

Economic Development

Agency Budget by Fund

Fund	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
General	2,005,281	2,182,679	1,928,991	2,324,802	2,466,210	2,466,210
Other Grants	-	-	1,759,452	-	-	-
Total	2,005,281	2,182,679	3,688,443	2,324,802	2,466,210	2,466,210

Agency Budget by Service

Service	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Food Policy & Programming	247,361	297,342	286,625	330,234	337,996	331,996
Office Of Business Resources	850,429	911,364	2,598,805	961,152	1,017,181	1,023,181
Office Of Real Estate Services	907,491	973,973	803,013	1,033,416	1,111,033	1,111,033
Total	2,005,281	2,182,679	3,688,443	2,324,802	2,466,210	2,466,210

Agency Budget by Major-Revenue

Major Revenue	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Total	-	-	-	-	-	-

Agency Budget by Major-Expense

Major Expense	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Salaries	1,281,036	1,414,669	1,240,378	1,503,182	1,627,378	1,627,378
Benefits	369,305	405,381	360,358	434,054	445,821	445,821
Supplies	6,581	18,025	10,501	17,100	17,100	14,100
Purchased Services	287,755	284,000	2,016,326	309,250	309,250	312,250
Inter Depart Charges	60,604	60,604	60,880	61,216	66,661	66,661
Total	2,005,281	2,182,679	3,688,443	2,324,802	2,466,210	2,466,210

TO: Mayor Satya Rhodes-Conway
FROM: Matthew B. Mikolajewski, Economic Development Division Director
DATE: July 21, 2023
SUBJECT: 2024 Operating Budget Transmittal Memo
CC: Deputy Mayors; Finance Director, Budget & Program Evaluation Staff

Goals of Agency's Operating Budget

The Economic Development Division Work Plan includes three services. Following is a brief summary of these services and how our budget request supports each. Staff salaries, professional development and basic office supplies are required for each of these services.

Office of Business Resources

Business Resources and Outreach

This service houses activities centered on providing support to businesses, large and small, throughout the community. Funding for general business outreach (\$12,000), Madison Central Business Improvement District support (\$62,225), advertising services (\$7,820), and Madison Area Regional Economic Partnership (MadREP) support (\$20,000) are all included in our budget request to support this service. Office of Business Resources staff measure their contacts with the business community to help determine the effectiveness of their efforts.

Street Vending and Sidewalk Café Programs

The goal of this service is to successfully manage the City's street vending and sidewalk café programs, which in turn create a vibrant community and opportunities for entrepreneurship. Beyond staff salaries, and supplies, our request does not anticipate funding for this service. Indicators for meeting the goals of this program include the number of licenses issued and the number of operators in compliance.

Office of Real Estate Services

Real Estate Assets and Infrastructure

The goal of this service is to manage the City's real estate portfolio in a responsible manner. To help support these efforts, our request includes a subscription to CoStar (\$6,300), an online commercial real estate database. Goals of this service are measured by the ability to deliver various real estate transactions in a timely and correct manner.

Financial Support

This service has several goals. The first is to leverage private investment through responsible public investment in an effort to grow tax base, jobs, and the provision of housing (especially affordable). The second is to facilitate the growth of entrepreneurship, especially within historically disadvantaged communities. Most funding for this service is housed in the Capital Budget. Each program funded through this service has its own indicators for determining effectiveness.

Planning and Implementation Support

The goal of this service is to support the development and implementation of City land use planning efforts. Beyond staff salaries and general supplies, our request does not anticipate funding for this service. Indicators for meeting the goal differ based on the initiative.

Food Policy and Programming

There are several food-related programs help to insure access to quality food options for lower income residents of our community. Most funding for this service is housed in the Capital Budget; however, \$165,500 is included in our Operating Budget request to support food access, including Double Dollars (\$62,500), Community Gardens (\$35,000), Summer Meals (\$15,000), SEED Grants (\$50,000), and the Food Policy Council (\$3,000). Each program funded through this service has its own indicators for determining effectiveness.

99% Budget for General, Library, Fleet fund agencies

Most of EDD's Operating Budget is used for staff salaries and benefits. To control future Operating Budgets, we must accommodate a growing City with the same staffing level. One source of inefficiency in our current operations is constant requests to work on something new prior to finishing work already underway. This results in delays for both the new and existing projects, mistakes, lost opportunities, etc. Developing and following an annual Work Plan is one way to address these inefficiencies. Another is to develop a formal intake system for new initiative requests and a rating system for determining their relative importance and urgency. Not unlike the Capital Budget, developing a formal "Horizon List" or "Parking Lot" to park good initiative proposals until there is time to work on them would also be helpful.

