



# **Madison's Central Business Improvement District**

**ANNUAL MEETING**

**July 30, 2013**



# Presentation Outline

- **BID Profile**
- **BID Benefits & Services**
  - Marketing
  - Welcoming Environment
  - Advocacy & Community Relations
- **Budget and Funding**
- **Discussion and Comments**



# What is a Business Improvement District?

- Public-private, economic development
- Enabled by State Statute
- Allows commercial property & business owners in a self-defined area to enhance and promote the district
- Self assessment tool, ongoing funding



# Madison Central BID Profile

- 14<sup>th</sup> year of operation (est. 1999)
- Included Properties: 220
- Consumer/street level businesses: 355
- 21 member Board of Directors
- Two staff persons





BID Area = yellow

# Madison Central BID Profile

- Annual Operating Plan approved by BID Board and City Council
- Reauthorized at 5 year intervals by property owner vote
- Last reauthorized in 2009 for 2010-14



# BID Mission

- The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it.
- The CONSTITUENTS are the property and business owners within the district.





# BID Mission

- The **ACTIONS** of the BID are to:
  - **MARKET** the district as a whole
  - create a **WELCOMING ENVIRONMENT**
  - **ADVOCATE** for the needs and interests of the district
  - develop **COMMUNITY RELATIONS**



# BID Board of Directors

- **Jeanette Riechers** (Chair) *State Street - Business Owner, Madison Sole*
- **Sue Springman** (Vice Chair) *Capitol Square – Property Owner, Mullins Group*
- **Stacy Nemeth** (Treasurer) *Capitol Square - Property Owner, The Fiore Companies*
- **Hawk Sullivan** (Secretary) *Greater State Street Business Association, Hawk's Bar & Grill*
- **Steve Amundson**, *UW-Madison Chancellor's Office, UW-Madison Visitor and Information Programs, Office of University Relations*
- **Ted DeDee**, *Tax Exempt Entity, Overture Center for the Arts*



# BID Board of Directors

- **Greg Frank** *Downtown Coordinating Committee Member, Downtown Business Owner*
- **John Hutchinson** *State Street - Property or Business Owner, Fontana Sports*
- **Richard Kilmer** *At Large Member, Community Pharmacy*
- **Larry Lichte** *West Main Street - Business Owner, Attorney / Empire Realty Company*
- **Patrick McGowan** *State Street - Property or Business Owner, The University Book Store*
- **Emily Mehl**, *At Large Member, Urban Land Interests*



# BID Board of Directors

- **Matt Mikolajewski** *City of Madison, Office of Business Resources*
- **Traci Miller** *At Large Member, L'Etoile/GRAZE*
- **Maria Milsted** *State Street – Property Owner, Milsted Properties*
- **Paul Norman** *Capitol Square - Business Owner, Boardman & Clark Law Firm*
- **Sam Parker** *King Street Representative, Context*
- **Rick Petri** *Downtown Madison, Inc., Representative, Murphy Desmond*
- **Kelsey Roets**, *UW Student Representative*
- **Mike Verveer** *District 4 Alder*
- **Teresa Werhane**, *Downtown Resident*



# BID Board Meetings

- First Thursday of each month  
noon-1:30 pm  
Hovde Bldng, 122 W. Washington Ave.  
1st floor conference room.
- Open to the public. BID business,  
property owners encouraged to attend.
- Contact us to get involved,  
serve on Board.



# BID Staff

- Executive Director – Mary Carbine
- Programming Coordinator –  
Tim Jenquin
- Seasonal/part time Ambassadors



# BID Profile

Questions or Comments?



