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Christianson, Eric

From: Mary Carbine [MCarbine@visitdowntownmadison.com]
Sent: Monday, March 14, 2011 4:12 PM
To: Schumacher, Michael; Verveer, Mike; Schauf, Mary; Allen, Roger; Tom Farley; Tom Landgraf; David Hart; allenarntsen@gmail.com; Pamela Bean; dbrim@chancellor.wisc.edu; Woulf, Mark; Austin Buerosse; Bidar-Sielaff, Shiva; Barb Mercer
Cc: Christianson, Eric; Eagon, Bryon; Mikolajewski, Matthew
Subject: BID, ALDO, March 16 ALRC meeting

21557

Dear ALRC Members,

I wanted to recap the Business Improvement District position on Item #16 on the March 16 ALRC agenda, Alcohol License Density Ordinance Revision.

Overall, the BID Board is opposed to the ALDO and does not think the ordinance is an effective way to make downtown safer or to create a good downtown business mix. The current ALDO discourages well-run and well-thought out businesses that want to locate in the central downtown - businesses that would add to the vibrancy and safety of downtown with entertainment options that attract a wide range of customers and age groups. If the ALRC chooses to recommend to Council to extend the ALDO past its current July 5 sunset and to make changes to the ALDO, the BID:

- Supports an entertainment establishment category that defines the business holistically, not just on alcohol revenues.
- Supports up to 75% alcohol revenue for an entertainment establishment (Less than 75% is not realistic for entertainment concepts.)
- Opposes requirements that entertainment venues have an annual audit (a financial burden) and submit business plans of detail to the level required by bank for financing (requires public disclosure of competitive information). BID recommend alternatives to help ensure that an entertainment business stays an entertainment business (have all applicants submit a standard-format business outline containing standard information; at renewal time, request businesses submit information about business and revenues).
- Supports extending the 365 day limit. BID recommends 3 years or elimination of the limit altogether. The current 2 years proposed is an improvement, but still does not allow enough time for property owners to find the best tenant.
- Supports allowing capacity increases in certain situations to encourage retention of good businesses and responsible operators.
- Requests that the BID Board and the Economic Development Committee be added as committees to which ALDO will be referred by Council.

Thanks you, and see you Wednesday evening.

Mary Carbine
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