



AMENDED 38597 LICLIB-2014-01163

City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
 Off-Premises Consumption: Class A Beer Class A Liquor

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2015.
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

The Morrison Group Inc.

4. Trade Name (doing business as) VOM FASS USA
5. Address to be licensed 127 ~~14~~ State Street Ste 102-103 Madison, WI 53703
6. Mailing address 2910 Prairie Rd. Madison, WI 53719
7. Anticipated opening date February 2015

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The space is uniquely shaped, rectangular but coming to a triangular point at the end of the space. Alcohol will be displayed and sampled in the triangular front area and stored in a small storeroom at the back of the store. This storage area is locked.

A-4 (VERVE GR)
P-405

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 25

13. Describe existing parking and how parking lot is to be monitored.

There is metered parking, street parking and 2-3 ramps nearby.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease. _____

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Ashley S. Morrison

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 11 years

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

Madison, WI September 2, 2014

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
CEO	Ashley Morrison	Madison, WI
President	Jessica Morrison	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Ashley Morrison

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store

Convenience Store without gas pumps Convenience Store with gas pumps

Other Sell alcohol but has tastings on premises.

27. Business description Vom Fass is a retail establishment that sells specialty foods, such as gourmet oils, vinegars and spices. They also sell small-batch alcoholic beverages, such as liquors, spirits and wine.

28. Hours of operation 9am-9pm Mon-Sun

29. Describe your management experience Ashley Morrison has 25+ years of high level retail management experience, specializing in customer service and operations.

30. List names of managers below, along with city and state of residence.

Ashley Morrison Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment There will be at least 2 employees on premises at all times. During busy periods, there will be 3-4, as needed.

32. Describe your employee training Vom Fass has very extensive training processes. There will be product training as well as customer service and procedure training prior to first day of employment.

33. Utilizing your market research, describe your target market.

Adults (mostly female) aged 25-54 with a higher household income, that have interests in cooking, entertaining and gift giving.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Vam Fass has a robust marketing and advertising plan. We will also have our own website and social media channels. We will also pursue opportunities with other local businesses.

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No Yes N/A

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? Adults 25-54

39. What type of food will you be serving, if any? _____

Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. Oils, vinegars, spices, complementary items

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? _____

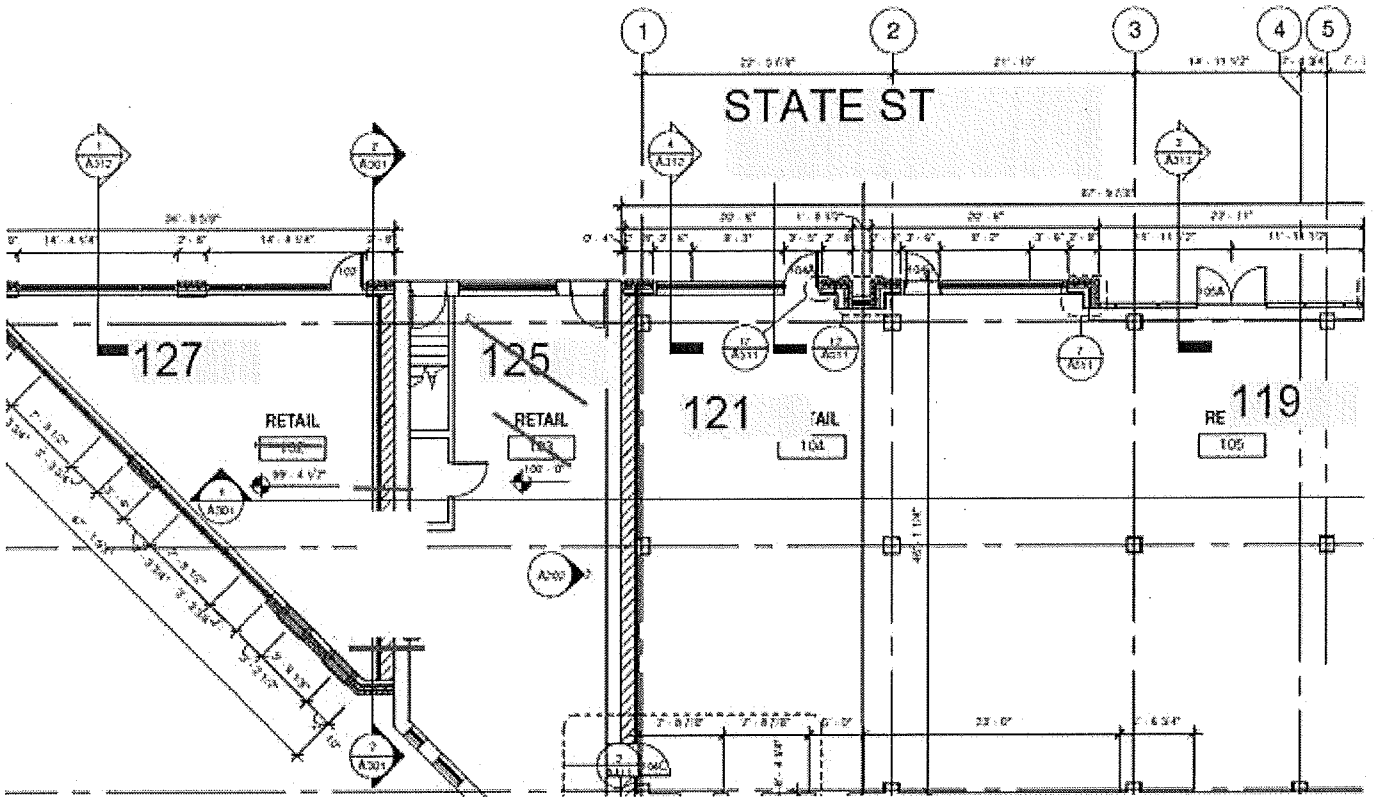
During what hours do you anticipate they will be on duty? _____

