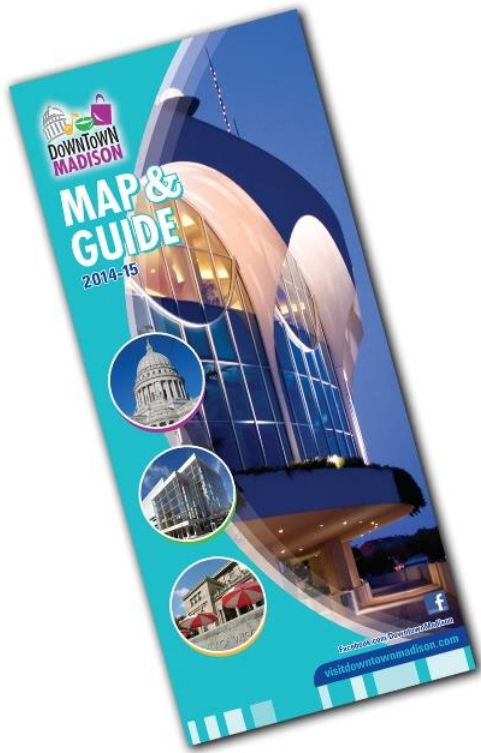




Madison's Central Business Improvement District (BID)

ANNUAL MEETING

June 10, 2014



Presentation Outline

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



What is a Business Improvement District?

- Initiated by private sector
- Enabled by State Statute
- Allows commercial property and business owners in a self-defined area to enhance and promote the district
- Self-assessment tool to generate ongoing funding



Madison Central BID Profile

- Included Properties: 220
- Consumer/street level businesses: 350
- 21 member Board of Directors
- Two full-time staff persons





BID Area = yellow

Madison Central BID Profile

- Established 1999 by private sector leadership after two-year process
- Annual Operating Plan developed by Board of property and business owners, and approved by City Council
- Reauthorized at 5 year intervals by property owner vote
- 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

- **Greg Frank** (Chair) *Downtown Coordinating Committee Member, Downtown Business Owner*
- **Sue Springman** (Vice Chair) *Capitol Square – Property Owner, Mullins Group*
- **Stacy Nemeth** (Treasurer) *Capitol Square - Property Owner, The Fiore Companies*
- **Emily Mehl** (Secretary) *At Large Member, Urban Land Interests*
- **Jeanette Riechers** (Immediate Past Chair) *State Street - Business Owner, Madison Sole*
- **Steve Amundson**, *UW-Madison Chancellor's Office, Campus and Visitor Relations*



BID Board of Directors

- **Rick Brahmer**, *State Street Business or Property Owner, Amy's Café & Bar (+ Argus BarGrille)*
- **John Hutchinson** *Greater State Street Business Association, 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*
- **Matt Mikolajewski** *City of Madison, Office of Business Resources*
- **Maria Milsted** *State Street – Property Owner, Milsted Properties*



BID Board of Directors

- **Paul Norman** *Capitol Square - Business Owner, Boardman & Clark Law Firm*
- **Zach Pagel**, UW Student Representative
- **Sam Parker** *King Street Representative, Context*
- **Rick Petri** *Downtown Madison, Inc., Representative, Murphy Desmond*
- **Mike Verveer** *District 4 Alder*
- **Krys Wachowiak**, *At Large Member, L'Etoile/GRAZE*
- **Teresa Werhane**, *Downtown Resident*
- Appointment Pending, *Tax Exempt Entity*