# Marketing

## Objectives:

- Promote district as shopping, dining and entertainment destination
- Target markets: locals, visitors, students
- High-value co-op advertising
- Market downtown as a place to locate a business





# Marketing

## 2013-14 Downtown Map & Guide



Lists 370 businesses,  
organizations, destinations

200,000+ distributed  
annually

Funded by advertising



# Marketing

[visitdowntownmadison.com](http://visitdowntownmadison.com)

- Business directory, events, parking, commercial real estate, district news
- Approx. 313,000 unique visitors/year. Traffic up 17% so far in 2013.
- Business Directory is “top content” for page views, searches
- Website redesign/upgrade under development





Search by Keyword or Business Name



VISIT

SHOP & DINE

SEE & DO

**FOR BUSINESSES**  
*Resources for Downtown Madison businesses.*

SHOP ■ DINE ■ PLAY



Order a **FREE**  
Downtown  
**MAP & GUIDE**



**VISITOR CENTER**  
*Open Every Day!*



**Downtown GIFT CERTIFICATES**  
*make great gifts!  
Order online.*



## HOLIDAY SPECIAL AND MORE EVENTS

Hop on a Madison Trolley and get your holiday shopping done or stop at one of the many cafés and enjoy a steaming hot cup of cocoa.

**PARK EASY**



*with more than 9,000 spaces downtown.*

## FIND A BUSINESS

- Eat
- Shop
- Nightlife
- Hotels
- More

**MORE THAN** *shops, restaurants, cafés and night spots, many*  
**350** **LOCALLY OWNED**

**PLUS**  
*theater, music, museums, arts and events*



MOBILE SITE [Go to desktop version](#)



PARK EASY 

FIND A BUSINESS



Eat



Shop



Nightlife



Hotels



More



WHAT TO SEE & DO

[Downtown MAP & GUIDE](#)

[Downtown GIFT CERTIFICATES](#)

[Downtown VISITOR CENTER](#)

More than 350 shops, restaurants, cafés and night spots, many locally owned. Plus theater, music, museums, arts and events.

SHOP ■ DINE ■ PLAY



VISIT

SEE & DO

SHOP & DINE

FOR BUSINESSES

Resources for Madison  
Central BID Businesses

SHOP ■ DINE ■ PLAY

Friday, July 26, 2013

printer-friendly | email a friend

Business Name Search

**Eat**

Restaurants

- [American](#)
- [Asian](#)
- [BBQ](#)
- [East African](#)
- [Greek](#)
- [Indian](#)
- [Irish](#)
- [Italian](#)
- [Mexican](#)
- [Thai](#)

Bars, Taverns & Pubs

Coffee, Tea & Cafes

## BUSINESS DIRECTORY

### Eat - Restaurants

**Tutto Pasta State Street**  
Authentic Italian always voted Best of Madison since 2006! Great Italian Pastas, good prices, and a warm, friendly staff.



# LOCATE YOUR BUSINESS HERE

*A thriving market for your business in a top-ranked*

Restaurants

- [American](#)
- [Asian](#)
- [BBQ](#)
- [East African](#)
- [Greek](#)
- [Indian](#)
- [Irish](#)
- [Italian](#)
- [Mexican](#)
- [Thai](#)

Bars, Taverns & Pubs

Coffee, Tea & Cafes

Shop

See & Do

Nightlife

Hotels

More



**LOCATE YOUR BUSINESS HERE**

*A thriving market for your business in a top-ranked place to live, work and prosper.*

**43 North** 108 King Street  
 Contemporary American cuisine just off the Capitol Square. Monday wine tasting menu.  
[www.43north.biz](http://www.43north.biz) (608) 255-4343

**608** 212 State Street  
 Restaurant and bar serving breakfast, lunch and dinner. Downtown Madison Gift Certificates accepted here!  
[www.facebook.com/608restaurant](https://www.facebook.com/608restaurant) (608) 250-5150

**AJ Bombers** 201 W Gorham Street  
 Travel Channel's Food Wars Champion. Downtown Madison Gift Certificates accepted here!

# Marketing



[“Downtown Madison”](#)

Facebook page

BID businesses can  
post content, events

# Marketing

## Cooperative Advertising

2013 to date:

- 36 group ad opportunities in print, online and social media
- Avg. savings of \$ 350 per ad,





# Advertising

**DOWNTOWN MADISON**

**WINTER**

**PARK EASY**

VisitDowntownMadison.com

**Gifts**

BID Holiday Season focus helps boost downtown shopping and dining.



# Marketing - Events



BID sponsors events that drive customer traffic downtown.