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have? *N/A*
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? _____
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
 _____ % Alcohol _____ % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes



Geo/Property - Lori Zenchenko

GEOGRAPHIC PARAMETER ENTRY - (1010)

Parcel: 0709-281-0111-0 Date: 05/21/15 Time: 09:56:30
 OR Address: 125 State St MCD Code: MAD-C
 OR Owner Name: CENTRAL FOCUS LLC % W J FRAUTSCHI FOUNDATN
 Browsing file in ADDRESS order

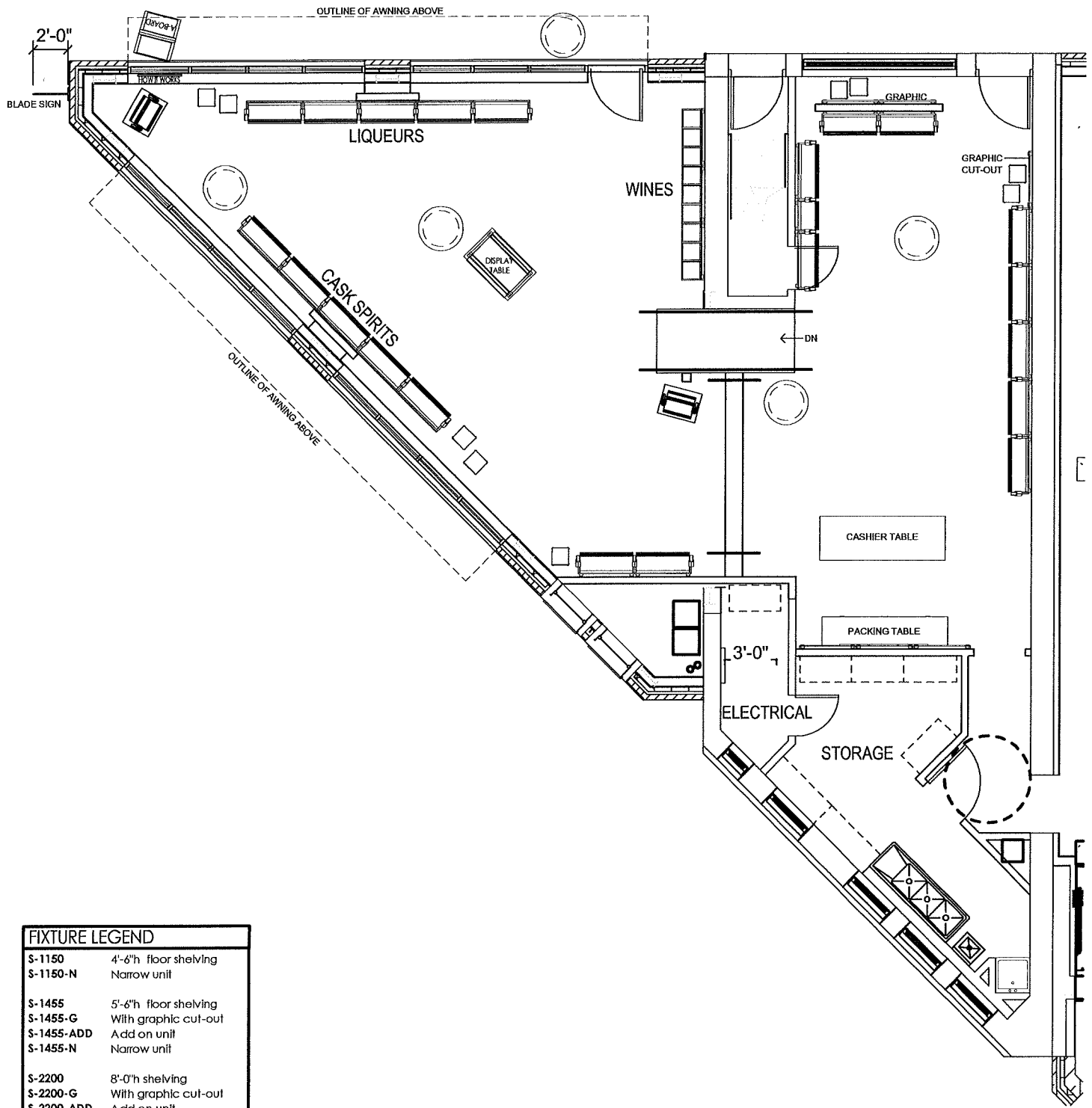
ADDRESSES ON A PARCEL (07010)

