

Economic Development

Agency Budget by Fund

Fund	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
General	1,667,823	2,178,957	2,005,281	2,182,679	2,230,630	2,230,630
Total	1,667,823	2,178,957	2,005,281	2,182,679	2,230,630	2,230,630

Agency Budget by Service

Service	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Food Policy & Programming	1,635	262,679	247,361	297,342	299,424	299,699
Office Of Business Resources	766,206	912,305	850,429	911,364	937,911	933,436
Office Of Real Estate Services	899,982	1,003,973	907,491	973,973	993,295	997,495
Total	1,667,823	2,178,957	2,005,281	2,182,679	2,230,630	2,230,630

Agency Budget by Major-Revenue

Major Revenue	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Transfer In	(76,858)					
Total	(76,858)	-	-	-	-	-

Agency Budget by Major-Expense

Major Expense	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Salaries	1,153,156	1,386,396	1,281,036	1,414,669	1,456,802	1,456,802
Benefits	335,203	430,876	369,305	405,381	413,830	413,830
Supplies	14,588	12,025	6,581	18,025	18,025	17,100
Purchased Services	178,865	289,056	287,755	284,000	283,325	284,250
Inter Depart Charges	62,870	60,604	60,604	60,604	58,648	58,648
Total	1,744,682	2,178,957	2,005,281	2,182,679	2,230,630	2,230,630



Department of Planning & Community & Economic Development

Economic Development Division

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cityofmadison.com

Office of Business Resources
Office of Real Estate Services

To: Dave Schmiedicke, Finance Director

From: Matthew B. Mikolajewski, Economic Development Division Director

Date: July 22, 2022

Subject: 2023 Operating Budget Transmittal Memo – EDD

Goals of Agency's Operating Budget

The Economic Development Division includes two offices: Office of Business Resources and Office of Real Estate Services. An additional Food Policy & Programming service is housed within the Office of Business Resources. Our key priorities for 2023 within each of the services include the following:

Office of Business Resources (OBR), including Food Policy & Programming

- Continue to develop and deliver the Small Business Equity and Recovery (SBER) programs.
- Manage the street vending, Streatery, and sidewalk café programs.
- Provide timely responses to all business and developer inquiries.
- Staff programs and projects related to the Food Policy Council.
- Support Downtown Madison economic development initiatives, including through a new TID #50.
- Partner with Engineering Facilities on the construction of the Madison Public Market.

Office of Real Estate Services (ORES)

- Land bank key properties to support equitable and sustainable growth in the City, especially within South Madison.
- Manage over 500 real estate projects, including property acquisitions, easements, encroachment agreements, and leases.
- Support the sale of City-owned property within the Center for Industry & Commerce and Southeast Madison Business Park.
- Maintain City-owned real estate holdings.
- Implement the City's TIF Program, to likely include underwriting TIF projects and creating new TIF Districts.

Racial Equity and Social Justice

Racial inequity is often measured in economic terms: employment rate, median household income, average rent, etc. The entire EDD team works on projects that either directly benefit private business and housing development; or, that provide the necessary public infrastructure to support private business and housing development. Most of the EDD Operating Budget is staff salary/benefits and the basic necessities of office work (supplies, photocopying, etc.) As such, we need to constantly be asking ourselves if our staff are devoting their time to work that will move the needle on the measures of economic inequity. What businesses should we help and how? What housing projects should we help and how? Are we spending time on things that aren't relevant or that can be managed by others? For the most part, the EDD Work Plan places emphasis on those projects and programs that meet the City's Racial Equity and Social Justice goals.

Major Changes in 2023 Operating Request

Our base 2023 operating request is nearly identical to our adopted 2022 Operating Budget, with one exception. Our 2022 Operating Budget included about \$4,500 to purchase a business database called DataAxle, which has historically been shared between EDD, Planning, and the MPO. EDD doesn't use this service as much as we used to and we have asked Planning and MPO to assume the cost.

