



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

**ANNUAL MEETING**

**June 23, 2011**



# 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

- 12<sup>th</sup> year of operation (est. 1999)
- Included Properties: 220
- Consumer/street level businesses: 370
- 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*
- **Lori Kay** (Vice Chair) *UW-Madison Representative, Chancellor's Office*
- **Stacy Nemeth** (Treasurer) *Capitol Square - Property Owner, The Fiore Companies*
- **Hawk Schenkel** (Secretary) *Greater State Street Business Association, Hawk's Bar & Grill*
- **Nicole Birringer** *UW Student Representative, Associated Students of Madison*
- **Tom Carto** *Tax Exempt Entity, Overture Center*



# BID Board of Directors

- **Jack Garver** *At Large Member, The Fanny Garver Gallery*
- **John Hutchinson** *State Street - Property or Business Owner, Fontana Sports Specialties*
- **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*
- **Traci Miller** *At Large Member, L'Etoile Restaurant*
- **Maria Milsted** *State Street - Property Owner, Milsted Properties*



# BID Board of Directors

- **Paul Muench**, *At Large Member*, Urban Land Interests
- **Paul Norman** *Capitol Square - Business Owner*, Boardman Law Firm
- **Sam Parker** *King Street Representative*, Context
- **Rick Petri** *Downtown Madison, Inc.*, *Representative*, Murphy Desmond
- **Mary Lang Sollinger** *Downtown Coordinating Committee Member*, Downtown Property Owner
- **Sue Springman**, *Capitol Square - Property Owner*, Mullins Group
- **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 are encouraged to attend.
- Contact us to get involved.





# BID Staff

- Executive Director – Mary Carbine
- Programming Coordinator – Mitch Freund
- Ambassador Coordinator (half time) – Tim Jenquin
- Seasonal/part time Ambassadors



# Marketing

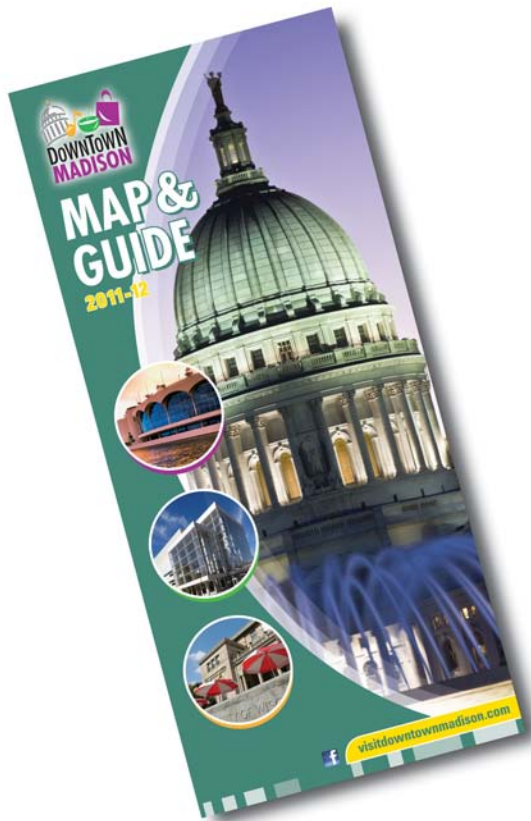
## Objectives:

- 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

## 2011-12 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
- 2010: 293,500 unique visitors/year  
(43% increase over 2009)
- Business Directory remains “top content” for page views, searches



# Marketing



[“Downtown Madison”](#)

Facebook page  
launched spring 2011

BID businesses can  
post content





# Marketing

## Cooperative Advertising

2011 to date:

- 28 group ad opportunities in print, online and social media
- Avg. savings of \$ 300 per ad,



# Marketing - Events



BID sponsors events that drive customer traffic downtown.