111 N Fairchild St	Dept.: 30
111 N Fairchild St # 300	Dept.: 53
111 N Fairchild St # 400	Dept.: 53
120 W Mifflin St	Dept.: 53
122 W Mifflin St	Dept.: 53
119 State St	Dept.: 53
121 State St	Dept.: 53
125 State St	Dept.: 53 Inactive
127 State St	Dept.: 53
111 N Fairchild St # 200	Dept.: 53
111 N Fairchild St # 240	Dept.: 53
111 N Fairchild St # 260	Dept.: 53

Thanks.

Lori

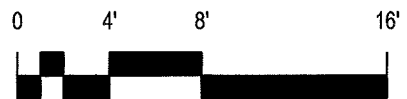
Lori Zenchenko
 Program Specialist I
 & Addressing Coordinator



FIXTURE LEGEND	
S-1150	4'-6" floor shelving
S-1150-N	Narrow unit
S-1455	5'-6" floor shelving
S-1455-G	With graphic cut-out
S-1455-ADD	Add on unit
S-1455-N	Narrow unit
S-2200	8'-0" floor shelving
S-2200-G	With graphic cut-out
S-2200-ADD	Add on unit
S-2200-N	Narrow unit
B500	Narrow wall shelves
B1000	Wall shelves

MADISON, WI - STATE ST.: PRELIM. FIXTURE PLAN

1/8" = 1'-0"



Look · Taste · Enjoy

**NOT FOR
CONSTRUCTION**

VOM FASS USA
MADISON, WI

NOV. 6, 2014

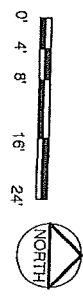
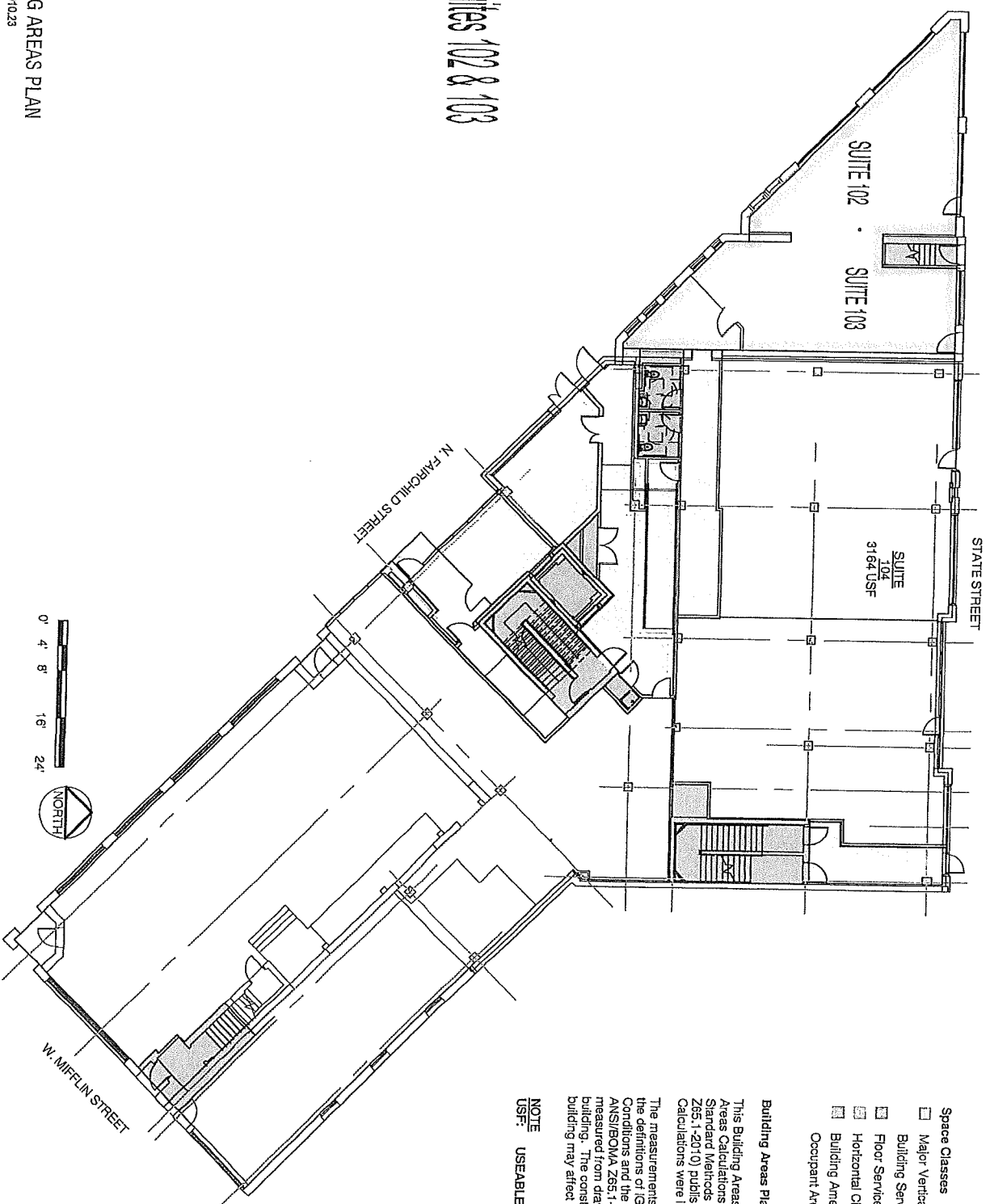
ARD EBERLE ARCHITECTS