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

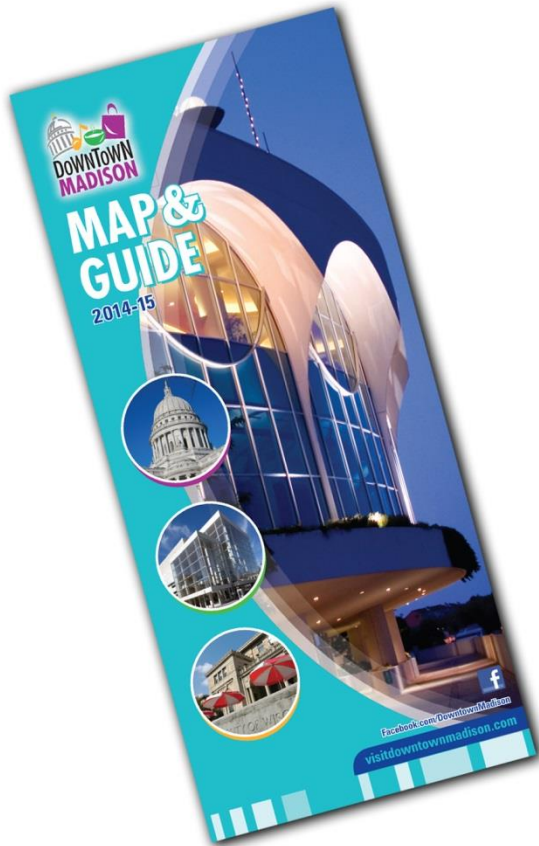
Objectives:

- 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

2014-15 Downtown Map & Guide



Lists 370 businesses,
organizations, destinations

200,000 distributed
annually

Funded by advertising



Marketing

visitdowntownmadison.com

- Business directory, events, parking, commercial real estate, district news
- Approx. 385,000 unique visitors/year. Traffic up 17% YTD in 2014.
- Business Directory is “top content” for page views, searches
- Website redesign/upgrade in process





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



See & Do



Hotels



More



EVENTS AND MORE

VISIT



VISITOR CENTER

452 State St.
Open Every Day!

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

SHOP ■ DINE ■ PLAY

[About Us](#) [Terms of Use](#) [Privacy](#) [Site Map](#)

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Search by Keyword or Business Name



VISIT

SHOP & DINE

SEE & DO

FOR BUSINESSES

Resources for Madison
Central BID Businesses

SHOP ■ DINE ■ PLAY

Drop down Menu item

Drop down Menu item

Drop down Menu item

Drop down Menu item

Drop down Menu item

Drop down Menu item
in two lines

Drop down Menu item

Drop down Menu item
in two lines

Tue, Apr 30, 2013 Printer-Friendly | Email a Friend

BUSINESS DIRECTORY

Ancora Coffeehouse

EAT, COFFEE, TEA & CAFES, Coffeeshop

The original Ancora Cafe, located just off the Capitol Square.

Family Friendly

Downtown Madison Gift Certificates Accepted



112 King Street
Madison, WI 53703
(608) 255-0285

www.ancoracoffee.com



PARK EASY DOWNTOWN

Marketing



[“Downtown Madison”](#)

Facebook page

BID businesses can
post content, events

Cooperative Advertising

- 35 group ad opportunities in print, online, radio (2014 to date)
- Avg. savings of \$ 370 per ad

Come Downtown!

Downtown Madison Maps, Gift Certificates, Event Information and More at visitdowntownmadison.com

THE KITCHEN GALLERY
RECREATIONAL FURNITURE AND ACCESSORIES

Francesca's al Lago
NORTHERN ITALIAN CUISINE

A Room of One's Own
Your place for new and used books in downtown Madison
312 W. Coffee St. (508) 257-7582 www.aroomofonesown.com Mon.-Sat. 9:30, Sun. 12-5

DOWNTOWN MADISON
KEEP IT LOCAL

Advertising

DOWNTOWN MADISON

WINTER

Gifts

PARK EASY

VisitDowntownMadison.com

BID Holiday Season focus helps boost downtown shopping and dining.