Summary of Reductions

We propose to meet a 1% Operating Budget reduction (approximately \$22,000) through the following cuts, listed in order from least impactful to most impactful:

1. Eliminate \$6,000 from Food Policy and Programming (63400-53210). At the time Food Policy and Programming was transferred from the Mayor's Office to the Economic Development Division, \$6,000 was transferred to cover incidental expenditures related to the position (office supplies, training/travel, etc.). These incidental expenditures for this individual can likely be accommodated through their respective line items in the broader Office of Business Resources budget. As such, we can likely cut this \$6,000 from the Economic Development Division Budget.
2. Reduce misc. Supply and Purchased Services across the entire EDD Operating Budget by approximately \$11,000. This exercise involves slightly reducing expenditures across many different Supply and Purchased Service line items. A reduction of this size will be noticeable (especially if coupled with the \$6,000 reduction noted above), but EDD services can likely continue to be provided.
3. Reduce \$5,000 from the SEED Grant Program (63400-54815), decreasing program funding from \$50,000 to \$45,000. The majority of our 1% reduction proposal faces inward to EDD staff. To achieve 1%, we will need to start looking outward. Some of our outward-facing EDD programs were already reduced in our 2022 Operating Budget; however, Food Policy and Programming Grants were not reduced in 2022. As such, we are now including this option as part of our 2023 Operating Budget request. Of the Food Policy and Programming Grants, the SEED Grant Program is the most scalable. Reducing the program by \$5,000 means reducing the number of entities that will likely receive a grant, but will allow remaining projects to be fully funded.

Town of Madison

EDD staff time will be required to work on projects currently located in the Town, but soon to be located in the City. We don't; however, have any Town of Madison specific Operating Budget expenditures.

Optional Supplemental Request

We are not making any Supplemental Requests for 2023.

*c.c. Deputy Mayors
Budget & Program Evaluation Staff
Matt Wachter, DPCED Director
Saran Ouk, Office of Business Resources Manager
Andrea Freedman, EDD Accounting Technician
Emily Clavette, DPCED Performance & Budget Manager*

2023 Operating Budget

Service Budget Proposal

PART 1: IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Economic Development Division ▼

SELECT YOUR AGENCY'S SERVICE:

Food Policy & Programming ▼

SERVICE NUMBER:

634

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.

Are any updates required for the "Service Description"?

No

Activities performed by this Service

Activity	% of Effort	Description
Food Policy & Programming	100	Position manages several food related projects and programs.

Insert item

Citywide Element

<https://imaginemadisonwi.com/document/comprehensive-plan-adopted>

Health and Safety ▼

Describe how this service advances the Citywide Element:

Food plays a central role in the health of Madison's residents. Unfortunately, many residents lack access to nutritious food options. The programs housed within this service attempt to reduce these barriers.

Part 2: Base Budget Proposal

BUDGET INFORMATION

	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
<i>Budget by Fund</i>						
General-Net	\$1,635	\$262,679	\$247,361	\$297,342	\$299,424	\$299,699
Other-Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$1,635	\$262,679	\$247,361	\$297,342	\$299,424	\$299,699
<i>Budget by Major</i>						
Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Personnel	\$1,570	\$115,179	\$116,357	\$150,842	\$152,924	\$152,924
Non-Personnel	\$66	\$147,500	\$131,004	\$146,500	\$146,500	\$146,775
Agency Billings	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$1,636	\$262,679	\$247,361	\$297,342	\$299,424	\$299,699

Part 3: Service Budget Changes

General Fund agencies may propose changes that are net neutral to their budget. Non-general fund supported agencies may propose changes that they can support with revenue.

Proposed Changes

Fund	Major	Org	Object	\$ Change	Description
1100 - GENERAL	53 - SUPPLIES	63400	53110	\$125	Add office supply expenditure.
1100 - GENERAL	53 - SUPPLIES	63400	53150	\$150	Add postage expenditure.
TOTAL				\$275.00	

Insert item

What are the service level impacts of the proposed funding changes?

None.

Explain the assumptions behind the changes.

Assumes continuation of current spending levels in Supplies and Purchased Services through 2023.

What is the justification behind the proposed change?

Better categorization of C2C expenses.

Are you proposing any personnel allocation changes?

No

Part 4: Racial Equity and Social Justice

We are continuing our efforts to articulate and prioritize racial equity and social justice in the City’s budget and operations. Prioritize equity over equality. “Equity” is often conflated with the term “equality” (meaning sameness). Equity implies that an individual may need to experience or receive something different (not equal) in order to achieve fairness and access.

We encourage you to focus on how this service impacts marginalized populations and addresses the greatest needs, instead of discussing how the service will benefit everyone equally.

1. What specific inequities does this service intend to address? How and for whom?

Low income households generally have reduced access to quality food options and marginalized populations have a greater likelihood of being low income within the Madison community. The programs housed under this service directly attempt to address the gaps, barriers and distribution of healthy food options within the community, especially among low income and marginalized individuals.