EXHIBIT "A"
PREMISES

Handwritten initials

Exhibit A - Suites 102 & 103

FIRST FLOOR - BUILDING AREAS PLAN
 BLOCK 100 FOUNDATION PROJECT 2010.23
 09/02/2014



- Space Classes**
- Major Vertical Penetrations
 - Building Service Areas
 - Floor Service Areas
 - Horizontal Circulation
 - Building Amenity Areas
 - Occupant Areas

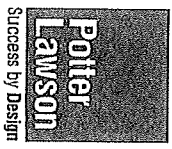
Building Areas Plan:

This Building Areas Plan and the attached Building Areas Calculations were based on "Office Buildings: Standard Methods of Measurement" (ANSI/BOMA Z65.1-2010) published by BOMA. The Plans and Calculations were intended to be used together.

The measurements of areas of spaces were based on the definitions of IGA (Interior Gross Area), Boundary Conditions and the classes of space identified in ANSI/BOMA Z65.1-2010. The areas of spaces were measured from drawings of the current design of the building. The construction and development of the building may affect the area calculations.

NOTE
 USF: USEABLE SQUARE FEET

Handwritten initials/signature



BUSINESS PLAN

**The Morrison Group, Inc.
DBA VOM FASS USA**

Ashley & Jessica Morrison, Owners

Created on November 11, 2014

1. EXECUTIVE SUMMARY

1.1 Product

At VOM FASS, we are determined to give gourmet foods enthusiasts everywhere a completely unique experience. Crafted from premium, hand-picked ingredients from around the world, our exclusive selection of oils, vinegars, spices and fine spirits help define us as one of the best new shopping experiences today.

Only the best. Always.

At VOM FASS, we've formed our signature flavors through the use of only the highest quality ingredients. Just as we always strive to build lasting relationships with our customers, our connections to our producers are equally important to ensuring that every ingredient we use is the result of a careful growth and preparation process. The consideration we give to the origin, growing conditions, maturation period, and extraction methods has been critical to growing our reputation as one of the best franchise opportunities around.

Please see our product selection on the VOM FASS USA website: vomfassusa.com

1.2 Customers

"Gourmet Food Enthusiasts"

VOM FASS customers are people that appreciate high quality ingredients and a hands on customer experience. Our customers tend to be female, age 25-54, with higher household incomes, and higher levels of education. They enjoy cooking and searching for new and exciting recipes and experiences. They entertain often and feel this is an outlet for their creativity.

VOM FASS customers enjoy and appreciate the "try before you buy" concept as they want the opportunity to taste and experience the product before serving them to their friends and family. Quality and choice is very important to this group as they feel what they serve is an extension of themselves and their abilities. This group is also very interested in giving thoughtful and unique gifts to friends, family and colleagues, and would consider VOM FASS products an easy way to make an impression.

1.3 What Drives Us

The mission of VOM FASS is to provide our customers with a Mediterranean way of sampling and savoring the finest, premium quality, artisanal products, from the cask - with a commitment to uncompromising levels of customer satisfaction.

