 |
| Non-Personnel | 30,358 | 59,900 | 45,850 | 82,878 | 46,378 | 46,378 |
| Agency Charges | 39,218 | 33,532 | 33,532 | 34,272 | 38,496 | 38,496 |
| TOTAL | \$ 817,355 | \$ 1,060,075 | \$ 883,778 | \$ 1,107,375 | \$ 1,114,681 | \$ 1,114,681 |

Economic DevelopmentFunction: **Planning & Development***Line Item Detail*Agency Primary Fund: **General**

Salaries

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Permanent Wages | 1,105,010 | 1,331,249 | 1,195,037 | 1,265,877 | 1,317,068 | 1,317,068 |
| Salary Savings | - | (50,000) | - | (50,000) | (50,000) | (50,000) |
| Pending Personnel | - | 35,000 | - | 113,048 | 113,048 | 113,048 |
| Premium Pay | 132 | 17,090 | 59 | 17,090 | 17,090 | 17,090 |
| Compensated Absence | 3,232 | - | 7,237 | - | - | - |
| Hourly Wages | 673 | - | - | - | - | - |
| Overtime Wages Permanent | 6,329 | 2,108 | 6,500 | 2,108 | 2,108 | 2,108 |
| TOTAL | \$ 1,115,376 | \$ 1,335,447 | \$ 1,208,834 | \$ 1,348,123 | \$ 1,399,314 | \$ 1,399,314 |

Benefits

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Health Insurance Benefit | 128,017 | 138,501 | 143,122 | 155,238 | 163,574 | 163,574 |
| Wage Insurance Benefit | 3,763 | 4,741 | 3,073 | 3,154 | 3,154 | 3,154 |
| WRS | 74,504 | 87,196 | 78,296 | 82,916 | 88,903 | 88,903 |
| FICA Medicare Benefits | 83,206 | 100,622 | 88,621 | 92,579 | 99,454 | 99,454 |
| Post Employment Health Plans | 1,813 | 1,881 | 1,945 | 2,008 | 2,008 | 2,008 |
| TOTAL | \$ 291,304 | \$ 332,941 | \$ 315,058 | \$ 335,895 | \$ 357,093 | \$ 357,093 |

Supplies

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|-----------------------------|-----------------|------------------|------------------|------------------|------------------|------------------|
| Purchasing Card Unallocated | - | - | 1,049 | - | - | - |
| Office Supplies | 1,860 | 3,500 | 4,665 | 2,450 | 2,450 | 2,450 |
| Copy Printing Supplies | 1,361 | 2,500 | 5,842 | 4,100 | 4,100 | 4,100 |
| Furniture | 280 | 1,000 | 189 | 7,500 | 7,500 | 7,500 |
| Hardware Supplies | 741 | 1,000 | 1,432 | 1,242 | 1,242 | 1,242 |
| Postage | 4,286 | 2,500 | 4,009 | 3,550 | 3,550 | 3,550 |
| Books & Subscriptions | 159 | - | - | - | - | - |
| TOTAL | \$ 8,687 | \$ 10,500 | \$ 17,186 | \$ 18,842 | \$ 18,842 | \$ 18,842 |

Purchased Services

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|------------------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Electricity | 89 | - | 300 | - | - | - |
| Stormwater | 298 | 500 | 295 | 500 | 500 | 500 |
| Telephone | - | 2,500 | - | 3,242 | 3,242 | 3,242 |
| Cellular Telephone | 242 | 300 | 236 | 196 | 196 | 196 |
| Building Improv Repair Maint | 1,100 | - | - | - | - | - |
| Pest Control | 610 | - | - | - | - | - |
| Facility Rental | 204 | - | - | - | - | - |
| System & Software Mntc | 1,867 | - | 4,882 | 3,500 | 3,500 | 3,500 |
| Recruitment | - | 500 | - | 300 | 300 | 300 |
| Mileage | 112 | 500 | 326 | 267 | 267 | 267 |
| Conferences & Training | 17,471 | 22,500 | 16,418 | 21,575 | 21,575 | 21,575 |
| Memberships | 3,842 | 2,500 | 2,800 | 3,500 | 53,500 | 53,500 |
| Storage Services | 2,719 | 2,500 | 2,117 | 2,500 | 2,500 | 2,500 |
| Mortgage & Title Services | 7,390 | 12,000 | 7,500 | 6,000 | 6,000 | 6,000 |
| Management Services | 102 | 4,300 | 8,628 | 1,678 | 1,678 | 1,678 |
| Consulting Services | - | 17,000 | 17,664 | - | - | - |
| Advertising Services | 8,100 | 10,000 | 9,000 | 10,000 | 10,000 | 10,000 |
| Other Services & Expenses | 15,045 | 58,000 | 58,000 | 101,500 | 65,000 | 65,000 |
| TOTAL | \$ 59,191 | \$ 133,100 | \$ 128,166 | \$ 154,758 | \$ 168,258 | \$ 168,258 |

