

Date	February 7, 2020
To	Kelli Lamberty, City of Madison Parks Department
From	Deb Archer, President & CEO Destination Madison
Subject	Madison Central Business Improvement District (BID) Night Market
CC	Alder Michael Verveer, David Trowbridge, City of Madison Planning Department

I am writing today to share Destination Madison's support for the BID's request to move the Madison Night Market to State Street in 2020. The Night Market's appeal to residents and visitors alike has made this event grow and thrive from inception. Bringing the event to State Street, the iconic street in our downtown core would elevate the Night Market and allow for future growth and diversification of offerings.

The Night Market serves as an innovative way to bring a broad audience to downtown Madison and allows people to experience the great amenities offered. The market has done a successful job in attracting an audience and engaging many of our community members. We believe that even more success for the community can be achieved by moving the event to State Street where brick and mortar businesses can benefit from the influx of downtown visitors.

State Street businesses – many locally owned – are in need of building their customer base in the face of the shifts in retail and restaurant patronage. They are also businesses that provide needed jobs for our citizens. Leveraging the Night Market's patrons to support these businesses can best be accomplished by moving the market to State Street.

Destination Madison supports the BID in this request to move the Night Market to State Street. This will allow more people to enjoy the market and Madison's iconic street, while also showcasing our local retailers and restaurants. This combination can only serve to grow our local economy, support and create jobs and add to the vibrancy that is Madison.