2. COMPANY DESCRIPTION

2.1 Mission Statement

The mission of VOM FASS is to provide our customers with a Mediterranean way of sampling and savoring the finest, premium quality, artisanal products, from the cask - with a commitment to uncompromising levels of customer satisfaction.

2.2 Principal Members

There are four principals that will have specific roles in the strategic direction and operations of the VOM FASS USA franchise location at 119 State Street, Ste. 102 & 103, Madison, Wisconsin.

They are:

- Ashley S. Morrison - CEO
- Jessica J. Morrison - President & Secretary
- Joel L. Morrison - CFO
- Beverly Morrison - Vice President

2.3 Legal Structure

The Morrison Group is a Wisconsin C corporation that is the financing and managing organization for the franchise store, VOM FASS USA, at the location of 119 State Street, Ste. 102 & 103, Madison, Wisconsin.

3. MARKET RESEARCH

3.1 Industry

The first VOM FASS store opened on March 23, 1994 in Regensburg, Germany, followed quickly by a second store in Aalen, Germany. In the years since, VOM FASS has grown from a local retailer in a small German city to an international enterprise and 2014 marks the 20th anniversary of this highly successful concept. VOM FASS is now the premier leader in offering a unique culinary tasting experience with exceptional product and extraordinary customer service. The concept of dispensing tastes and samples of these exquisite products, and offering a myriad of refillable bottles and sizes, has contributed substantively to the success VOM FASS enjoys from its loyal customers and many franchisees. The original owner's unique concept and practical experience became the foundation of the company's guiding objective -

"Only the Best, Always!"

Offering patrons products directly from the cask harks back to our roots when customers bought fresh ingredients directly from the producer. Our entire staff is passionate about our products and receives on-going and in-depth training to ensure they are knowledgeable about each of our fine offerings and can offer tips and recipes for their uses. Our customers love the concept, and it is rewarding to see an existing customer explaining the VOM FASS experience to their friends.

3.2 Customers

Gourmet food enthusiasts

VOM FASS customers are people that appreciate high quality ingredients and a hands on customer experience. Our customers tend to be female, age 25-54, with higher household incomes, and higher levels of education. They enjoy cooking and searching for new and exciting recipes and experiences. They entertain often and feel this is an outlet for their creativity.

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3.3 Competitors

There are currently no national competitors to the VOM FASS concept. There are a few small, family owned stores around the country, including one similar concept in Madison, WI, but none we are aware of that are planning on expanding or developing a franchise network.

3.4 Competitive Advantage

We're focused on experiential shopping. At VOM FASS, we pride ourselves on providing a welcomed relief from the mass produced, 'big box' feel common to the modern in-store shopping experience. Upon entering a VOM FASS store, every customer is greeted personally and provided expert guidance by a dedicated shopping associate. Our VOM FASS stores are uniquely designed to evoke an upscale, urban European look-and-feel, and we're dedicated to ecologically-sound and cost-effective packaging practices by promoting the use of refillable bottles. At VOM FASS, we provide a sensory shopping experience that customers never forget. At VOM FASS, we are determined to give gourmet foods enthusiasts everywhere a completely unique experience. Crafted from premium, hand-picked ingredients from around the world, our exclusive selection of oils, vinegars, spices and fine spirits help define us as one of the best new shopping experiences today.

3.5 Regulations

The VOM FASS concept focuses on experiential shopping, so customers are encouraged to try whatever they would like prior to purchase. This includes alcohol, therefore, a Class B liquor license is required to dispense and sell the VOM FASS line of spirits and wine.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

At VOM FASS, we are determined to give gourmet foods enthusiasts everywhere a completely unique experience. Crafted from premium, hand-picked ingredients from around the world, our exclusive selection of oils, vinegars, spices and fine spirits help define us as one of the best new shopping experiences today.

Only the best. Always.

At VOM FASS, we've formed our signature flavors through the use of only the highest quality ingredients. Just as we always strive to build lasting relationships with our customers, our connections to our producers are equally important to ensuring that every ingredient we use is the result of a careful growth and preparation process. The consideration we give to the origin, growing conditions, maturation period, and extraction methods has been critical to growing our reputation as one of the best franchise opportunities around.

4.2 Pricing Structure

Pricing of our products is based on liquid volume. Each product is priced differently and can periodically fluctuate depending on growing conditions in Europe and currency exchange rates.

4.3 Product/Service Life Cycle

VOM FASS quickly grew throughout Europe as family run franchises opened their shops, continuing the family legacy and tradition. VOM FASS offers only products of the highest quality, a unique tasting experience with unparalleled customer service. Our exquisite products are produced by artisans from around the globe, who have passed down the highest quality growing and production techniques from one generation to the next. It is this symbiotic relationship between the VOM FASS family and the families of our producers that has evolved into one of the most sought-after franchises in the world.