# Marketing - Events



- Cars on State added 2007
- Holiday Open House - 2008
- Trick or Treat – 2009
- Motorcycles on State - 2011



DoWNTOWN  
MADISON  
HOLIDAY  
OPEN  
HOUSE



# Advertising



BID Holiday Season focus helps boost downtown shopping and dining.





# Downtown Madison Gift Certificates

- Drive dollars to downtown businesses.
- Sales average \$52,000 / year
- More than 170 BID businesses participate.





# Business Recruitment & Retention

DISCOVER A THRIVING MARKET FOR YOUR BUSINESS IN A TOP-RANKED PLACE TO LIVE, WORK, AND PROSPER.

## MAKE IT DOWNTOWN MADISON

One of the Nation's 25 Best Cities  
*Kiplinger's Personal Finance, 2007*

One of the Top Ten Greenest Cities  
*Nahal Real Estate, 2007*

Madison Area Rated One of the Nation's 10 Top Metros for Income Growth  
*BusinessWeek, 2007*

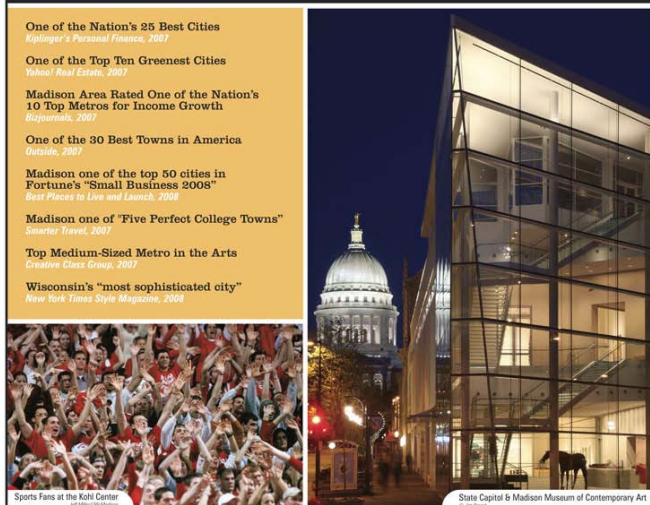
One of the 30 Best Towns in America  
*Outside, 2007*

Madison one of the top 50 cities in Fortune's "Small Business 2008"  
*Best Places to Live and Work, 2008*

Madison one of "Five Perfect College Towns"  
*Journal News, 2007*

Top Medium-Sized Metro in the Arts  
*Creative Class Group, 2007*

Wisconsin's "most sophisticated city"  
*New York Times Style Magazine, 2008*



Sports Fans at the Kohl Center  
*Jeff Hirsch/PhotoDisc*

State Capitol & Madison Museum of Contemporary Art  
*© Alan Brink*

Farmers Market on the Square  
*PhotoDisc*

Windsurfing on Lake Mendota  
*PhotoDisc*

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## Co-funded Market Analysis Study - 2007