More immediately, in 2024, we will need to monitor and adjust our spending throughout the course of the year to insure that we finish the year at or below 99%. We can accomplish this by making sure we stay under our staff training and supplies budgets, being more strategic about our printing and postage budgets, and questioning the importance of other "large purchases" relative to our overall year-end budget projection at the time the purchase needs to be made.

Reallocations and Other Changes (if applicable)

The only significant Operating Budget request change for 2024 is the reclassification of the City's Street Vending Coordinator into a Business Development Specialist. This change will provide a modest salary increase to the incumbent, but will be budget neutral overall given anticipated salary savings from the recently vacated Street Vending Monitor position. More importantly; however, it will provide parity with other Economic Development Division staff by including the incumbent in a classification system comparable with other EDD staff, including business resources and real estate. This classification system provides a defined opportunity for advancement over time, which is absent from the incumbent's current classification.

Optional Supplemental Request (if applicable)

The Economic Development Division has no Supplemental Requests for 2024.

Service Changes - Official Request

The table below summarizes the Agency request compared to cost-to-continue. Data is based on the line item budget entered in Munis Central Budget. The table is organized by Fund, Service, and Major Expenditure/ Revenue category.

Projection Number	(Multiple Items)
	63 - ECONOMIC
Segment 3	DEVELOPMENT

Fund/Service/Major	Cost to Continue (C2C)	Request	Change: Request v. C2C
1100 - GENERAL	\$2,466,210	\$2,466,210	\$0
634 - FOOD POLICY & PROGRAMMING	\$337,996	\$331,996	-\$6,000
51 - SALARIES	\$126,014	\$126,014	\$0
52 - BENEFITS	\$40,207	\$40,207	\$0
53 - SUPPLIES	\$6,275	\$275	-\$6,000
54 - PURCHASED SERVICES	\$165,500	\$165,500	\$0
632 - OFFICE OF BUSINESS RESOURCES	\$1,017,181	\$1,023,181	\$6,000
43 - CHARGES FOR SERVICES	\$0	\$0	\$0
48 - OTHER FINANCE SOURCE	\$0	\$0	\$0
49 - TRANSFER IN	\$0	\$0	\$0
51 - SALARIES	\$691,704	\$691,704	\$0
52 - BENEFITS	\$183,303	\$183,303	\$0
53 - SUPPLIES	\$3,725	\$6,725	\$3,000
54 - PURCHASED SERVICES	\$114,075	\$117,075	\$3,000
57 - INTER DEPART CHARGES	\$24,374	\$24,374	\$0
633 - OFFICE OF REAL ESTATE SERVICES	\$1,111,033	\$1,111,033	\$0
48 - OTHER FINANCE SOURCE	\$0	\$0	\$0
49 - TRANSFER IN	\$0	\$0	\$0
51 - SALARIES	\$809,660	\$809,660	\$0
52 - BENEFITS	\$222,311	\$222,311	\$0
53 - SUPPLIES	\$7,100	\$7,100	\$0
54 - PURCHASED SERVICES	\$29,675	\$29,675	\$0
57 - INTER DEPART CHARGES	\$42,287	\$42,287	\$0
58 - INTER DEPART BILLING	\$0	\$0	\$0
59 - TRANSFER OUT	\$0	\$0	\$0

Fund/Service/Major	Cost to Continue (C2C)	Request	Change: Request v. C2C
1220 - OTHER GRANTS	\$0	\$0	\$0
632 - OFFICE OF BUSINESS RESOURCES	\$0	\$0	\$0
42 - INTERGOV REVENUES	\$0	\$0	\$0
51 - SALARIES	\$0	\$0	\$0
52 - BENEFITS	\$0	\$0	\$0
53 - SUPPLIES	\$0	\$0	\$0
54 - PURCHASED SERVICES	\$0	\$0	\$0
59 - TRANSFER OUT	\$0	\$0	\$0
633 - OFFICE OF REAL ESTATE SERVICES	\$0	\$0	\$0
42 - INTERGOV REVENUES	\$0	\$0	\$0
54 - PURCHASED SERVICES	\$0	\$0	\$0

2024 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 you F:/Common Drive Folder.

Part 1. Identifying Information	
Select your Agency:	ECONOMIC DEVELOPMENT DIVISION
Enter your Service:	Food Policy & Programming
Review the "Service Description" in the 2023 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>	
Click or tap here to enter text.	
Review the "Activities Performed by Service" in the 2023 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	
<i>If yes, enter updated Activities Performed by Service here:</i>	
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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Total changes of less than \$10,000 at the Major and Service level. • Object level changes do not need additional justification 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.

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.
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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.

Explain the impact of your proposed change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

Click or tap here to enter text.

Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

Click or tap here to enter text.

