

# How Do You Do Downtown?

Downtown Hospitality Council  
Survey Results RE: Nighttime  
Economy



# Downtown Hospitality Council

- **Mission:**  
Develop a downtown entertainment area that fosters diverse socializing and entertainment options, good business practices, reliable late-night transportation options and a safe and responsible drinking culture.
- **Vision:**  
Downtown Madison's nightlife is a diverse, fun, safe, and welcoming environment that encourages patrons to socialize and enjoy the nightlife responsibly in a number of different entertainment options.



# Downtown Hospitality Council Members

- Deb Archer, GMCVB
- Linda Baldwin, Isthmus Publishing
- Mary Carbine, Madison's Central BID
- Dan Cornelius, Memorial Union
- Sarah Hoover, Bartell Theatre
- Lori Kay, UW-Madison
- Matt Kures, UW Extension
- Carol Lobes, Dane County Executive Office
- Dick Lyshek, Ramhead
- Ted Peterson, The Great Dane
- Rick Petri, Murphy Desmond, S.C.
- Joel Plant, City of Madison
- Katherine Plominski, City of Madison
- Carole Schaeffer, Smart Growth Greater Madison
- Mary Schauf, City of Madison Police
- Susan Schmitz, DMI
- Jay Wanserski, Wando's
- Rachael Weiker, DMI

# Survey Method

- The survey was distributed through Zoomerang November of 2008 and April 2009
- Special Thanks to Matt Kures and the UW-Extension for developing and executing the survey

# “Transportainment” Survey

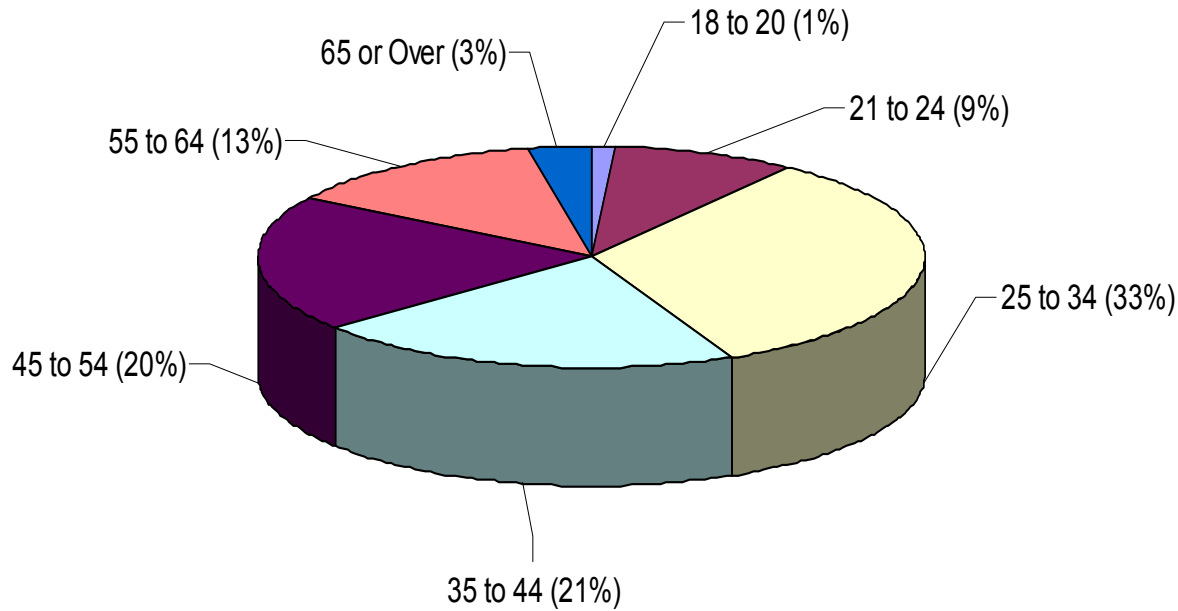
- How DO people get downtown?
- How do they WANT to get around downtown?
- What do they DO when they get downtown?
- What would they LIKE TO DO when downtown?
- What’s MISSING?

# Survey Model

- Online survey  
(<http://www.zoomerang.com/Survey/?p=WEB228J5EBSUC6>)
- Posted on local websites:
  - Channel3000.com
  - thedailypage.com
  - Downtownmadison.org
  - Visitdowntownmadison.com
  - Overturecenter.com
  - badgerherald.com
  - dailycardinal.com
- Business Cards with a link to the survey were distributed at downtown parking ramps and at selected entertainment venues.