## < Business Marketing Piece – 2008

## Commercial Real Estate listings



# Welcoming Environment

## The Objective:

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



# Downtown Information Ambassadors

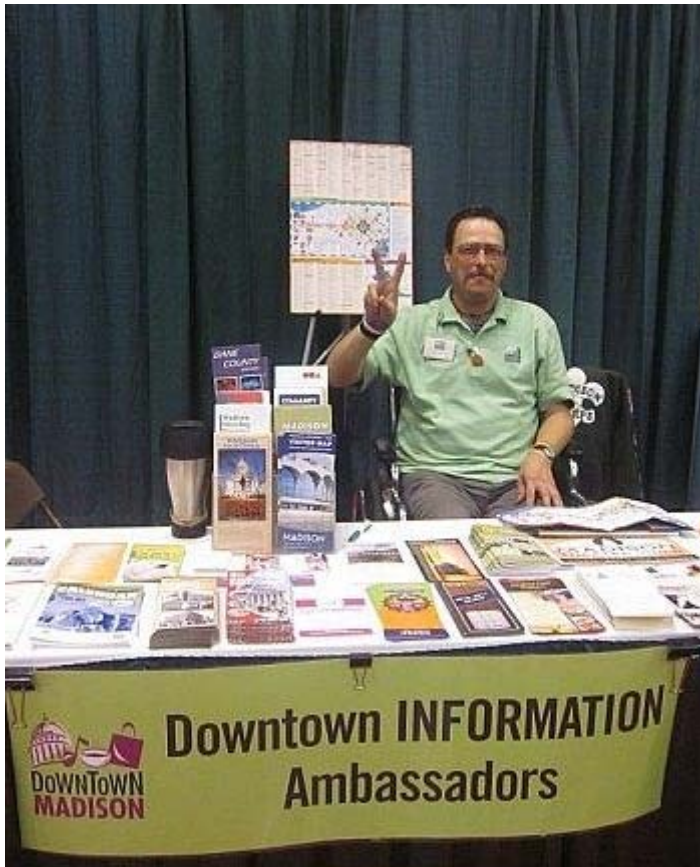


Info Booth, Capitol Square

## 2010

- 36,638 people helped
  - *15% increase over 2009*
- 193,064 Downtown Maps and brochures distributed
- Hired ½ time  
Ambassador Coordinator

# Downtown Information Ambassadors



Downtown Info Table

Isthmus Green Day, Monona Terrace

## 2011 YTD

- 13,383 people helped
  - 32% *increase over Jan. – June 2010*
- Added 3 info tables:
  - *Your UW Days*
  - *National Science Olympiad*
  - *Madison Marathon*



# Downtown Visitor Center

- Opened Oct. 8, 2010
- Open daily year round
- Located in renovated Lisa Link Peace Park
- Assisted 15,031 people since opening



452 State St.



# Physical Environment Enhancements

- Install, maintain beds, planters, and hanging baskets
- Baskets funded by MG&E
- Summer annuals donated by Olbrich Gardens
- Winter décor (reinstated for 2011)



# Physical Environment Enhancements

250 Winter  
Snowflake Lights



Holiday Shopping  
Trolley



# BID Welcome Packets 2010

**New Resident Packets**

245

**New Student Packets**

550

**Overture Packets**

100

**Holiday Trolley Packets**

1,000

**2010 TOTAL**

1,895



# 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

In 2011, the Board developed and approved an Advocacy Policy and process, to ensure positions are:

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



# Advocacy – Major Areas

- Construction
- Parking
- Mall Maintenance Services
- Ride the Drive
- Halloween
- Safety & Quality of Life



# Advocacy – Major Areas

## City Plans & Policies

- Downtown Plan
- Development Process Improvement
- Sustainability Plan
- Alcohol License Density Plan





# Advocacy 2010-11

## Construction:

- Organized informational meetings, updates, “Get Around Guide”
  - Outer Loop
  - Lake Street
- Contributed to Road Construction Survival Guide, 2<sup>nd</sup> edition



# 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)
  - Regular business meetings

# Advocacy 2010-11

## Parking:

BID advocated for improvements in multi-space meters:

- Customer interface
- Signage
- Machine-to-space ratio



# Advocacy 2010-11

## **Mall Maintenance Services:**

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

Successfully advocated for review and improvements in snow removal, repainting street light poles, and more.



# Advocacy 2010-11

## Ride the Drive:

Contributed to discussions of route, time, signage and date so this great event can work better for downtown and everyone on the route, including locally owned businesses, hotels, museums, churches and residents.



# Advocacy 2010-11

## Halloween:

- Gated, ticketed event (Freakfest) implemented in 2006.
- Cost for policing reduced more than 50%
- Arrests/citations in 2010: 43, compared to 566 in 2005.
- BID active as business liaison and advocate for business needs in the organization of the event.



# Advocacy 2010-11

## Safety & Quality of Life:

- BID works closely with Neighborhood Officer and Central MPD team.
- New enforcement and problem-solving strategies for trouble areas and quality of life issues.





