



---

## Madison's Central Business Improvement District (BID)

---

December 8, 2010

### **Board of Madison's Central Business Improvement District (BID)**

#### **Input on Final Draft Report (11-29-10), Development Process Improvement Initiative**

The Board of Madison's Central Business Improvement District (BID) congratulates the Development Process Improvement Initiative Staff and Economic Development Committee on the final draft report. The report contains many valuable recommendations and reflects much excellent work and listening to stakeholders.

To recap, Madison's Central Business Improvement District encompasses the greater State Street and Capitol Square areas. The BID includes some 220 commercial properties and 370 retail, restaurant, entertainment and service businesses, many of which are locally-owned and/or small businesses. The aim of the BID is to increase the vitality and health of the district and promote business within it, which includes attracting, retaining and expanding businesses, and reducing/eliminating retail vacancies. Our constituents are commercial property and retail business owners in the district, and their customers, both residents and visitors.

The BID Board has been very engaged in the Development Process Improvement Initiative. We are pleased that the report incorporates many BID recommendations in terms of process and customer service orientation.

Upon review of the Final Draft, we noted that the report makes reference to the Urban Design, Landmarks and Plan Commissions as Commissions that have significant interaction with and impact on the development process. However, we noted that the report lacks reference to the Alcohol License Review Committee (ALRC).

The BID works with many small business and property owners (especially as relates to the downtown Alcohol License Density Ordinance) who require ALRC approval before proceeding with their business plan or leasing their properties. As the downtown is an entertainment and cultural destination, there are more than 100 licensed businesses within the Business Improvement District alone. In this respect, the ALRC plays a critical role in the development process, and economic development in the downtown and the city as a whole.

Therefore, the BID Board recommends that the Development Process Improvement Initiative include the ALRC where the report focuses on key city commissions and committees: i.e., exploring mission statement, opportunities for the committee to function more effectively, and committee training so that committee members can better understand how businesses function, their needs, and the ALRC role in economic development.

Submitted on behalf of the BID Board of Directors,

Mary Carbine  
Executive Director  
Madison's Central Business Improvement District (BID)  
P.O. Box 2136  
Madison, WI 53701  
t: (608) 512-1340  
[mcarbine@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com)