The Gibson family from Madison, Wisconsin, founded the flagship franchise business in the United States in 2007. The son, Justin Gibson, discovered VOM FASS in Germany and brought the concept to his father, David Gibson; together they began to share this extraordinary opportunity around the nation. VOM FASS continues to grow throughout the United States through dedicated and diverse franchise families.

4.4 Intellectual Property Rights

This does not apply.

4.5 Research & Development

We have performed market research on the chosen location of our first store, on the 100 block of State Street in Madison, WI, to ensure it aligns with the business needs in regard to demographics, amount of vehicle and foot traffic, types of events held in close proximity of location, other businesses in the area, etc. Please see the attached document that provides a snapshot view of the downtown Madison, Wisconsin market.

5. MARKETING & SALES

5.1 Growth Strategy

Starting with our first store in Madison, WI, we eventually plan to expand to an additional three store locations in southern Wisconsin over the next 5-7 years. Growth of the Madison store, as well as subsequent stores, will be dependent on the following:

- Partnering with the Chamber of Commerce and local businesses on various types of promotional programs
- Capitalizing on events held in the area around the capitol
- Promoting tasting events on site
- Utilizing the marketing and advertising services offered by VOM FASS corporate offices
- Prioritizing the hiring and training of the "right" people that enthusiastically embrace the VOM FASS model of customer service
- Developing a customer loyalty program to encourage repeat business

5.2 Communication

We will communicate to our customers in a variety of ways, the main channel being online through e-newsletters and email offers as well as main social media channels such as Facebook. Our particular store will have a personal VOM FASS website for online orders as well. We will also have several communications and advertising messages to customers promoting events, special deals on product, product introductions and seasonal promotions.

VOM FASS corporate offices in the United States (located in Madison, Wisconsin) has a substantial marketing and advertising plan. Franchise partners participate in this effort and are encouraged to take advantage of corporate resources, such as graphic design. There is an established marketing and advertising plan designed specifically for the launch of a new franchise location. Our launch in Madison, Wisconsin will include advertising on local television, radio, select print and digital/online channels. There is currently signage at the property, with a "Coming Soon" message, alerting the market of the future opening at our location. We will also begin acquiring and communicating with our target via our location's Facebook channel, keeping fans updated on the construction process and generating excitement for the opening. The launch plan also includes several high-profile "VIP parties" where influential members of our community will be invited to celebrate the opening of our location.

5.3 Prospects

The majority of product - oils, vinegars and spirits, are sold by liquid measure. Product is held in bulk in air tight containers that do not allow light penetration, ensuring quality and freshness. The VOM FASS model is based on experiential shopping - a "try before you buy" model. Customers are encouraged to taste and sample as many of the products as they would like, ensuring they are going home knowing they will love and use what they've purchased. VOM FASS associates assist customers in trying whatever product they would like. If the customer decides to purchase, our associates will dispense the proper amount into the size bottle/container the customer has chosen. The bottles/containers are then sealed and hand-labeled with the name and flavor of the product. We encourage customers to re-use the glass bottles to positively impact our environment.

