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210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
Satya Rhodes-Conway, Mayor

Room 421
210 Martin Luther King, Jr. Boulevard
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Joe Parisi, County Executive

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Dane County, City of Madison to Give Licensed Establishments COVID-19 Credit to Help Rebound from Pandemic

Effort Will Put Over \$550,000 Back into Pockets of Area Businesses

Today, Dane County Executive Joe Parisi and Madison Mayor Satya Rhodes-Conway announced a new effort with Public Health Madison & Dane County (Public Health) that will give licensed establishments like restaurants, hotels, and campgrounds a COVID-19 credit of more than \$550,000 to help rebound from the ongoing pandemic. This 30% credit will provide financial assistance to more than 3,500 qualifying establishments in Dane County.

“The COVID-19 pandemic has impacted countless area businesses and establishments over the past year—forcing many to question how they will be able to make ends meet,” said Dane County Executive Joe Parisi. “Every bit of support helps. This COVID-19 credit will provide financial assistance to licensed establishments and help them on their path to recovery from the pandemic.”

“Our local businesses have had a rough year,” said Mayor Satya Rhodes-Conway. “This is just one more way we can offer them support.”

Normally, Public Health sanitarians are able to conduct annual inspections and provide ongoing consultation for retail food, swimming pools, hotels, body art, and tourist rooming homes. With the recent pandemic, sanitarians were reassigned to support the COVID-19 pandemic response for much of the past year. Instead of completing annual inspections, sanitarians worked with area businesses to prevent the spread of COVID-19 by following up on outbreaks and working with businesses to implement safe business practices for customers and employees.

This 30% credit to licensed establishments for the upcoming licensing year will result in a \$568,000 transfer of funds from Public Health's reserve fund back to licensed establishments. Public Health is offering this credit to show support for operators impacted by the pandemic and return some of the licensing fees that operators had previously paid.

Qualifying licenses are associated with food and drink establishments, tattoo and body piercing, hotels and tourist rooming houses, bed and breakfast, swimming pools, campgrounds and recreational campgrounds. Operators in these categories must renew for the 2021-22 licensing year to receive the credit. School and temporary food establishment licenses are excluded from this funding.

A resolution authorizing Public Health to provide this COVID-19 credit to licensed establishments for the 2021–22 licensing year will be introduced at tonight's Dane County Board meeting. It will also need to be introduced to the City of Madison Common Council. The resolution is expected to be approved by both governing bodies in the coming weeks.

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