# Demographics – Gender & Age

Age Demographic

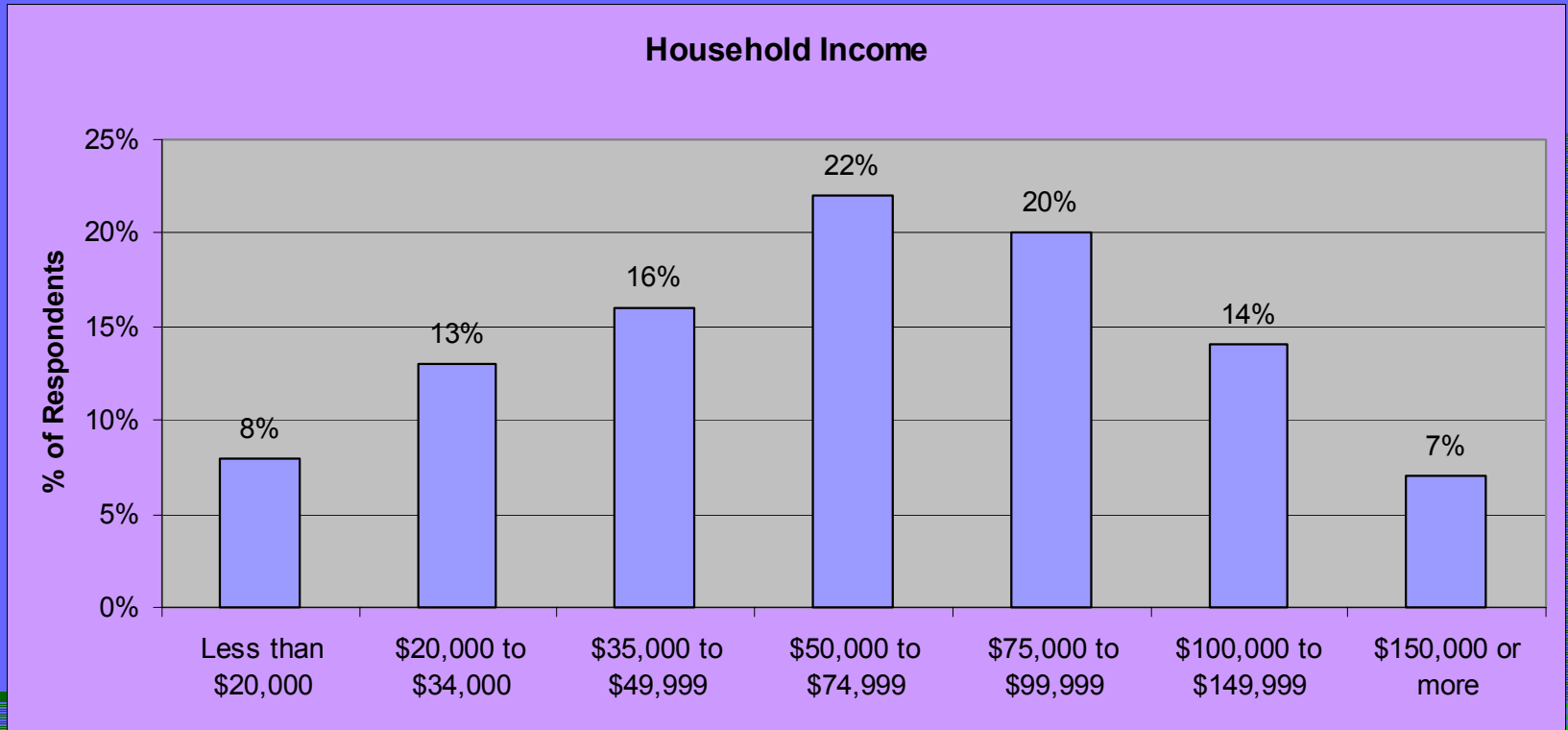


Survey  
Respondents  
were:

Female: 62%

Male: 38%

# Demographics - Income



## Education:

Bachelor's degree or higher (81%)

## Career:

63% employed in Managerial, professional or technical occupation

(This concurs with GMCVB survey of the typical Madison **visitor**, who is between the age of 35-54, has a post-secondary degree, and earns between \$40 and \$100k)