MAKE IT DOWNTOWN MADISON

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

Madison Ranked Best City for Educated Workers

Huffington Post, 2011

Madison Named City with Best Job Market

Portfolio.com, 2011

Madison Ranked 7th Best City to Relocate to in America

CNBC.com, 2010

#2 in Top 100 Best Places to Raise a Family

Children's Health, 2009

Madison Ranked Best City for an Active Retirement

Forbes Magazine, 2011

Madison #1 City for Young Adults

Kiplinger's Personal Finance, 2012

Madison in Top Ten for Greatest Cycling Cities

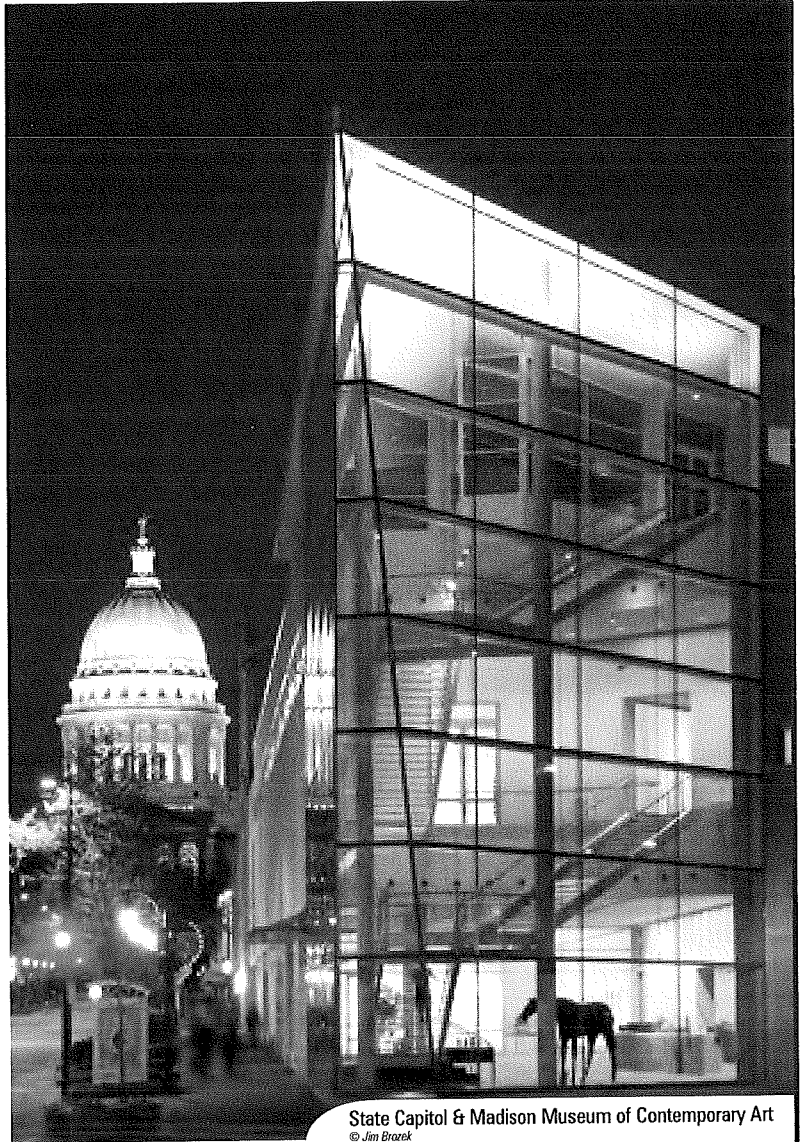
USA Today, 2011

Madison one of "Five Perfect College Towns"

Smarter Travel, 2007

Wisconsin's "Most Sophisticated City"

New York Times Style Magazine, 2008



State Capitol & Madison Museum of Contemporary Art
© Jim Brazek



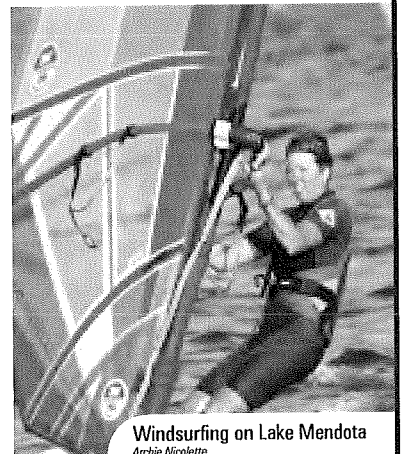
Sports Fans at the Kohl Center
Jeff Miller/UW-Madison



Farmer's Market on the Square
Archie Nicolette



Madison Children's Museum
Elin Moore Photography/MCM



Windsurfing on Lake Mendota
Archie Nicolette

Madison's Central Business Improvement District • 608.512.1340 • visitdowntownmadison.com

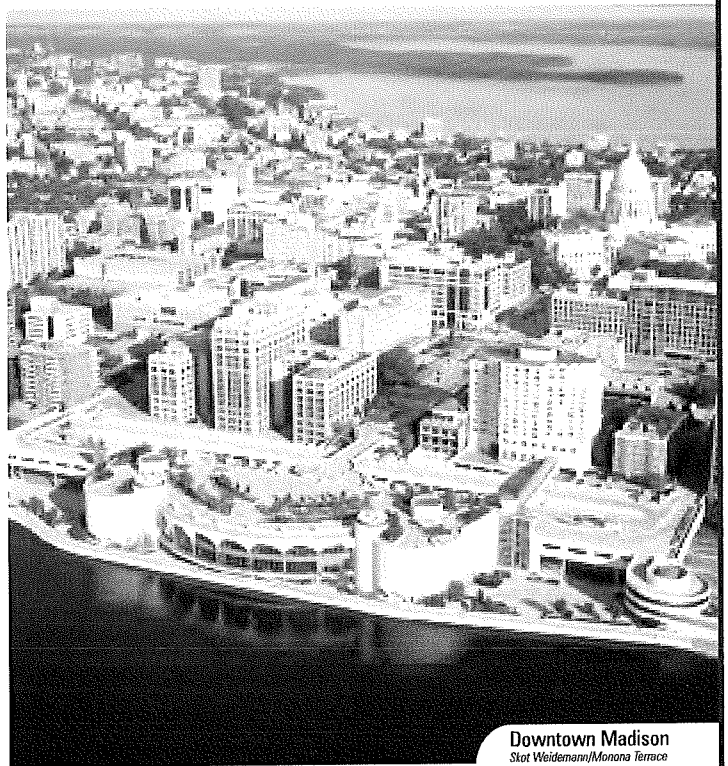
DOWNTOWN MADISON

Downtown Madison offers an outstanding business location for maximum sales opportunity in one of the nation's top-ranked places to live and work.