# Marketing - Events



- Cars on State - 2007
- Holiday Open House - 2008; 2 days in 2012
- Family Halloween - 2009



DOWNTOWN  
MADISON  
HOLIDAY  
OPEN  
HOUSE



# Downtown Madison Gift Certificate Program

- Drives dollars to downtown businesses
- Sales avg. \$60,000/yr since 2005
- 2012 - record sales of \$79,000
- More than 175 BID businesses accept the Gift Certificates



# Business Recruitment & Retention

Co-funded Market Analysis Study - 2007

< Updated Downtown Market Data Fact Sheet - 2012

Commercial Real Estate listings

**MAKE IT DOWNTOWN MADISON**  
DISCOVER A THRIVING MARKET FOR YOUR BUSINESS IN A TOP-RANKED PLACE TO LIVE, WORK, AND PROSPER.

Madison Ranked Best City for Educated Workers  
*Huffington Post, 2011*

Madison Named City with Best Job Market  
*Portfolio.com, 2011*

Madison Ranked 7th Best City to Relocate to in America  
*CNN.com, 2010*

#2 in Top 100 Best Places to Raise a Family  
*Children's Health, 2009*

Madison Ranked Best City for an Active Retirement  
*Fortes Magazine, 2011*

Madison #1 City for Young Adults  
*Kiplinger's Personal Finance, 2012*

Madison in Top Ten for Greatest Cycling Cities  
*USA Today, 2011*

Madison one of "Five Perfect College Towns"  
*Smarter Travel, 2007*

Wisconsin's "Most Sophisticated City"  
*New York Times Style Magazine, 2008*

Sports Fans at the Kohl Center  
*© 2010 World Soccer*

State Capitol & Madison Museum of Contemporary Art  
*© 2010 World Soccer*

Farmer's Market on the Square  
*© 2010 World Soccer*

Madison Children's Museum  
*© 2010 World Soccer*

Windsurfing on Lake Mendota  
*© 2010 World Soccer*

**DOWNTOWN MADISON**  
SHOP • DINE • PLAY

Madison's Central Business Improvement District • 608.512.1340 • [visitdowntownmadison.com](http://visitdowntownmadison.com)



# Marketing

Questions or Comments?

# Welcoming Environment

## The Objective:

- Create an attractive environment
- Welcoming to customers, employees
- Support businesses



# Downtown Information Ambassadors

## 2012

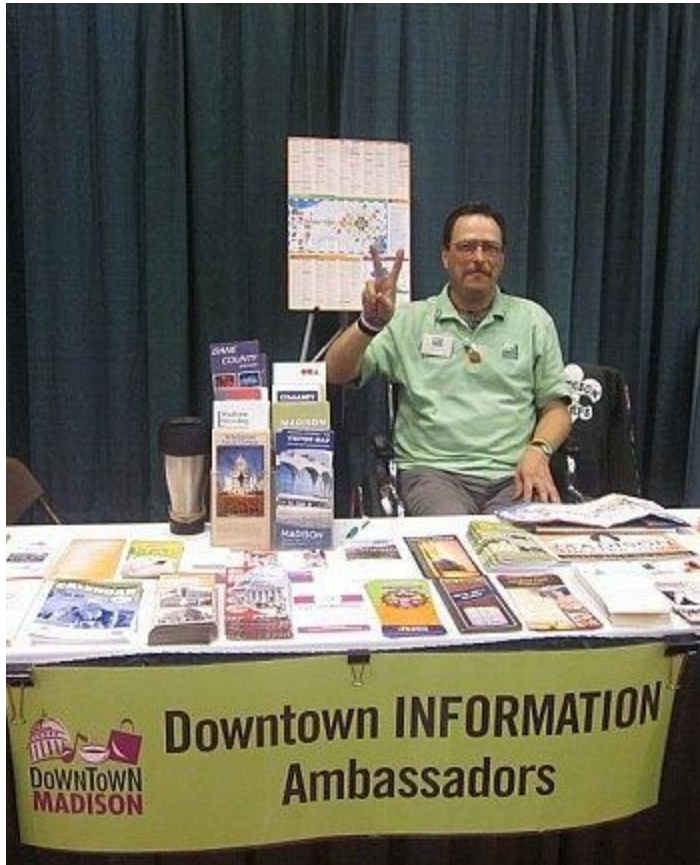


Info Booth, Capitol Square

- 42,591 people helped
- 156,878 Downtown Maps and brochures distributed
- Extended Friday and Saturday hours until 6pm
- Increased volunteer involvement