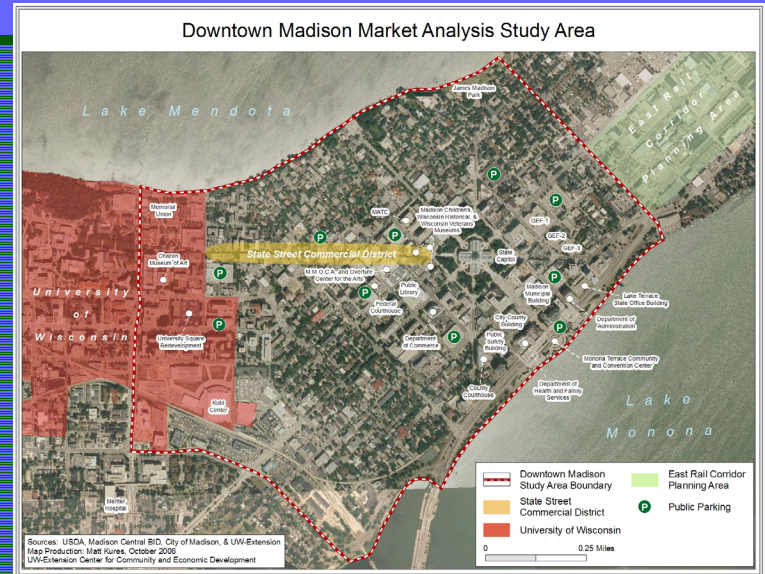


# Demographics - Location

61% Work Outside the  
Downtown

89% Live Outside the  
Downtown:  
(Top 3)

- 23% Near West
- 22% Neighboring  
Community/Other
- 18% Near East



# Downtown is Safe

- Respondents rated positive and negative influences in visiting downtown:

**78%** of all respondents and **82%** of student respondents rated safety at night as a neutral to positive influence

**97%** of all respondents and **100%** of students rated safety during the day as a neutral to positive influence

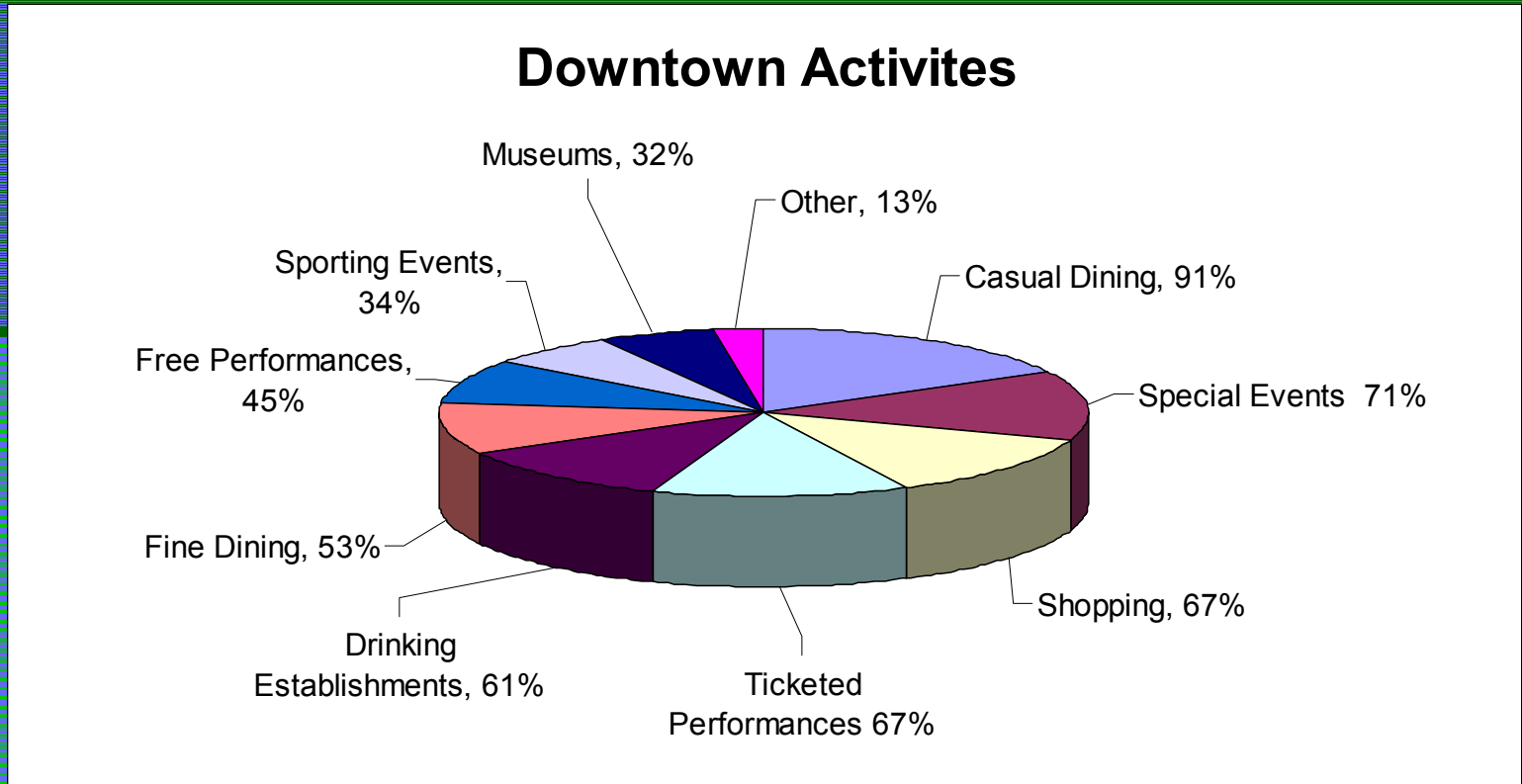
This perception concurs with the Greater Madison Convention and Visitors Bureau 2007 visitor's survey that found that 73.6% of Madison/Dane County Visitors consider the area safe