Marketing - Events

BID supports events to drive customer traffic downtown:

- Produces and promotes events
- Supports key GSSBA events
- Partners on other events to foster positive results for businesses



Marketing - Events



**DoWNTOWN
MADISON
HOLIDAY
OPEN
HOUSE**

- Started 2008 to help downtown capture share of post-Thanksgiving holiday shopping
- 2012 – Expanded to 2 days
- 2013 - Added sponsors, family events, marketing.
- Trolley ridership up 40%; merchants reported up to 30% increase YOY sales





**DOWNTOWN MADISON
HOLIDAY OPEN HOUSE**



Fri.-Sat., Nov. 29-30

**9:30 am – 4:00 pm
State Street & Capitol Square**

**Holiday Fun for Kids & Families
Special Offers at Select Merchants
visitdowntownmadison.com**



Marketing - Events



- Started 2007 to reposition Halloween in downtown Madison as safe and family friendly
- Now a Madison tradition with strong attendance and positive PR



Marketing - Events



BID supports key GSSBA events that drive customer traffic downtown.



Cars on State Classic Car Show



BID provides funding, marketing, PR,
website, social media, info to businesses



Maxwell Street Days Summer Sidewalk Sale



BID provides funding, PR, website, social media, info to businesses



Marketing - Events

Other event partnerships:

- Madison Winter Festival
- Make Music Madison
- Rhythm & Booms
- UW Madison Homecoming, Parents Weekend, Badger Family Spring Visit, New Student Night at Overture and more



Downtown Madison Gift Certificate Program

- Drives dollars to downtown businesses
- Free and easy to participate
- Sales avg. \$65,000/yr since 2005
- 2013 - record sales of \$85,000
- Approx. 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
© 2011 World Soccer

Farmer's Market on the Square
© 2011 World Soccer

Madison Children's Museum
© 2011 World Soccer

Windsurfing on Lake Mendota
© 2011 World Soccer

DOWNTOWN MADISON
SHOP • DINE • PLAY

Madison's Central Business Improvement District • 608.512.1340 • visitdowntownmadison.com



Marketing

Questions or Comments?



Welcoming Environment

Objectives:

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

Programs:

- Downtown Ambassadors
- Plantings, Holiday Lights and Trolley
- Welcome Programs



Downtown Information Ambassadors



- Visitor services for 43,000 people per year. 54% increase since 2009.
- Two downtown locations plus conventions, events.
- Year-round since 2010
- Foster safety, welcoming environment.
- Deliver maps, event flyers, info directly to BID businesses.

Downtown Information Ambassadors

2013



Info Booth, Capitol Square

- 42,841 people helped
- 156,096 Downtown Maps and brochures distributed
- New UW Special Event Tables
- Extended hours for WIAA, UW Badger Family Spring Visit
- Extended hours Fridays, Saturdays in Summer



Downtown Visitor Center



452 State St.

- Open daily year round
- Located in renovated Lisa Link Peace Park
- Assisted 19,591 people in 2013 (46% of total people assisted.)



Downtown Information Ambassadors

2014 YTD

- *(8,000+) people helped
- Downtown Info Tables at Conventions and Events
- Extended Visitor Center hours Thurs-Sat (winter)
Mon-Tues (summer)



Downtown Info Table

Planting Program

- Plantings and care, over and above basic city services
- BID funds plantings in 100 downtown planters and beds throughout District
- Partners with city to maximize quality and efficiency



Planting Program

- Spring Pansies
- Summer
 - Annual flowers in beds
 - Annual flowers in planters (donated by City Parks, Olbrich, care subsidized by BID)



Planting Program

Winter / Holiday -
Evergreen Boughs in
100 planters



Holiday Lights



250 Winter
Snowflake Lights
throughout the
District

Holiday Trolley



Record Total 3,223 Riders in 2013

BID Welcome Programs 2013



Welcome Bags – BID
Businesses provide promo
items, menus, coupons

New Resident Bags - 425

Holiday Trolley Bags - 1,200

2013 TOTAL - 1,625



BID Welcome Programs

UW-Madison Info Tables

BID partners with UW Admissions, Campus & Visitor Relations, Wisconsin Alumni Association

- Your UW Days Resource Fair, State St. Tour
- Admitted Students of Color Resource Fairs
- Fox Valley Hmong Student Reception
- UW Med School Reception (New)
- New Student Shopping Night (UBS)
- UW Parent's Weekend Check-In
- UW Campus & Visitor Relations Cross Training



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 and interests of the District as a whole
- Work closely with City staff and elected officials
- Input and influence on City decisions regarding the district
- Communication with businesses



Advocacy Process

Board Advocacy Policy helps ensure positions are:

- Developed through a logical process
- Representative of the district as a whole or significant constituency
- Partnerships with other organizations on areas of mutual concern



Advocacy

BID Retail Strategy

Research-based Vision, Actions, Policy
Recommendations for a:

- Healthy mix of retail, restaurant, entertainment and service businesses
- Clean, safe, and convenient downtown that fosters strong businesses and customer base.