2. What data helped shape your proposal? Data includes qualitative and quantitative information such as community input, demographics, qualified census tracts, environmental justice areas, and other sources. Additionally, include specific recommendations from a Racial Equity and Social Justice Analysis, if available.

At a general level, there have been studies in the past highlighting disparities in food access throughout the community, with recommendations on how to address them. More specifically, each of the programs managed through this service require data to be provided that demonstrate how the funding will be used to support the target audience, often historically marginalized low income communities.

3. Is the proposed budget or budget change related to a recommendation from a Neighborhood Resource Team (NRT)? If yes, please identify the NRT and recommendation. Be as specific as possible.

No.

Part 5: Proposed Budget Reduction

Agencies are asked to provide a 1% reduction to their general, library, and internal service (e.g. fleet) fund budgets to address the City's structural deficit.

Enterprise Agencies: Enterprise agencies are not required to propose reductions, as long as there are sufficient revenues to cover proposed expenses. Enterprise agencies may skip this section and move to Part 6.

What is 1% of the agency's net budget (general, library, and fleet funds only)?

What is the proposed reduction to this service's budget?

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

If you are proposing revenue increases or other types of changes to meet your net budget reduction, contact your budget analyst to discuss how to enter the information in the form.

Activity	\$Amount	Description
Food Policy & Programming	(\$6,000)	When Food Policy & Programming staff was transferred from the Mayor's Office to the Economic Development Division, \$6,000 was transferred to cover misc. Supplies and Purchased Services. The work of this staff has since been folded into the Supplies and Purchased Services budget of the broader Office of Business Resources. This dedicated \$6,000 could therefore be reduced from the Economic Development Division Budget while still meeting the needs of the service.
Food Policy & Programming	(\$5,000)	Reduce SEED Grants from \$50,000 to \$45,000.
Total	(\$11,000)	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	\$0	
Non-Personnel	(\$11,000)	Reduction of work supply expenditures and SEED grants.
Agency Billings	\$0	
Total	(\$11,000)	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities?

The City is not mandated to perform this service. Although there are other organizations that provide food access services, the demand for these services exceeds the supply community wide. In other words, this City service clearly adds value to what other organizations provide.

Has this reduction been proposed in prior years?

Does the proposed reduction result in eliminating permanent positions?

Does the proposed reduction impact other agencies (e.g. administrative or internal service agencies such as IT, Finance, HR, Fleet)?

Describe why the proposed reduction was chosen.

The \$6,000 reduction in Supplies and Purchased Services was chosen because it is internally focused on EDD operations and can likely be absorbed elsewhere in the EDD Budget. Over 75% of our proposed budget reduction strategy is internally focused, with minimal direct impact on external stakeholders. Through this strategy, we are sharing the remaining 25% of this reduction with external stakeholders through a \$5,000 reduction of SEED Grants.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

A \$5,000 reduction of SEED Grants will mean that we have less funding to provide to organizations receiving funding through this program. We are already unable to fully satisfy the need that exists for these grants. There really isn't a way to mitigate an additional reduction.

Part 6: Optional Supplemental Request

Town of Madison: Agencies requesting additional funding for Town of Madison (ToM) services should enter funding requests below. Enter ToM requests in the most relevant service. You can enter multiple rows for ToM activities as needed. Include "Town of Madison" or "ToM" in the activity name.

Supplemental Request: Agencies may submit one (1) supplemental request in their 2023 budget request. Please include the request in the most relevant service. Requests should only be submitted if agencies identify a critical need. Agencies should first consider reallocating base resources within and among services before proposing budget increases.

What is the proposed funding increase? Explain how you would change the activities and the level of service as a result of implementing the funding increase to this service. List changes by service activity identified above.

Activity	\$Amount	Description
Total	0	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding increase to this service.

Name	\$Amount	Description
Personnel		
Non-Personnel		
Agency Billings		
Total	0	

How will this increase be funded (e.g., General Fund, Library Fund, Capital Fund, Enterprise Fund, Grant Fund, etc.)? Please list the most applicable funding source(s). Follow up with your budget analyst if you are uncertain.

What are the implications of this service increase over the next five years? Identify if this increase is ongoing and if additional increases to funding or personnel would be needed to support this increase.

Does the proposed increase affect workload for any administrative or internal service agencies (e.g., IT, Finance, HR, Fleet)?

