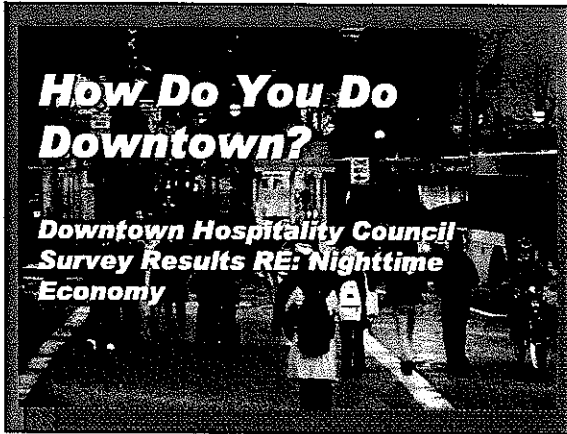


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**How Do You Do  
Downtown?**

**Downtown Hospitality Council  
Survey Results RE: Nighttime  
Economy**

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**Downtown Madison Inc. (DMI)  
Focus:  
The Nighttime Economy**

- How does it work?
- How important is it to the health and vitality of downtown Madison?
- What is needed to make it better?
- How does this improve the quality of life downtown?



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**Responsible Hospitality  
Institute (RHI)**

**Hospitality Zone Assessment**

Brought together representatives from the following industries:

- Entertainment
- Development
- Community
- Safety

To assess opportunities and problems of the current nighttime economy

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## **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.

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## **Downtown Hospitality Council (DHC)**

Composed of representatives from:  
The Mayor's Office  
City and Campus Police  
UW  
Hospitality Industry  
Arts & Entertainment

Current Priorities:  
Best practices  
Late-night transportation options  
Improving the mix

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## **"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?

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## Survey Model

- Online survey (<http://www.zoomerang.com/Survey?p=WEB228J5EBSUC6>)
- Posted in the fall of 2008 and spring of 2009 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.

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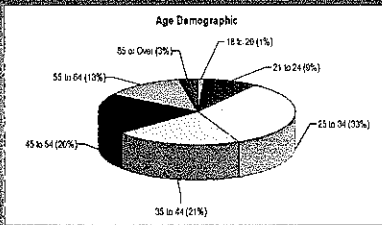
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## Demographics – Gender & Age



Survey Respondents were:  
 Female: 62%  
 Male: 38%

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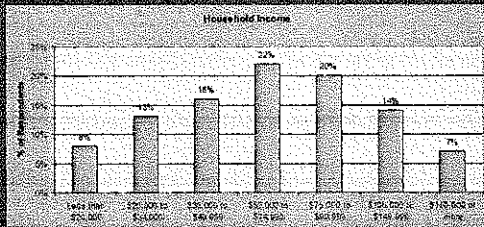
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## Demographics - Income



**Education:**  
 Bachelor's degree or higher (61%)

**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)

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## Demographics - Location

61% Work Outside the Downtown

89% Live Outside the Downtown:

(Top 3)

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



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## Regular Downtown Users

- Most downtown users visit the area several times a month on all days of the week
- Individuals ages 45 and up are more likely to arrive and leave earlier
- Individuals ages 21-34 leave at a later time – anywhere from 10pm-3am

It's not just downtown users who love downtown. It's also a great place to live, work, and play. Every season brings special events.

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## 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

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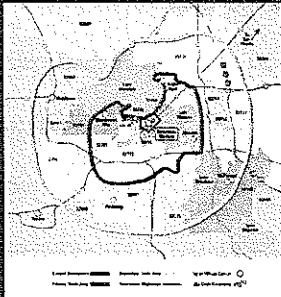
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## Primary and Secondary Trade Areas

	Primary Trade Area	Secondary Trade Area
Population	137,000	158,000
Households	60,844	68,423
Avg. HH Income	\$59,000	\$72,300
Avg. HH Income age 25+	\$68,000	\$78,000
Bachelor's Degree or higher	51%	47%
Median Age	27.5	32.5
Males	50%	49.50%
Females	50%	50.50%




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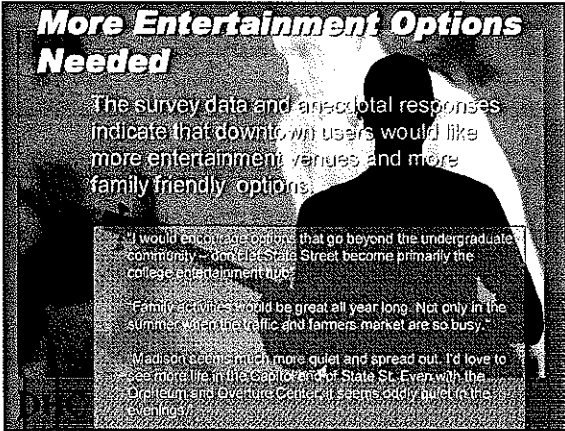
## More Entertainment Options Needed

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 area of State St. Even with the Old Town and Governor Center, it seems oddly built in the center."