# Top Downtown Activities:

Dining, shopping and special events are the three most frequent downtown activities, which correlates with the GMCVB visitor survey and national statistics.

Visitors spend an estimated \$70 million downtown on dining and shopping alone

93% of respondents do more than one activity while downtown



# More Choices, Later Hours

- Transportation survey comments and data suggest that dining and retail venues downtown are not open late enough to accommodate the demand.
- Of 175 bars and restaurants surveyed in 2008, 61 described their hours and business.
  - 19 are open past 10pm
    - 9 of which are “sit down” restaurants
  - 9 offer some form of entertainment
    - 3 of which have non-student entertainment



# Downtown Spenders

According to the 2007 Downtown Market Analysis:

- **Downtown Employees: 33,000**
  - Annual retail and dining spending potential: \$213 million
- **UW-Students: 41,500**
  - Annual retail and dining spending potential: \$175.2 million
- **Downtown Residents: 24,000**
  - Annual retail and dining spending potential: \$96 million
- **Capturing worker and resident expenditures requires proper store hours (e.g. evening)**

I love downtown for everything it has offered and everything that this great city will offer me for the rest of my life...no joke. I spend so much money on local restaurants, bars, entertainment and other various businesses.



# More Entertainment Options Needed

The survey data and anecdotal responses indicate that downtown users would like more entertainment venues and more family friendly options.

“I would encourage options that go beyond the undergraduate community – don’t let State Street become primarily the college entertainment hub”

“Family activities would be great all year long. Not only in the summer when the traffic and farmers market are so busy.”

“Madison seems much more quiet and spread out. I’d love to see more life in the Capitol end of State St. Even with the Orpheum and Overture Center, it seems oddly quiet in the evenings.”