Select... ▼

Describe why the proposed increase is critical.

Save/Submit

2023 Operating Budget

Service Budget Proposal

PART 1: IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Economic Development Division ▼

SELECT YOUR AGENCY'S SERVICE:

Office of Business Resources ▼

SERVICE NUMBER:

632

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.

Are any updates required for the "Service Description"?

No

Activities performed by this Service

Activity	% of Effort	Description
Economic Development Assistance (6321)	80	Direct work with entrepreneurs and businesses interested in investing in Madison, as well as managing economic development programs and projects.
Vending (6320)	20	Management of the City's Street Vending and Sidewalk Cafe Programs.

Insert item

Citywide Element

<https://imaginemadisonwi.com/document/comprehensive-plan-adopted>

Economy and Opportunity ▼

Describe how this service advances the Citywide Element:

The Economy and Opportunity Element of the Comprehensive Plan includes strategies such as: supporting small business and entrepreneurship, retaining and attracting employers, and supporting jobs that pay a family-supporting living wage. These strategies are core to the work of the Office of Business Resources.

Part 2: Base Budget Proposal

BUDGET INFORMATION

	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
<i>Budget by Fund</i>						
General-Net	\$766,206	\$912,305	\$850,429	\$911,364	\$937,911	\$933,436
Other-Expenditures	\$0	\$0	\$110,359	\$0	\$0	\$0
Total	\$766,206	\$912,305	\$960,788	\$911,364	\$937,911	\$933,436
<i>Budget by Major</i>						
Revenue	(\$108)	\$0	\$0	\$0	\$0	\$0
Personnel	\$590,510	\$767,366	\$695,696	\$764,265	\$791,262	\$791,262
						149

Non-Personnel	\$151,430	\$120,565	\$240,718	\$122,725	\$122,275	\$117,800
Agency Billings	\$24,374	\$24,374	\$24,374	\$24,374	\$24,374	\$24,374
Total	\$766,206	\$912,305	\$960,788	\$911,364	\$937,911	\$933,436

Part 3: Service Budget Changes

General Fund agencies may propose changes that are net neutral to their budget. Non-general fund supported agencies may propose changes that they can support with revenue.

Proposed Changes

Fund	Major	Org	Object	\$ Change	Description
1100 - GENERAL	53 - SUPPLIES	63220	53120	(\$100)	Decrease copy/print by \$100 to more accurately capture expenses.
1100 - GENERAL	54 - PURCHASED SE	63220	54121	\$480	Add \$480 to cell phone to reflect actual expense of \$20/mo each for EMW & GCR.
1100 - GENERAL	53 - SUPPLIES	63221	53120	(\$1,000)	Decrease copy/print by \$1K to more accurately capture expenses.
1100 - GENERAL	54 - PURCHASED SE	63221	54535	\$400	Add \$400 to memberships to capture Survey Monkey expense.
1100 - GENERAL	54 - PURCHASED SE	63221	54650	(\$1,225)	Decrease advertising by \$1,225 to more accurately capture expenses; MadRep Magazine & Web Ads.
1100 - GENERAL	54 - PURCHASED SE	63221	54655	\$1,500	Add \$1,500 to print services for anticipated expenses.
1100 - GENERAL	54 - PURCHASED SE	63221	54810	(\$4,500)	Move DataAxle expense to MPO budget.
TOTAL				-\$4,445.00	

Insert item

What are the service level impacts of the proposed funding changes?

None.

Explain the assumptions behind the changes.

Assumes continuation of current spending levels in Supplies and Purchased Services through 2023.

What is the justification behind the proposed change?

Better allocation of C2C expenses. Shift of DataAxle to MPO reflects relative decreasing usage of this data by EDD.

Are you proposing any personnel allocation changes?

No

Part 4: Racial Equity and Social Justice

We are continuing our efforts to articulate and prioritize racial equity and social justice in the City's budget and operations. Prioritize equity over equality. "Equity" is often conflated with the term "equality" (meaning sameness). Equity implies that an individual may need to experience or receive something different (not equal) in order to achieve fairness and access.

We encourage you to focus on how this service impacts marginalized populations and addresses the greatest needs, instead of discussing how the service will benefit everyone equally.

1. What specific inequities does this service intend to address? How and for whom?

The work of the Office is split between assisting new entrepreneurs and established businesses. Many of the entrepreneurs served by the Office are historically marginalized individuals who did and do not always have equal access to capital. Our programs, projects, and outreach tend to favor supporting these entrepreneurs by providing financial support and advice in such a way the tries to reduce inequities.