Part 3. Supplemental Requests

Agencies may submit up to one (1) supplemental request to address citywide priorities or urgent needs. 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 section.**

Describe your supplemental proposal. What citywide priority or urgent need does the proposal address? What data informed your proposal?

Click or tap here to enter text.

Estimated Costs:

- Personnel: \$Click or tap here to enter text.
- Non-Personnel: \$Click or tap here to enter text.
- Explain the assumptions you used to estimate costs: Click or tap here to enter text.

What efforts have you taken to reallocate resources, identify process improvements, or implement other operational efficiencies prior to submitting this request?

Click or tap here to enter text.

If funded, what performance measures will you track to determine whether the additional funding is meeting the stated goals?

Click or tap here to enter text.

Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

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Part 4. Personnel Changes

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If the proposed personnel changes require supplemental funding, be sure to complete "Part 3. Supplemental Request" above. **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
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If yes, provide the position number and briefly describe the change:

Click or tap here to enter text.

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- No – No change to # of FTEs
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No – No new positions

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If yes, submit a draft position description with your proposal and briefly describe the change here:

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Explain the impact of your proposed personnel change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

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Explain how your proposed personnel change(s) will align with your draft Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals?

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Enter your Service:	Office of Business Resources
Review the "Service Description" in the 2023 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>	
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Explain the impact of your proposed change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

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Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

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Describe your supplemental proposal. What citywide priority or urgent need does the proposal address? What data informed your proposal?

Click or tap here to enter text.

Estimated Costs:

- Personnel: \$Click or tap here to enter text.
- Non-Personnel: \$Click or tap here to enter text.
- Explain the assumptions you used to estimate costs: Click or tap here to enter text.

What efforts have you taken to reallocate resources, identify process improvements, or implement other operational efficiencies prior to submitting this request?

Click or tap here to enter text.

If funded, what performance measures will you track to determine whether the additional funding is meeting the stated goals?

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If the proposed personnel changes require supplemental funding, be sure to complete "Part 3. Supplemental Request" above. **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, provide the position number and briefly describe the change:

Click or tap here to enter text.

The Street Vending Coordinator (CG 16/17) position has grown over the years and this position should be reclassified as a Business Development Specialist 2 (CG18/08) position. Not only will this reclassification provide a better trajectory for staff in the position, but will also be better aligned with other OBR positions who work with our business community.

of FTEs: 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

If yes, provide the position classification and briefly describe the change:

Click or tap here to enter text.

New Positions: Does your proposal create a new position? (i.e. position with no existing classification)

No – No new positions

Yes – Includes proposed new positions

If yes, submit a draft position description with your proposal and briefly describe the change here:

Click or tap here to enter text.

Explain the impact of your proposed personnel change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

EDD proposes a personnel change for the Street Vending Coordinator in the Office of Business Resources. The position is currently classified as an Economic Development Program Coordinator (CG 16/17) and we would like to change her position to a Business Development Specialist 2 (CG 18/08). In the role, the position manages the work in Street Vending. The incumbent leads all aspects of the program, most notably they partnered with IT to create a new online system for Street Vending. During COVID, working under an emergency order, they created a new Streatery program which helped restaurants, taverns and cafes expand into the public right-of-way and private property. She also created the Carts in Parks Program. They continue to create new programs, implement ordinance changes, and make improvements to systems and process. This work will only increase as the popularity of Street Vending grows. In addition, there will be increased work in coming years due to the BRT, Farmer's Market road closures, State Street Pedestrian Mall proposals, Late Night Vending program, and new developments throughout the City.

This change is needed in the 2024 budget as the community has already been asking for increased Streatery work and Late Night Vending changes. This change better aligns the position with other OBR business development positions and provides a better trajectory with opportunities to advance as the scope and scale of the role grows.

*This will be a cost neutral personnel change.

Explain how your proposed personnel change(s) will align with your draft Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals?

This change will align with other OBR staff which will be more equitable.

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Enter your Service:	Office of Real Estate Services
Review the "Service Description" in the 2023 Adopted Budget . Do you have any updates?	
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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 change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

Click or tap here to enter text.

Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

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Describe your supplemental proposal. What citywide priority or urgent need does the proposal address? What data informed your proposal?

Click or tap here to enter text.

Estimated Costs:

- Personnel: \$Click or tap here to enter text.
- Non-Personnel: \$Click or tap here to enter text.
- Explain the assumptions you used to estimate costs: Click or tap here to enter text.

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No – No new positions

Yes – Includes proposed new positions

If yes, submit a draft position description with your proposal and briefly describe the change here:

Click or tap here to enter text.

Explain the impact of your proposed personnel change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

Click or tap here to enter text.

Explain how your proposed personnel change(s) will align with your draft Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals?

Click or tap here to enter text.