# Downtown Information Ambassadors



Downtown Info Table

Isthmus Green Day, Monona Terrace

## 2013 YTD

- 19,000+ people helped
- Added four new UW Special Event Tables
- Maintaining extended hours Friday and Saturdays in Summer

# Downtown Visitor Center



452 State St.

- Open daily year round
- Located in renovated Lisa Link Peace Park
- Assisted 19,861 people in 2012 (47% of total people assisted.)

# Physical Environment

- Fund, install, maintain beds, planters (100 total)
- Summer annuals donated by Olbrich Gardens
- Three seasonal plantings
  - Spring Pansies
  - Olbrich Summer Annuals
  - Winter Evergreen Boughs.



# Physical Environment

250 Winter  
Snowflake Lights



Holiday Shopping  
Trolley

(2,933 Riders in 2012  
Record Total)



# BID Welcome Programs 2012

New Resident Bags

400

Holiday Trolley Bags

1,200

**2012 TOTAL**

1,600

## UW Info Tables

- Your UW Days table and State St. Tour
- Spring Break Resource Fair (New)
- Admitted Students of Color (New)
- Fox Valley Hmong Student.(New)
- New Student Shopping Night
- UW Parent's Weekend Check-In
- UW Badger-Fest (New)



# BID Welcome Programs

## **New Business Welcome Program**

- Information packet orients businesses with BID information and resources.
- Meet with new Businesses to present an overview of BID programs.

# Welcoming Environment

Questions or Comments?

# Advocacy

## Objectives:

- Advocate for the needs & interests of the district as a whole
- Work closely with city staff and elected officials
- Input & influence on decisions regarding the district





# Advocacy Process

Board Advocacy Policy helps ensure positions are:

- Developed through a logical process
- Representative of the district as a whole or significant constituency



# Advocacy – Major Areas

- Construction
- Parking, Access, Wayfinding
- Mall Maintenance Services
- Business Signage
- Halloween
- Safety & Quality of Life
- BID Retail Strategy
- Alcohol Licensing Policy



# Advocacy 2012-13

## Construction:

- Organized informational meetings, updates, “Get Around Guide”
  - Mifflin/Fairchild
  - Webster/E. Main/King
- Liaise with city and contractors
- Represent business and property owner interests



# Advocacy - Construction

- Organized planning meetings for King/E. Main 2014 reconstruction
- Participated in planning, stakeholder meetings for State St. 700-800 blocks 2014 reconstruction



# Advocacy – Construction



**ALL  
BUSINESSES  
OPEN**



SHOP ■ DINE ■ PLAY

- Due to BID Advocacy, downtown city construction contracts require:
- Business access maintained
  - “All Businesses Open” signage
  - No work on key dates (Maxwell, Concerts on Square)
  - Regular business meetings

# Advocacy 2012-13

## Parking:

BID input to city parking consultant –  
need improvements to:

- Special Event parking system
- Short term parking for retail customers
- Wayfinding to parking
- Overall customer experience



# Advocacy 2012-13

## Parking:

BID works closely with Parking Utility Staff to assist with new initiatives, such as the multi-space meter Pay by Cell pilot, and to help communicate with BID businesses.



# Advocacy 2012-13

## Access to Downtown:

BID successfully advocated to restore taxi access and “street hail” service to State Street





# Advocacy 2012-13

## **Mall Maintenance Services:**

Partner closely with Mall Maintenance to help monitor the cleanliness and maintenance of the district.

Continues to advocate to protect Mall Maintenance funding, to help improve communication (mailing, web page) and planting program upgrades (beds)



# Advocacy 2012-13

## Business Signage:

Summer 2012, BID engaged the Mayor's Office and City staff to learn more about planned business signage code enforcement and proposed regulations.

BID called together a coalition of city business organizations to work with city staff, elected officials.