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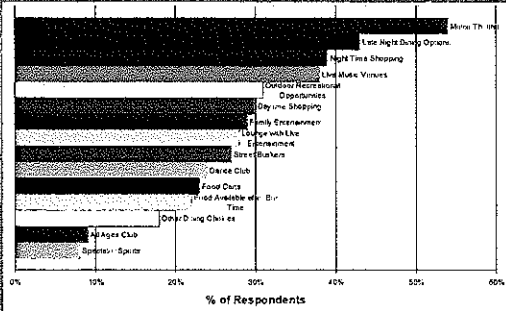
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## What's Missing?




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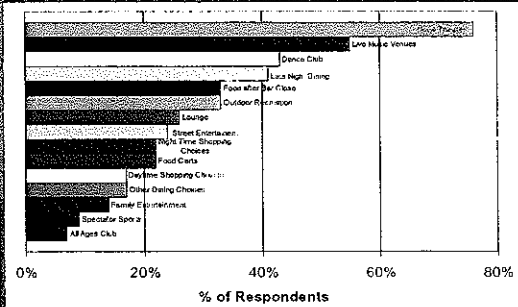
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## What's Missing for UW Students?




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## 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 use a bus. It's generally poor to bike from Jefferson County.

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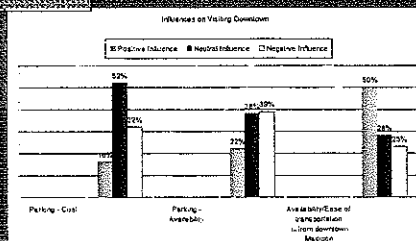
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## What Influences Traveling and Parking Downtown?

It would be nice to have more walkways during major events. It's a nice thing to have.

Comments like these were typical, indicating that traffic due to major events are a serious deterrent.




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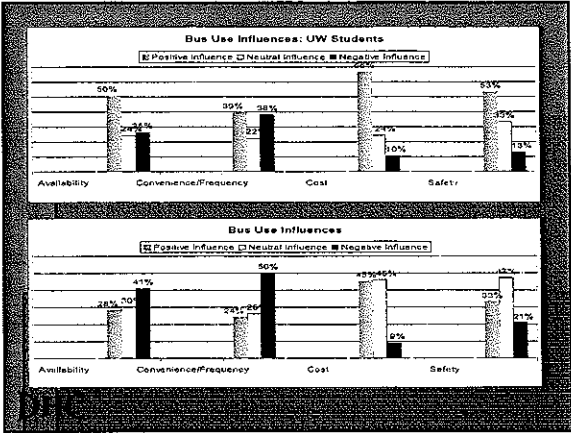
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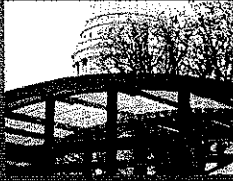
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### Buses - Choices

- 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




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### 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




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## 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 first group of downtown Madison's first-run movie theater, accessible and in a variety of Madison's existing public spaces, including late-night entertainment, should be a first-run movie theater, late-night public transit, and late-night taxi service.

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## Questions?

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## Downtown Hospitality Council Members

- Deb Archer, GMCVB
- Linda Badwin, Ishinus
- Mary Carbine, BID
- Dan Cornelius, Memorial Union
- Sarah Hoover, Bartoli Theatre
- Lon Kay, UW-Madison
- Matt Kubes, UW Extension
- Carol Lebes, Dane County Executive Office
- Dick Lyshek, Ramhead
- Tad Peterson, The Great Dane
- Rick Pelt, Murphy Desmond
- Joel Plant, City of Madison
- Katherine Plobinski, City of Madison
- Carole Schaeffer, Smart Growth Greater Madison
- Mary Scheuf, City of Madison Police
- Susan Schmitz, DMI
- Jay Wasarski, Wanda's

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## Survey Method

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

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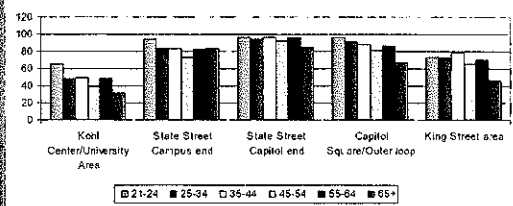
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Downtown Area Visitors (by age)




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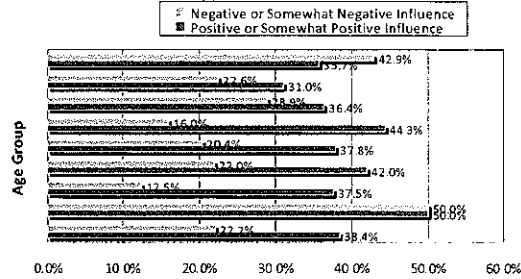
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## Safety at Night as a Positive or Negative Influence on Visiting Downtown Madison




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