2. What data helped shape your proposal? Data includes qualitative and quantitative information such as community input, demographics, qualified census tracts, environmental justice areas, and other sources. Additionally, include specific recommendations from a Racial Equity and Social Justice Analysis, if available.

There are numerous reports and data sets documenting the challenges faced by entrepreneurs throughout the country, especially those from historically disadvantaged backgrounds. Closer to home, OBR staff connect with hundreds of Madison businesses every year. Through this work, they collect data and identify trends regarding what entrepreneurs in Madison are experiencing and how the City can direct programs and projects to support these entrepreneurs.

3. Is the proposed budget or budget change related to a recommendation from a Neighborhood Resource Team (NRT)? If yes, please identify the NRT and recommendation. Be as specific as possible.

No

Part 5: Proposed Budget Reduction

Agencies are asked to provide a 1% reduction to their general, library, and internal service (e.g. fleet) fund budgets to address the City's structural deficit.

Enterprise Agencies: Enterprise agencies are not required to propose reductions, as long as there are sufficient revenues to cover proposed expenses. Enterprise agencies may skip this section and move to Part 6.

What is 1% of the agency's net budget (general, library, and fleet funds only)? \$22,306

What is the proposed reduction to this service's budget? (\$7,956)

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

If you are proposing revenue increases or other types of changes to meet your net budget reduction, contact your budget analyst to discuss how to enter the information in the form.

Activity	\$Amount	Description
Vending (6320)	(\$25)	Office supplies - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Vending (6320)	(\$50)	Copy/print - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Vending (6320)	(\$250)	Postage - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Vending (6320)	(\$250)	Conference/training - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$125)	Office supplies - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$500)	Copy/print - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$175)	Mileage - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$1,075)	Conference/training - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Total	(\$7,956)	

Activity	\$Amount	Description
Economic Development Assistance (6321)	(\$2,820)	Advertising - No significant impact on services provided by this Office or to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$1,000)	Print services - No significant impact on services provided by this Office or to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Economic Development Assistance (6321)	(\$1,686)	Other expenditures - No significant impact on services provided by this Office or to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Total	(\$7,956)	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	\$0	
Non-Personnel	(\$7,956)	Reduction in most purchased services and supplies are necessary to meet the 1% reduction, without affecting the number of permanent positions within the Service.
Agency Billings	\$0	
Total	(\$7,956)	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities?

The City is not required to provide the business support led by the Office of Business Resources. Although there are other local organizations that provide entrepreneurship and business assistance, none are focused on the City as a whole in the way that OBR is.

Has this reduction been proposed in prior years?

Yes

Does the proposed reduction result in eliminating permanent positions?

No

Does the proposed reduction impact other agencies (e.g. administrative or internal service agencies such as IT, Finance, HR, Fleet)?

No

Describe why the proposed reduction was chosen.

These are Supply and Purchased Services items that we control and that are focused internally on our operations. We believe that this reduction will have minimal impact on external stakeholders and still allow us to meet our needs internally without affecting the number of permanent positions within the Service.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

Per above, we believe this will have little to no impacts on end users.

Part 6: Optional Supplemental Request

Town of Madison: Agencies requesting additional funding for Town of Madison (ToM) services should enter funding requests below. Enter ToM requests in the most relevant service. You can enter multiple rows for ToM activities as needed. Include "Town of Madison" or "ToM" in the activity name.

Supplemental Request: Agencies may submit one (1) supplemental request in their 2023 budget request. Please include the request in the most relevant service. Requests should only be submitted if agencies identify a critical need. Agencies should first consider reallocating base resources within and among services before proposing budget increases.

What is the proposed funding increase? Explain how you would change the activities and the level of service as a result of implementing the funding

increase to this service. List changes by service activity identified above.

Activity	\$Amount	Description
Total	0	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding increase to this service.

Name	\$Amount	Description
Personnel		
Non-Personnel		
Agency Billings		
Total	0	

How will this increase be funded (e.g., General Fund, Library Fund, Capital Fund, Enterprise Fund, Grant Fund, etc.)? Please list the most applicable funding source(s). Follow up with your budget analyst if you are uncertain.

What are the implications of this service increase over the next five years? Identify if this increase is ongoing and if additional increases to funding or personnel would be needed to support this increase.