# Advocacy 2012-13

## Business Signage:

BID organized a public meeting for city staff to explain the signage code and enforcement, and for business owners and leaders to express their views.

BID and the business coalition provided the city with suggested revisions to the sign code.



# Advocacy 2012-13

## Business Signage:

BID and other business groups await next steps from the city. We will continue to advocate that sign ordinances allow creative, effective & affordable signage for small businesses that enhances the downtown environment for businesses, customers and downtown users.



# Advocacy 2012-13

## Halloween:

- Gated, ticketed event (Freakfest) implemented in 2006.
- 2012 Arrests/citations: 36 (no serious arrests, property damage), compared to 566 arrests in 2005.
- Policing costs significantly reduced
- BID active as business liaison and advocate for business needs in the organization of the event.



# Advocacy 2012-13

## Safety & Quality of Life:

- BID works closely with Neighborhood Officer and Central MPD team.
- Problem-solving strategies for trouble areas and quality of life issues.
- BID Safety alerts, information
- Visitor Center/Ambassador Booth presence



# Advocacy 2012-13

## Safety & Quality of Life:

- BID played a leadership role in advocating for a strengthened panhandling ordinance (fall 2012), which has been effective in reducing disruptive behaviors in areas of the district.



# Advocacy 2012-13

## BID Retail Strategy:

In spring 2013, the BID Board approved a **strategy for supporting downtown retail**, with recommendations on how to sustain and increase bricks & mortar retail as part of a healthy business mix (retail, restaurant, entertainment, hospitality, service).





# BID Retail Vision

- **Unique Shopping:** Special, distinctive, one-in-a-market
- **Unique Experiences:** Arts, culture, events, learning, dining, entertainment
- **“Magic in the mix:”** Strong local core with regional flavor and national draw
- **Mix of store sizes, types:** Small boutiques to neighborhood-serving general merchandise, destination stores



# Challenges/Opportunities

- Slowly contracting brick and mortar retail, especially soft goods. National trend influenced by overall economy, e-commerce, new technologies.
- Narrow range of nightlife options. How to get beyond “vertical drinking” with array of entertainment options for a range of markets and age groups.



# BID Retail Strategy

- **Clean, Safe, Convenient.**

A standard of excellence for:

- Safety
- Cleanliness and maintenance of public spaces
- Convenience (parking)
- Access (parking, road closures)



# BID Retail Strategy

- **A quality business experience**
  - Permitting and licensing (city)
  - Information on policies, regulations and services (city)
  - Marketing (BID)
  - Downtown environment (city and BID)



# BID Retail Strategy

- **Expand downtown customer base of resident and workers.**
  - Retail follows the market (it doesn't lead)
  - Need to increase residential and workforce density downtown to sustain and expand current retail, and to attract neighborhood-serving businesses.



# Advocacy

## ALDO - 2011 BID Board position

(Alcohol License Density Ordinance)

- Board supports reducing alcohol related crime and disorder, and maintaining a healthy business mix.
- Data do not show ALDO is effective in reducing crime and disorder.



# Advocacy

## ALDO - 2011 BID Board position

- ALDO does not address problem drinking or problem establishments.
- ALDO does not provide tools for retail business retention, expansion or recruitment.



# Advocacy 2012-13

## Alcohol regulation – current status

- ALDO will remain in place through 2013
- City staff introduced new recommendations for downtown Alcohol License Management AND Business Development
- BID Board has been asked to review and provide a report to City Council





# Advocacy 2012-13

## Alcohol regulation – current status

- BID organized two public informational meetings on new recommendations
- BID Board formed subcommittee
- Issued preliminary report to identify major issues, guide discussion
- Will evaluate recommendations in public process with stakeholder input



# Community Relations

## Objective:

Enable communication and maximize compatibility among users of the district.

## Major Initiatives:

1. BID Member Communication
2. Relationship Building



# Community Relations

## BID Member Communication

- Weekly e-newsletter highlights BID news, advocacy, events and marketing.
- Website with News, Meetings, Minutes.
- Ambassadors visit member businesses to provide face-to-face communication.