# Advocacy–Safety & Quality of Life



BID partners  
on DMI's  
“Reach Out”

- Discourages panhandling
- Encourages donations to organizations that help homeless



# Advocacy 2010-11

## Safety & Quality of Life:

- BID Safety alerts, information
- Coordinated trial of Financial and Retail Protection Association online network
- Visitor Center/Ambassador presence at Peace Park contributed to significant improvement.



# Advocacy 2010-11

## Downtown Plan:

BID Board advocates for a land use plan for the downtown core that encourages higher density to support business and tax base, and provides spaces for future large employers, rather than ‘blanket’ building height limits or “blanket” setback requirements.



# Advocacy 2010-11

## Development Process Improvement Initiative:

BID advocated for small business needs for city approvals, permits, licenses, and for improvements in:

- Process
- Customer Service Orientation



# Advocacy 2010-11

## Draft Sustainability Plan:

BID recommends against:

- Requiring events to have a TDM plan
- Downtown congestion pricing, toll zones
- Downtown-specific restrictions that discourage urban infill vs. suburban or “corn field” development



# Advocacy 2010-11

## Alcohol License Density Ordinance (ALDO):

- BID opposed ordinance in 07
- BID advocacy had significant impact on version implemented, and on recent amendments



# Advocacy 2010-11

## **BID position on ALDO:**

BID supports reducing alcohol related crime and disorder and maintaining a healthy business mix.

Data does not show ALDO is effective in reducing crime and disorder.

ALDO does not address problem drinking or problem establishments.





# Advocacy 2010-11

## **BID position on ALDO:**

Premise that ALDO provides opportunities for non-alcohol businesses such as retail is unfounded.

ALDO is unnecessarily restrictive and prevents recruitment and retention of quality entertainment businesses.



# Advocacy 2010-11

## ALDO

- BID will advocate for sunset July 5
- Address problem drinking, problem establishments with existing tools
- Alternative downtown alcohol license management and business development plan



# 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.
- Active role in providing updates on downtown protests and rallies in 2011.
- 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



# 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

Assessment increased by 4% for 2011 – first increase in 11 years – to fund:

- Year-round staffing of Visitor Center
- Reinstating winter décor (evergreens) in planters



# BID Funding

BID assessment leveraged to bring additional funds to District:

- Map & Guide funded by advertising
- UW-Madison contribution
- Hanging basket program sponsorship
- Program and marketing sponsorships



# BID 10-11 FINANCIALS (cash)

<b><u>INCOME:</u></b>	<b>2010 Actuals</b>		<b>2011 Forecast</b>	
Assessment	\$254,392	(75%)	\$267,179	(76%)
Map Advertising	\$45,585	(13%)	\$47,840	(14%)
Donations/Sponsorships	\$19,839	(6%)	\$15,700	(4%)
Interest income/other	\$12,816	(4%)	\$11,250	(3%)
Starting Balance	\$7,858	(2%)	\$11,386	(3%)
<b>TOTAL</b>	<b>\$340,490</b>		<b>\$355,355</b>	
<b><u>BUDGET/EXPENSES:</u></b>	<b>2010 Actuals</b>		<b>2011 Forecast</b>	
Welcoming Environment	\$122,292	(37%)	\$137,556	(39%)
Marketing	\$114,749	(35%)	\$117,752	(33%)
Advocacy/Com. Rel.	\$21,669	(7%)	\$21,935	(6%)
Business Development	\$14,270	(4%)	\$14,736	(4%)
Administrative/Supplies	\$56,124	(17%)	\$63,387	(18%)
<b>TOTAL</b>	<b>\$329,104</b>		<b>\$353,355</b>	