Does the proposed increase affect workload for any administrative or internal service agencies (e.g., IT, Finance, HR, Fleet)?

Select... ▼

Describe why the proposed increase is critical.

Save/Submit

2023 Operating Budget

Service Budget Proposal

PART 1: IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Economic Development Division

SELECT YOUR AGENCY'S SERVICE:

Office of Real Estate Services

SERVICE NUMBER:

633

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.

Are any updates required for the "Service Description"?

No

Activities performed by this Service

Activity	% of Effort	Description
Acquisitions/Disposals	100	This activity includes all real estate functions of the City as well as management of Tax Increment Finance (TIF).

Insert item

Citywide Element

<https://imagineadisonwi.com/document/comprehensive-plan-adopted>

Economy and Opportunity

Describe how this service advances the Citywide Element:

The Economy and Opportunity Element of the Comprehensive Plan includes strategies such as: supporting small businesses and entrepreneurship, retaining and attracting employers and insuring adequate supply of sites for a wide variety of employers to operate and grow. These strategies are core to the work of the Office of Real Estate Services.

Part 2: Base Budget Proposal

BUDGET INFORMATION

	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
<i>Budget by Fund</i>						
General-Net	\$899,982	\$1,003,973	\$907,491	\$973,973	\$993,295	\$997,495
Other-Expenditures	\$0	\$0	\$71,243	\$0	\$0	\$0
Total	\$899,982	\$1,003,973	\$978,734	\$973,973	\$993,295	\$997,495
<i>Budget by Major</i>						
Revenue	(\$76,750)	\$0	\$0	\$0	\$0	\$0
Personnel	\$896,280	\$934,727	\$838,288	\$904,943	\$926,446	\$926,446
Non-Personnel	\$41,957	\$33,016	\$104,216	\$32,800	\$32,575	\$36,775
Agency Billings						154

	\$38,496	\$36,230	\$36,230	\$36,230	\$34,274	\$34,274
Total	\$899,983	\$1,003,973	\$978,734	\$973,973	\$993,295	\$997,495

Part 3: Service Budget Changes

General Fund agencies may propose changes that are net neutral to their budget. Non-general fund supported agencies may propose changes that they can support with revenue.

Proposed Changes

Fund	Major	Org	Object	\$ Change	Description
1100 - GENERAL	53 - SUPPLIES	63330	53120	(\$1,250)	Decrease copy/ print by \$1,250 to more accurately capture expenses.
1100 - GENERAL	53 - SUPPLIES	63330	53130	\$500	Increase furniture by \$500 in anticipation of hiring a Manager and a REDS position in 2023.
1100 - GENERAL	53 - SUPPLIES	63330	53140	\$250	Increase hardware by \$250 in anticipation of hiring a Manager and a REDS position in 2023.
1100 - GENERAL	53 - SUPPLIES	63330	53145	\$400	Increase software by \$400 in anticipation of hiring a Manager and a REDS position in 2023.
1100 - GENERAL	54 - PURCHASED SE	63330	54335	\$2,800	Increase licenses by \$2,800 for Costar for DWR & JEG.
1100 - GENERAL	54 - PURCHASED SE	63330	54510	\$1,000	Increase recruitment by \$1,000 in anticipation of hiring a Manager and a REDS position in 2023.
1100 - GENERAL	54 - PURCHASED SE	63330	54535	\$500	Increase memberships by \$500 to more accurately capture expenses.
TOTAL				\$4,200.00	

Insert item

What are the service level impacts of the proposed funding changes?

None.

Explain the assumptions behind the changes.

Assumes continuation of current spending levels in Supplies and Purchased Services through 2023.

What is the justification behind the proposed change?

Better allocation of C2C expenses.

Are you proposing any personnel allocation changes?

No

Part 4: Racial Equity and Social Justice

We are continuing our efforts to articulate and prioritize racial equity and social justice in the City's budget and operations. Prioritize equity over equality. "Equity" is often conflated with the term "equality" (meaning sameness). Equity implies that an individual may need to experience or receive something different (not equal) in order to achieve fairness and access.

We encourage you to focus on how this service impacts marginalized populations and addresses the greatest needs, instead of discussing how the service will benefit everyone equally.