# Community Relations

## Relationship Building

- Board members and staff involved in:
  - Greater State Street Business Association
  - Downtown Madison, Inc.
  - Downtown Coordinating Committee
  - Greater Madison Convention & Visitors Bureau
  - UW Visitor and Information Programs
  - UW Chancellor's Office
  - Arts & cultural organizations



# Advocacy & Community Relations

Questions or Comments?

# BID Funding

- Special Assessment: Collected by city along with property taxes
- Commercial, mixed use properties
- Method of Assessment: \$15.60 per lineal foot of frontage
- Funds held by city
- Disbursed as directed by BID



# BID Funding

BID assessment leveraged to bring additional funds to District:

- Map & Guide funded by advertising
- UW-Madison contribution
- Program and marketing sponsorships
- In kind added value



# BID 12-13 FINANCIALS (cash)

<b><u>INCOME:</u></b>	<b>2012 Actuals</b>		<b>2013 Forecast</b>	
Assessment	\$265,439	(74%)	\$265,439	(73%)
Map Advertising	\$54,001	(15%)	\$58,845	(16%)
Donations/Sponsorships	\$19,480	(6%)	\$17,000	(4.5%)
Interest income/other	\$6,900	(2%)	\$6,050	(2%)
Starting Balance	\$10,721	(3%)	\$17,045	(4.5%)
<b>TOTAL</b>	<b>\$356,541</b>		<b>\$364,379</b>	
<b><u>BUDGET/EXPENSES:</u></b>	<b>2012 Actuals</b>		<b>2013 Forecast</b>	
Marketing	\$125,835	(35%)	\$134,870	(37%)
Welcoming Environment	\$111,176	(31%)	\$119,569	(33%)
Advocacy/Com. Rel.	\$20,089	(6%)	\$21,234	(6%)
Business Development	\$19,294	(5.5%)	\$15,905	(4%)
Admin/Supplies/Reserve	\$80,147	(22.5%)	\$72,801	(20%)
<b>TOTAL</b>	<b>\$356,541</b>		<b>\$364,379</b>	