# BID Funding – In Kind Added Value

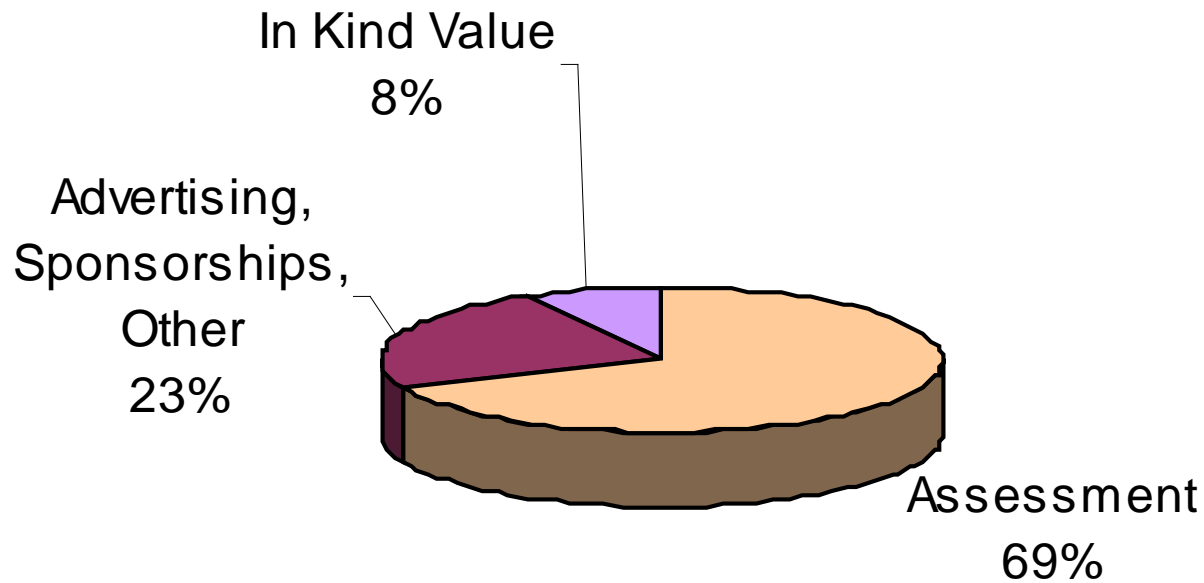
\$27,500 “in kind” added value in 2010:

- Ambassador volunteer wage equivalent (\$7,500)
- BID public relations-generated ad equivalency (\$17,500)
- Donated advertising & marketing (\$2,500)



