



CITY OF MILWAUKEE GUIDE TO BUSINESS RESOURCES



CITY OF MILWAUKEE BUSINESS RESOURCES

BUSINESS IMPROVEMENT DISTRICT LIAISON

Our staff can assist with forming a business improvement district. We can aid in the creation of an operating plan, compliance with State Statutes and approval of the district by the Common Council. We also provide ongoing support.

Rhonda Manuel at (414) 286-2037
rmanue@milwaukee.gov

COMMERCIAL DISTRICT REVITALIZATION

Make your neighborhood business association a more valuable resource. Addressing issues such as safety, security, cleanliness, parking, business, recruitment and marketing strategies.

Deshea Agee at (414) 286-0793
dagee@milwaukee.gov

DEVELOPMENT CENTER

The Development Center is the single source of contact for people and businesses needing permits to construct or remodel buildings in the city of Milwaukee. Development Center staff review building plans to ensure they comply with the Milwaukee building code, State of Wisconsin building code, and the City of Milwaukee zoning code. Staff also issue building permits, including permits to occupy the public way.

developmentcenterinfo@milwaukee.gov
(414) 286-8211
www.city.milwaukee.gov/build

FAÇADE GRANT PROGRAM

The Façade Grant Program was established by the Department of City Development to enhance the physical appearance of commercial corridors by providing financial assistance for building enhancements to eligible property owners and leasees. Applicants' total project cost must exceed \$2,000 for eligibility. Larger buildings with multiple storefronts may be considered for larger grants.

facadegrants@milwaukee.gov
(414) 286-8201
www.city.milwaukee.gov/facade

HISTORIC PRESERVATION RESOURCES

The Historic Preservation Commission can provide technical assistance related to building technology, history, and design. Staff members also offer their assistance in competing for historical building research funds and Rehabilitation Tax Credits.

Paul Jakubovich at (414) 286-5712 • Paul.Jakubovich@milwaukee.gov
www.city.milwaukee.gov/hpc • 200 E. Well St., Rm B-4

RETAIL INVESTMENT FUND (RIF) PROGRAM

The Retail Investment Fund (RIF) Program assists retail development projects by providing grants to businesses in commercial districts that create jobs. The businesses cannot be home based. The size of the RIF grant is determined by the number of jobs created and the amount of private investment, among other factors. Only eligible, pre-approved grant related expenses will be reimbursed to the grantee.

www.city.milwaukee.gov/rif



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SIGNAGE GRANT PROGRAM

The Signage Grant Program was established to provide business owners financial incentive to add signage to commercial buildings in order to better promote their business to patrons and potential customers. This program provides up to \$2,500 towards the cost of approved signage.

Signage Types

Signs eligible for reimbursement through the program include:

- Sign Boards
- Hanging Signs
- Awning Signs
- Transom Signs
- Display Window Lettering
- Neon Signs

As with the Façade Grant, work done prior to approval of the grant by the Business Resource Committee may be ineligible.

facadegrants@milwaukee.gov
(414) 286-8201
www.city.milwaukee.gov/facade



MILWAUKEE ECONOMIC DEVELOPMENT CORPORATION (MEDC)

We can link you to the Milwaukee Economic Development Corporation (MEDC), a City-sponsored lending and land development company that offers financing programs to small companies in the city of Milwaukee and the four-county metropolitan area.

MEDC PROGRAMS

CAPITAL ACCESS PROGRAM (CAP)

CAP is a public-private program-pioneered in Milwaukee – whereby each participating bank builds its own reserve account to protect against any losses on loans made under the program. CAP provides access to financing for those companies – especially start-ups and small businesses – which may not be able to obtain conventional financing.

(414) 286-5840
info@MEDCOnline.com
www.medconline.com

SECOND MORTGAGE LOAN PROGRAM

This program focuses on small to medium sized businesses, emerging businesses, and businesses owned and operated by qualifying female, minority, or disadvantaged individuals. MEDC partners with local lenders to finance the project at below market interest rates. The lender must finance a minimum of 50% of the project costs, the borrower must provide a minimum of 10% equity towards the project costs, with MEDC financing the remaining 40%, with a general maximum loan amount of \$500,000.

(414) 286-5840
info@MEDCOnline.com
www.medconline.com

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OTHER MILWAUKEE AREA RESOURCES

MILWAUKEE ENERGY EFFICIENCY (ME²)

Milwaukee Energy Efficiency (Me²) is a federally funded program to help homeowners and business owners make energy-efficiency improvements. Often, the up-front costs of making energy-efficiency changes to a home or business can be challenging. Me² wants to help alleviate that! Me² provides innovative solutions to help homeowners and business owners implement energy-efficiency projects that will yield large energy savings over time.

(877) 399-1203
me2@milwaukee.gov • www.smartenergypays.com

MILWAUKEE 7

The Milwaukee 7, was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin. Its mission is to attract, retain and grow diverse businesses and talent.

(414) 287-4100
www.choosemilwaukee.com/milwaukee7

NEIGHBORHOOD AND BUSINESS DEVELOPMENT

The Department of City Development's Neighborhood and Business Development (NBD) team provides support, technical assistance and business development resources to commercial and retail businesses and designated commercial and districts such as Business Improvement Districts (BIDs).

In addition to working with BIDs, the Neighborhood and Business Development team is responsible for technical assistance related to the administration of the City-Wide Façade Grant program, City-Wide Signage Grants, and the Retail Investment Fund (RIF) program.

Applications are available for download at www.milwaukee.gov/businesstoolbox.htm

809 North Broadway • P.O. Box 324 • Milwaukee WI 53202
Phone: (414) 286-8201 • Fax: (414) 286-0752
milwaukee.gov/BusinessToolbox.htm#Tools5

SMALL BUSINESS ADMINISTRATION (SBA)

The SBA provides a variety of management and technical assistance services as well as financing programs to small businesses.

(414) 297-3941 • www.sba.gov

UNIVERSITY OF WISCONSIN-MILWAUKEE UNIVERSITY OUTREACH PROGRAM

Small Business Development Center

SBDC will help you with business management education programs and no-cost individualized counseling.

(414) 227-3240 • www.sce-sbdc.uwm.edu

WISCONSIN DEPARTMENT OF COMMERCE (COMMERCE)

The Wisconsin Department of Commerce has a broad range of financial assistance programs to help businesses undertake economic development. Commerce maintains a network of Area Development Managers to offer customized services to each region of Wisconsin.

(608) 266-1018 • www.commerce.state.wi.us

WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION (WWBIC)

An economic development corporation providing quality business education, technical assistance and access to capital.

(414) 263-5450 • www.wwbic.com



CITYWIDE BUSINESS RESOURCES

ADDITIONAL RESOURCES

MILWAUKEE AREA WORKFORCE INVESTMENT

www.milwaukeeewib.org

OFFICE OF SMALL BUSINESS DEVELOPMENT

www.milwaukee.gov/osbd

WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION

www.wwbic.org

BIZSTARTS MILWAUKEE

www.bizstartsmilwaukee.com

SCORE

www.scoresewisconsin.org

MILWAUKEE PUBLIC LIBRARY BUSINESS RESOURCES

www.mpl.org/file/business_index.htm

WISCONSIN MANUFACTURING EXTENSION PARTNERSHIP

www.wmep.org

WISCONSIN ENTREPRENEURS' NETWORK

www.wenportal.org



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Phone (414) 286-2221
www.city.milwaukee.gov

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