# BID Funding – 2012

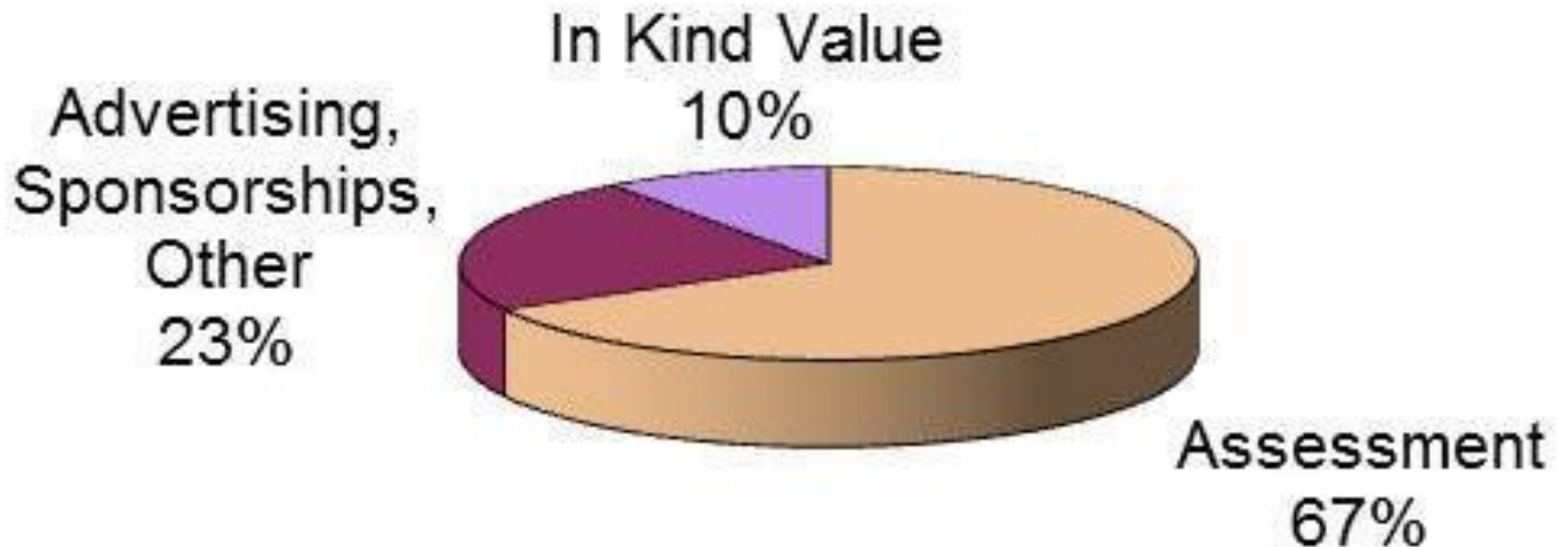
## In Kind Added Value

\$40,500 “in kind” added value:

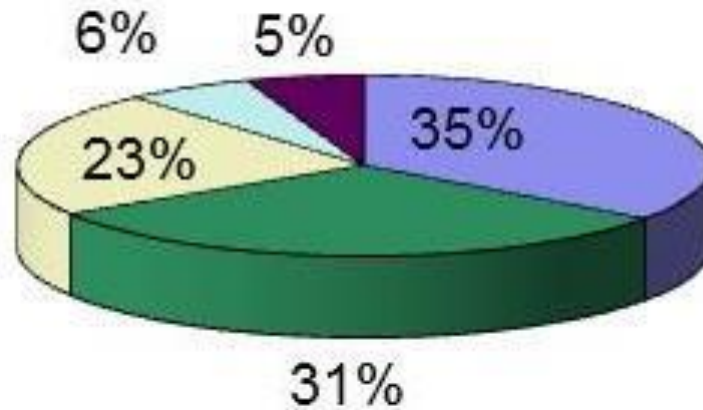
- Ambassador volunteer wage equivalent (\$6,500)
- BID public relations-generated ad equivalency (\$25,000)
- Donated/matching marketing, ads, event production (\$9,000)



# 2012 Revenues + Added Value = \$397,041



# 2012 Allocation of Budget – \$356,541 (cash)



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■ Marketing

□ Administration, Supplies

■ Business Development

■ Welcoming Environment

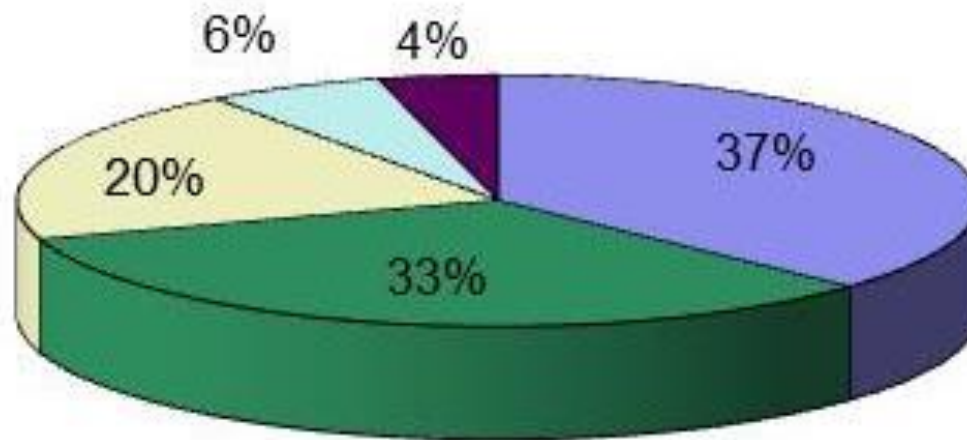
□ Advocacy, Community Relations

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# 2013 Projected Revenues – \$404,879 (cash + in kind value)



# 2013 Projected Budget – \$364,379 (cash)



- Marketing
- Welcoming Environment
- Administrative/Supplies
- Advocacy & Community Relations
- Business Development

# IT'S *YOUR* BID!



We represent YOU,  
YOUR Tenants and  
YOUR Businesses!

We welcome your  
questions, feedback and  
involvement.

# Contact BID Staff

Mary Carbine, BID Executive Director

(608) 512-1340

[mcarbine@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com)

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