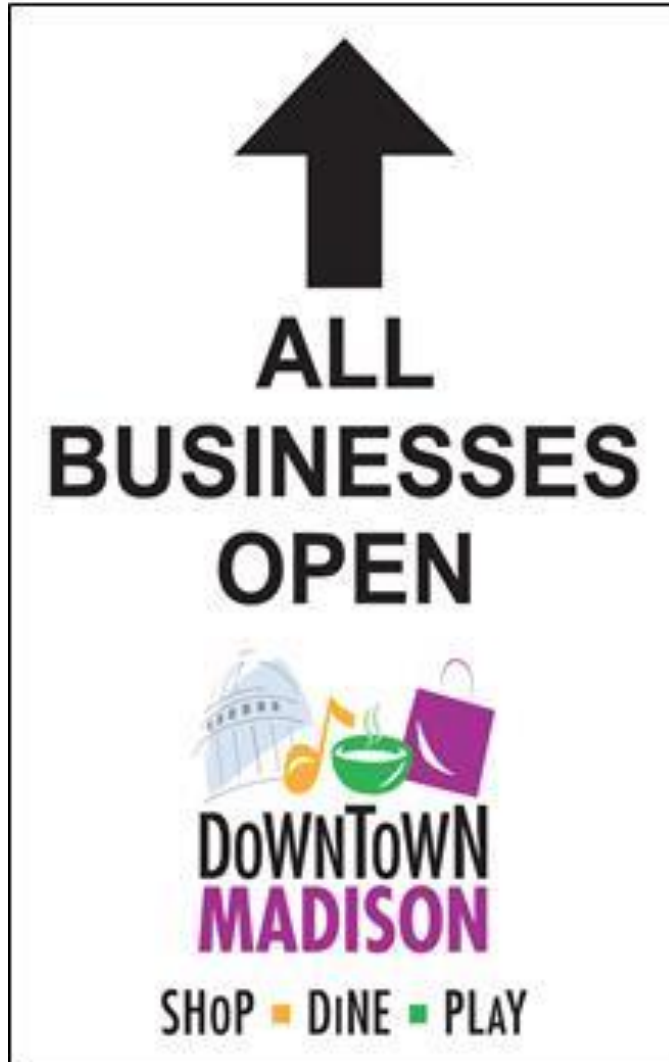


Advocacy – Major Areas

- Construction
- Mall Maintenance Services
- Parking, Access to Downtown
- Business Signage
- Halloween
- Safety
- Alcohol Licensing Policy
- Downtown Plan



Advocacy – Construction



Due to BID Advocacy, city construction contracts require:

- Business access maintained
- “All Businesses Open” signage
- No work on key dates (Maxwell, Concerts on Square)
- Regular business meetings

Construction 2013-14

BID organized meetings, issued updates, “Get Around Guide,” helped with business issues:

- King/E. Main 2014 reconstruction
- State St. 700-800 blocks reconstruction
- Various streetscape projects
- Major private construction projects



Mall Maintenance Services

Ongoing BID Advocacy has resulted in:

- Improved sidewalk snow removal
- Mall Maintenance web page, info sheet with contacts and service descriptions
- New Sidewalk Washing Program (2014)
- Significant efforts on downtown plantings
- Continued efforts in problem areas



Parking

Ongoing Advocacy:

- Maintain parking supply, convenience
- Special Event parking system
- Short term parking for retail customers
- Wayfinding to parking
- Overall customer experience



Access to Downtown

Ongoing Advocacy:

- Timing, volume of road and parking closures for events
- Successfully advocated for changes in major events (e.g., Ride the Drive) to improve access to businesses
- Successfully advocated to restore taxi access and “street hail” service to State Street



Business Signage

- BID coordinated a coalition of city business organizations in response to city's business signage enforcement initiative (2012).
- Spearheaded working group of city staff and business representatives to review sign code and suggest changes to support business needs and quality downtown environment.



