

Downtown Façade Grants

**INVEST IN DOWNTOWN MADISON
WITH CONFIDENCE. WE DO.**

Since 2001, Downtown Design & Development (3D), Inc. has contracted with the Downtown Development Authority (DDA) of Madison to provide downtown façade grants. Each year, 3-D reviews and offers grants to property owners and businesses seeking to restore and refresh their commercial properties. This matching grant program stimulates public-private investments that ultimately contribute to business health, collective downtown vitality, and a vigorous tax base.

The annual goal is to utilize \$10,000 to stimulate at least \$15,000 in private investment with grants averaging \$500-1100. Over the past decade, façade grant funds have yielded approximately \$5.75 of community return on every \$1 awarded, resulting in more than \$595,000 of improvements in downtown. From fresh paint to new storefronts, Downtown Madison enjoys a collective vision of historic character, quality design, coordinated color, and shared community in investment.

FUNDING

Now commonly referred to as a business improvement district or BID, Madison's Central Business District Special Tax District raises funds for downtown improvements. Property owners contribute via an infinitesimal levy on their ad valorem tax while business owners contribute via a small surcharge on their occupational tax. The City of Madison collects these revenues as well as others and funds a variety of community development activities, including those of Madison Main Street and the Downtown Development Authority of Madison.

MANAGEMENT

Each year, the DDA establishes a budget for this downtown program, usually equivalent to roughly one-half of what the special tax district generates. These funds are directed to 3D, who then leverages grants funds by requiring matching funds of grant recipients. Grant recipients complete qualified projects and submit reimbursement requests equivalent to the lesser of the maximum grant award or 50% of the project cost.

DONATIONS

3D, Inc. also enjoys 501(c)3 status and accepts donations for downtown improvements. Of recent note, the organization accepted and directed nearly \$500,000 in donated funds for capital improvements for Downtown Madison's newest event facility – Madison Town Park. If you are interested in making a tax-deductible donation for the improvement of our downtown, please contact 3D.

"Downtown Madison is a great investment – yesterday and today."
Sarah Wibell,
Main Street Director

"Think of us as free design assistance." Monica Callahan,
Downtown Development Authority
Executive Director



preservation ethic + revitalization resolve
leverage of funds + improved tax base