# What's Missing?

## Overall Respondents Want:

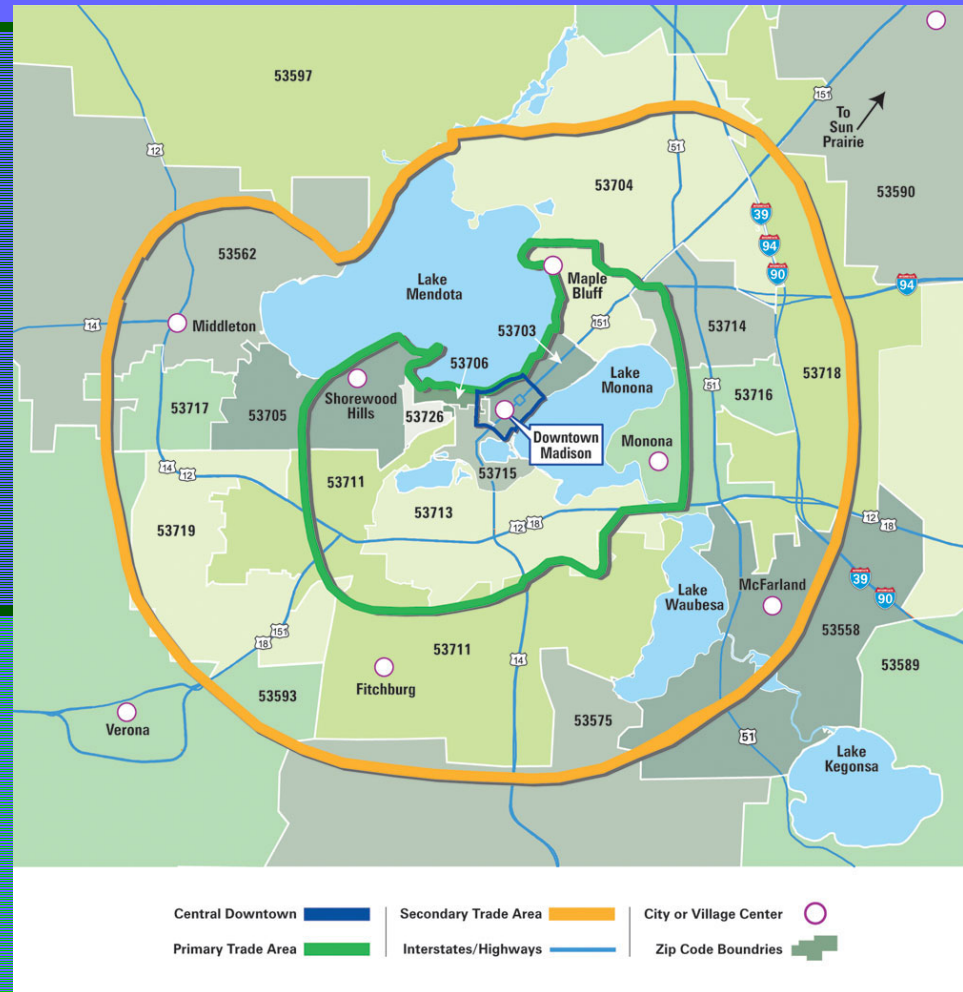
1. Movie Theater
2. Late-night Dining Options
3. Night-time shopping

## Students Want:

1. Movie Theater
2. Live Music Venues
3. Dance Clubs

# Primary and Secondary Trade Areas

	Primary Trade Area	Secondary Trade Area
Population	137,000	156,000
Households	60,844	68,423
Avg. HH Income	\$59,000	\$72,300
Avg. HH Income age 25+	\$68,000	\$78,600
Bachelor's Degree or higher	51%	47%
Median Age	27.5	32.5
Males	50%	49.50%
Females	50%	50.50%



# Getting Around

- While cars are still most commonly used to get around, downtown users are 22% less likely than CVB visitors to use them in the area (62% vs. 84%)



- 25% Walk to downtown (Curiously, only 19% of them walk home)
- 20% Bicycle downtown
- 15% Bus downtown

We find it very easy to drive to and park in downtown Madison. If we lived in Madison, we would definitely walk, bike, or bus, but it's generally too far to bike from Jefferson County!

# Taxis

- Cost is the biggest inhibitor for use – 53% rated it as a negative influence and 65% of students rated it as a negative
  - The safety of a taxi was rated as a positive influence
  - Convenience and availability of taxi use were rated as neutral to positive influences
  - Comments indicate that most people think there is a need for more taxi stands and more taxis

“Cabs are too expensive and we would often rather stay home than try to work out a designated driver situation”





# Buses

- Cost rated as a very positive influence 45% overall and 66% of students
- However, the availability and frequency of bus service is a mainly negative influence (41% of students and 50% overall)
- Comments suggest a need for more late-night services to extended areas

“We’d rather take buses, but there aren’t express buses from the transfer points to downtown, and in the evenings and weekends...the buses run so infrequently that it negates itself as a possibility.”



# Buses & Alternative Transportation

- 57% of the population overall would pay for late night bus service
- 52% would use a designated driver

- 81% of students would use late-night bus service
- 52% would use designated drivers
- 45% would use SafeRide



# Buses - Choices

- 71% would pay for a circulator or shuttle bus around the downtown
- 31% would pay for a regional shuttle to outlying communities.



“Would love to see better late night bus/public transit options, like a shuttle from downtown to Hilldale, for example.”

# Survey Results Indicate Exploration of these Options:

- Bring a first-run movie theater downtown
- Encourage retail and restaurants to stay open later
- Expand existing late-night venues to offer more entertainment options
- Develop late-night public transit options
- Develop late-night transit options to/from suburbs
- Develop less expensive/more frequent taxi service to/from downtown

The best thing about downtown Madison is that it is relatively safe, clean, accessible and has a variety of destination options (i.e., university facilities, capitol/business district, State St., arts district, good restaurants, lakes and parks, walking/biking trails, etc.).

# Questions?