Business Signage

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



Halloween

- Partnered with DMI to advocate for gated, ticketed event (Freakfest) implemented in 2006.
- 2013 Arrests/citations: 28 (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.



Safety

- BID works closely with MPD to issue safety alerts, share information
- BID played key role in strengthened panhandling ordinance (2012)
- Coordinates meetings to address issues in problem areas
- BID Visitor Center/Ambassador Booth presence



Alcohol Licensing & Policy

- Organized informational sessions for BID business and property owners
- Developed position via public process
- Successfully advocated for:
 - Sunset of Alcohol License Density Ordinance (July 1)
 - Approach that addresses both alcohol license management and business development



Alcohol Licensing & Policy

New policies:

- Focus on licensing issues that directly affect safety and welfare
- Improve communication, education, enforcement
- More predictable for community and businesses
- Protect existing businesses while allowing for new business models



Downtown Plan (2011-12)

BID successfully advocated for changes to the Downtown Plan to:

- Support a healthy retail environment
- Encourage higher density to support businesses and tax base
- Balance preservation with development



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 Campus and Visitor Relations
 - 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 13-14 FINANCIALS (cash)

<u>INCOME:</u>	2013 Actuals	2014 Forecast
Assessment	\$265,439 (72%)	\$266,130 (69%)
Map Advertising	\$58,845 (16%)	\$60,145 (16%)
Donations/Sponsorships	\$24,380 (6.5%)	\$24,750 (6.5%)
Interest income/other	\$5,738 (1.5%)	\$5,750 (1.5%)
Starting Balance	\$16,991 (4.5%)	\$25,770 (7%)
TOTAL	\$371,393	\$382,545
<u>BUDGET/EXPENSES:</u>	2013 Actuals	2014 Forecast
Marketing	\$142,180 (38%)	\$140,913 (37%)
Welcoming Environment	\$105,194 (29%)	\$121,062 (32%)
Advocacy/Com. Rel.	\$21,234 (6%)	\$21,871 (6%)
Business Development	\$15,995 (4%)	\$20,760 (5%)
Admin/Supplies/Reserve	\$86,790 (23%)	\$77,939 (20%)
TOTAL	\$371,393	\$382,545