Economic DevelopmentFunction: **Planning & Development***Line Item Detail*Agency Primary Fund: **General**

Inter-Departmental Charges

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| ID Charge From Engineering | 59,539 | 55,395 | 55,395 | 55,395 | 55,395 | 55,395 |
| ID Charge From Insurance | 4,639 | 5,439 | 5,439 | 6,526 | 6,526 | 6,526 |
| ID Charge From Workers Comp | 1,237 | 1,296 | 1,296 | 949 | 949 | 949 |
| TOTAL | \$ 65,415 | \$ 62,130 | \$ 62,130 | \$ 62,870 | \$ 62,870 | \$ 62,870 |

Inter-Departmental Billings

| | 2018 Actual | 2019 Adopted | 2019 Projected | 2020 Request | 2020 Executive | 2020 Adopted |
|--------------------------|-------------|-------------------|-------------------|-------------------|----------------|--------------|
| ID Billing To Parking | - | (515) | (515) | (515) | - | - |
| ID Billing To Sewer | - | (1,178) | (1,178) | (1,178) | - | - |
| ID Billing To Stormwater | - | (1,619) | (1,619) | (1,619) | - | - |
| ID Billing To Transit | - | (113) | (113) | (113) | - | - |
| ID Billing To Water | - | (799) | (799) | (799) | - | - |
| TOTAL | \$ - | \$ (4,224) | \$ (4,224) | \$ (4,224) | \$ - | \$ - |

Economic Development Division

Function: Planning & Development

Position Summary

| | 2019 | | | Request | | 2020 | | Adopted | |
|----------------------|------|--------------|---------------------|--------------|---------------------|--------------|---------------------|--------------|---------------------|
| | CG | FTEs | Amount | FTEs | Amount | FTEs | Amount | FTEs | Amount |
| BUSINESS DEV SPEC | 18 | 2.00 | 175,002 | 2.00 | 174,697 | 2.00 | 181,762 | 2.00 | 181,762 |
| CLERK | 20 | 0.60 | 24,130 | 1.00 | 25,608 | 1.00 | 26,643 | 1.00 | 26,643 |
| COM DEV PROJ MGR | 18 | 1.00 | 99,265 | 1.00 | 99,724 | 1.00 | 103,756 | 1.00 | 103,756 |
| ECON DEV DIV DIR | 21 | 1.00 | 123,905 | 1.00 | 124,664 | 1.00 | 129,705 | 1.00 | 129,705 |
| ECON DEV SPEC | 18 | 1.00 | 85,321 | 1.00 | 88,759 | 1.00 | 92,348 | 1.00 | 92,348 |
| NEW POSITION | xx | - | - | 1.00 | 75,000 | 1.00 | 75,000 | 1.00 | 75,000 |
| PLANNER | 18 | 1.00 | 108,755 | 1.00 | 108,338 | 1.00 | 112,720 | 1.00 | 112,720 |
| PROG ASST | 17 | 1.00 | 59,942 | 1.00 | 60,358 | 1.00 | 62,798 | 1.00 | 62,798 |
| REAL ESTATE SPEC | 18 | 6.00 | 498,116 | 6.00 | 484,883 | 6.00 | 504,492 | 6.00 | 504,492 |
| REAL ESTATE DEV SPEC | 18 | 1.00 | 102,023 | 1.00 | 101,631 | 1.00 | 105,741 | 1.00 | 105,741 |
| REAL ESTATE SUPERV | 18 | 1.00 | 108,755 | 1.00 | 109,127 | 1.00 | 113,540 | 1.00 | 113,540 |
| ST VENDING MONITOR | 16 | 1.00 | 28,691 | 1.00 | 57,692 | 1.00 | 60,025 | 1.00 | 60,025 |
| STR VENDING COORD | 16 | 1.00 | 60,085 | 1.00 | 61,774 | 1.00 | 64,272 | 1.00 | 64,272 |
| TOTAL | | 17.60 | \$ 1,473,990 | 19.00 | \$ 1,572,255 | 19.00 | \$ 1,632,802 | 19.00 | \$ 1,632,802 |

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.