1. What specific inequities does this service intend to address? How and for whom?

The majority of the work completed by this Office is necessary to complete public infrastructure projects, provide public services (such as library leases), or to support private development. Some of the work completed by this Office doesn't specifically address inequities, while other work does. For example, one could argue that the real estate work associated with BRT will help to address some of the inequities associated with the City's current transportation system. Using TIF to fund affordable housing projects can likewise help with housing inequities.

2. What data helped shape your proposal? Data includes qualitative and quantitative information such as community input, demographics, qualified census tracts, environmental justice areas, and other sources. Additionally, include specific recommendations from a Racial Equity and Social Justice Analysis, if available.

For the most part, this Office is asked to complete work to facilitate projects led by other City agencies. Using the BRT example above, this office didn't necessary use data to shape its work around BRT; however, significant data analysis went into BRT decision making at a higher level. The Office does; however, does use data to inform process improvements. For example, a recent change to how the City manages more routine easement agreements was informed by data on how these agreements were managed in the past.

3. Is the proposed budget or budget change related to a recommendation from a Neighborhood Resource Team (NRT)? If yes, please identify the NRT and recommendation. Be as specific as possible.

No.

Part 5: Proposed Budget Reduction

Agencies are asked to provide a 1% reduction to their general, library, and internal service (e.g. fleet) fund budgets to address the City's structural deficit.

Enterprise Agencies: Enterprise agencies are not required to propose reductions, as long as there are sufficient revenues to cover proposed expenses. Enterprise agencies may skip this section and move to Part 6.

What is 1% of the agency's net budget (general, library, and fleet funds only)? \$22,306

What is the proposed reduction to this service's budget? (\$3,350)

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

If you are proposing revenue increases or other types of changes to meet your net budget reduction, contact your budget analyst to discuss how to enter the information in the form.

Activity	\$Amount	Description
Acquisitions/ Disposals	(\$1,100)	Office supplies - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Acquisitions/ Disposals	(\$150)	Copy/print services - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Acquisitions/ Disposals	(\$750)	Furniture - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Acquisitions/ Disposals	(\$250)	Hardware - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Acquisitions/ Disposals	(\$1,100)	Conference/Training - No significant impact on services provided by this Office or to to other agencies. Reduction in most purchased services and supplies to meet the 1% reduction. Similar reductions proposed/ implemented in prior years.
Total	(\$3,350)	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
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Personnel	\$0	
Non-Personnel	(\$3,350)	Reduction in most purchased services and supplies are necessary to meet the 1% reduction, without affecting the number of permanent positions within the Service.
Agency Billings	\$0	
Total	(\$3,350)	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities?

Yes, some of the real estate and TIF work completed by this office is mandated by State Statute.

Has this reduction been proposed in prior years?

Yes

Does the proposed reduction result in eliminating permanent positions?

No

Does the proposed reduction impact other agencies (e.g. administrative or internal service agencies such as IT, Finance, HR, Fleet)?

No

Describe why the proposed reduction was chosen.

These are Supply and Purchased Services items that we control and that are focused internally on our operations. We believe that this reduction will have minimal impact on external stakeholders and still allow us to meet our needs internally without affecting the number of permanent positions within the Service.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

Per above, we believe this will have little to no impacts on end users.

Part 6: Optional Supplemental Request

Town of Madison: Agencies requesting additional funding for Town of Madison (ToM) services should enter funding requests below. Enter ToM requests in the most relevant service. You can enter multiple rows for ToM activities as needed. Include "Town of Madison" or "ToM" in the activity name.

Supplemental Request: Agencies may submit one (1) supplemental request in their 2023 budget request. Please include the request in the most relevant service. Requests should only be submitted if agencies identify a critical need. Agencies should first consider reallocating base resources within and among services before proposing budget increases.

What is the proposed funding increase? Explain how you would change the activities and the level of service as a result of implementing the funding increase to this service. List changes by service activity identified above.

Activity	\$Amount	Description
Total	0	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding increase to this service.

Name	\$Amount	Description
Personnel		
Non-Personnel		
Agency Billings		

Total	0
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How will this increase be funded (e.g., General Fund, Library Fund, Capital Fund, Enterprise Fund, Grant Fund, etc.)? Please list the most applicable funding source(s). Follow up with your budget analyst if you are uncertain.

What are the implications of this service increase over the next five years? Identify if this increase is ongoing and if additional increases to funding or personnel would be needed to support this increase.

Does the proposed increase affect workload for any administrative or internal service agencies (e.g., IT, Finance, HR, Fleet)?

Describe why the proposed increase is critical.

Save/Submit