BID Funding – 2013

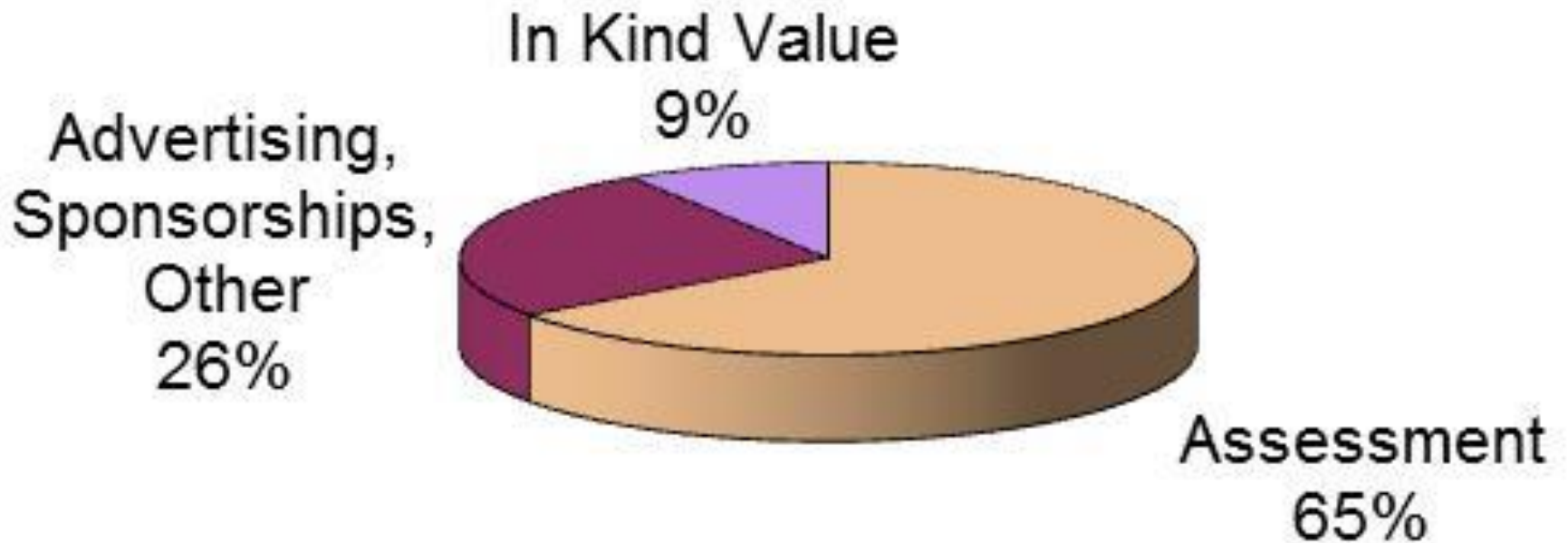
In Kind Added Value

\$34,960 “in kind” additional value:

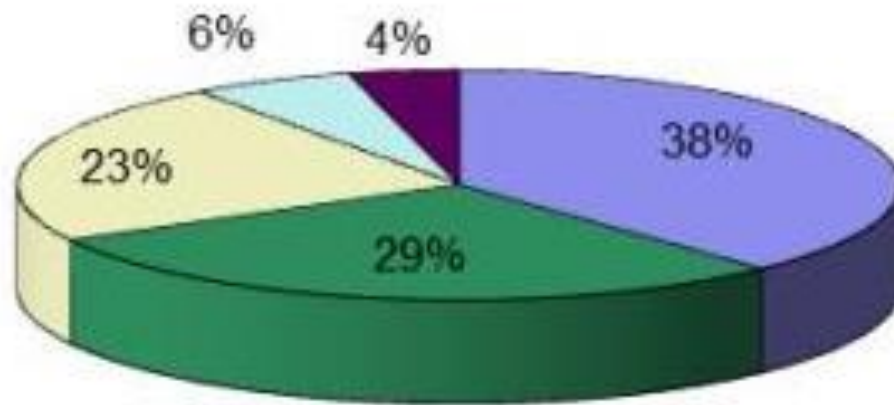
- Ambassador volunteer wage equivalent (\$5,120)
- BID public relations-generated ad equivalency (\$20,700)
- Donated/matching marketing, ads, event production (\$9,140)



2013 Revenues + Added Value = \$406,353



2013 Allocation of Budget – \$371,393 (cash)



■ Marketing

■ Administrative/Supplies

■ Business Development

■ Welcoming Environment

■ Advocacy & Community Relations

BID Funding

Questions or Comments?

BID Reauthorization

- Continuation of the BID and its programs and services requires a property owner vote every 5 years
- Last reauthorization vote - 2009
- Current BID term ends Dec. 31, 2014



BID Reauthorization

- Next property owner vote in July, 2014.
- Vote will authorize BID assessment, programs and services 2015 through 2019



BID Reauthorization

- Ballot will be sent to owner of each property parcel within the District subject to the BID assessment.
- Based on the returned ballots, an aggregate frontage will be calculated.
- Owners of over 50% of that aggregate frontage must vote affirmatively for the continuation of the BID.



BID Reauthorization

- Ballots will be sent, received and counted by the City Clerk's Office.
- Ballots will be opened & counted only after the voting deadline has passed.
 - Ballots sent: Late June
 - Return Deadline: August 1
 - Ballots Counted: August 4



BID Reauthorization

More information at

visitdowntownmadison.com/Reauthorization



Reauthorization

Questions or Comments?

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

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