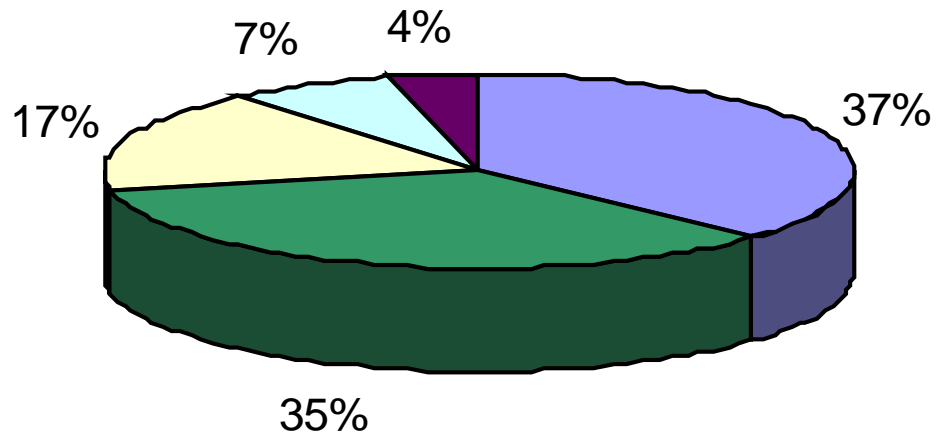
# Revenues & Added Value - 2010

**2010 Revenues + Added Value = \$367,990**



# Allocation of Budget - 2010

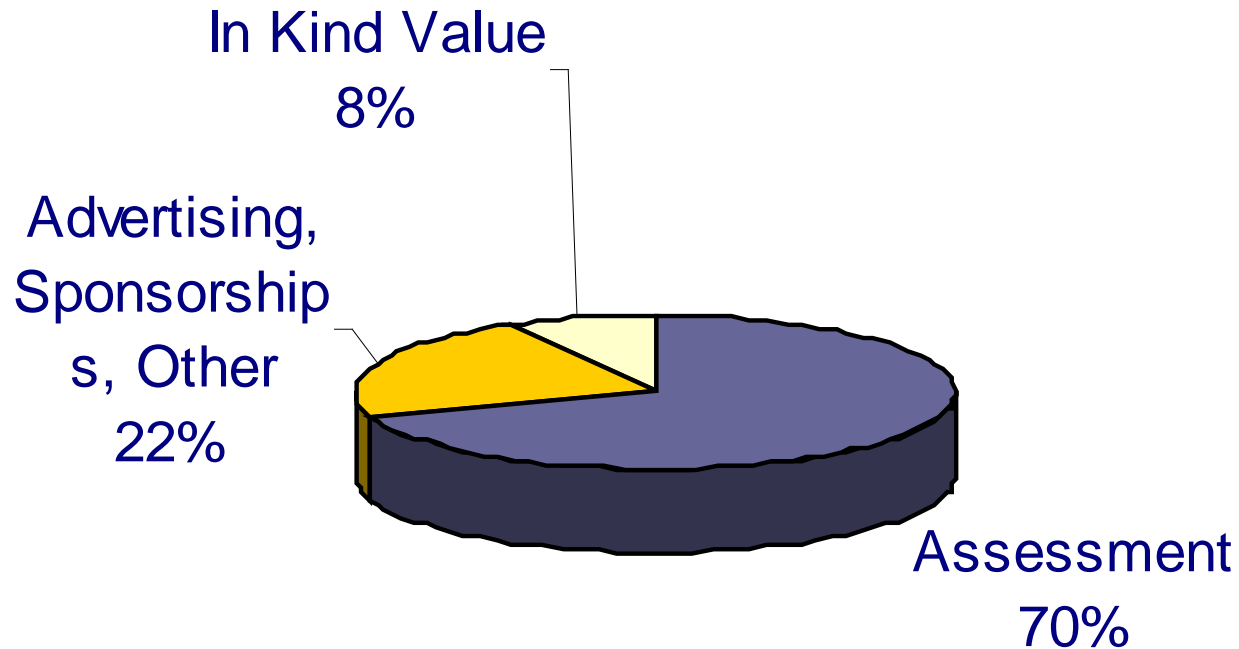
**2010 Cash Budget: \$329,104**



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

# Projected Revenues – 2011

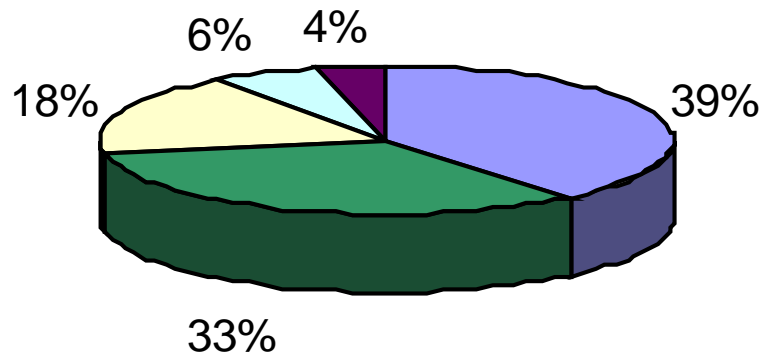
**2011 Projected Cash Revenues: \$384,805**





# Projected Budget - 2011

2011 Cash Budget: \$353,355



■ Welcoming Environment

■ Administration, Supplies

■ Business Development

■ Marketing

■ Advocacy, Community Relations

# 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

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Mitch Freund, BID Programming Coordinator,

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