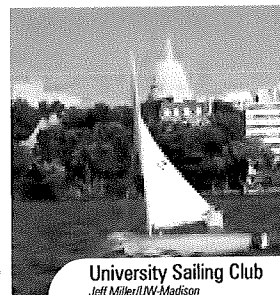
Downtown Madison is the region's center for entertainment, shopping, dining and events. Set on an isthmus between two scenic lakes, the famed State Street pedestrian mall links the Wisconsin State Capitol to the University of Wisconsin, one of the largest campuses in the Big 10. This vibrant district is home to more than 350 shops, galleries, restaurants, and night spots, with locally-owned, regional and national brands.

A mix of residents, workers, students and visitors generates exceptional foot traffic and spending potential. As an employment center, downtown has a high share of legal, financial, hi-tech, government and creative workers.

Increasing numbers of young professionals and retirees are choosing the vitality and amenities of downtown living. The University, state government, and convention centers drive significant visitor traffic. Signature downtown destinations include the Dane County Farmers' Market, the Frank Lloyd Wright-inspired Monona Terrace Convention Center, the University of Wisconsin Memorial Union and Kohl Center, Madison Children's Museum, and the Overture Center for the Arts.



Downtown Madison
Stat Weidenmann/Monona Terrace



University Sailing Club
Jeff Miller/UW-Madison



BID Visitor Services
Troy Freund



Sidewalk Sale on State Street
Michelle Downer



University "Library Mall" on State Street
Jeff Miller/UW-Madison

In downtown Madison, your business will be supported by the Central Business Improvement District (BID). The BID provides marketing, events, visitor services, and other programs to create traffic, drive customers to your business, and enhance the downtown environment.

Madison's Central Business Improvement District • 608.512.1340 • visitdowntownmadison.com

MARKET DATA

CITY OF MADISON

Population: 233,209¹

Madison MSA* population: 568,593²

Average Home Price: \$232,024³

75% of Madison adults have attended college.⁴

Madison has the lowest unemployment rate of all Wisconsin metro areas.⁵

Dane County has a 34% projected population growth rate 2010-2035.⁶

*Metropolitan Statistical Area



State Street business district
Archie Nicolette

CENTRAL DOWNTOWN

33,000 downtown employees. Annual retail and dining sales potential of \$213 million. High share of management, business, legal, financial, technology, government, creative and other white-collar occupations. Almost half have household incomes of \$60,000 or more.

41,500 University of Wisconsin students. Estimated annual retail and personal service expenditures of \$175.2 million.⁷ 8,000 Madison Area Technical College students.

24,000 residents. Estimated annual retail and restaurant spending potential of \$112 million.⁸ Large share of college students, growing population ages 25-34 and 45-64.⁹

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

350 retail, restaurant, hospitality and service businesses in the Central Business Improvement District. Roughly 1/3 retail, 1/3 food, drink & hospitality, and 1/3 service.¹⁰



Studying by Lake Mendota
Aaron Mayes/UW-Madison

“The right blend of independent shopkeepers, quality cafés and perpetual culture.”

State Street Ranked in Top Eight Shopping Districts in America

MSN, 2012

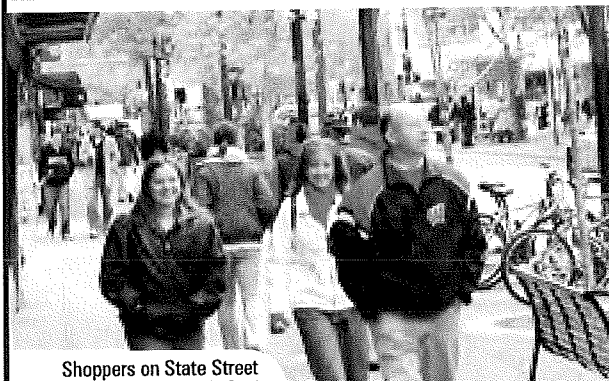
“One of America’s most attractive cities, Madison has long has been known for academic excellence and outdoor amenities. The city also is gaining recognition as being seemingly recession-proof....Madison is a wonderfully livable place.”

Most Unique American Cities & Towns.

Newsmax Magazine, 2009



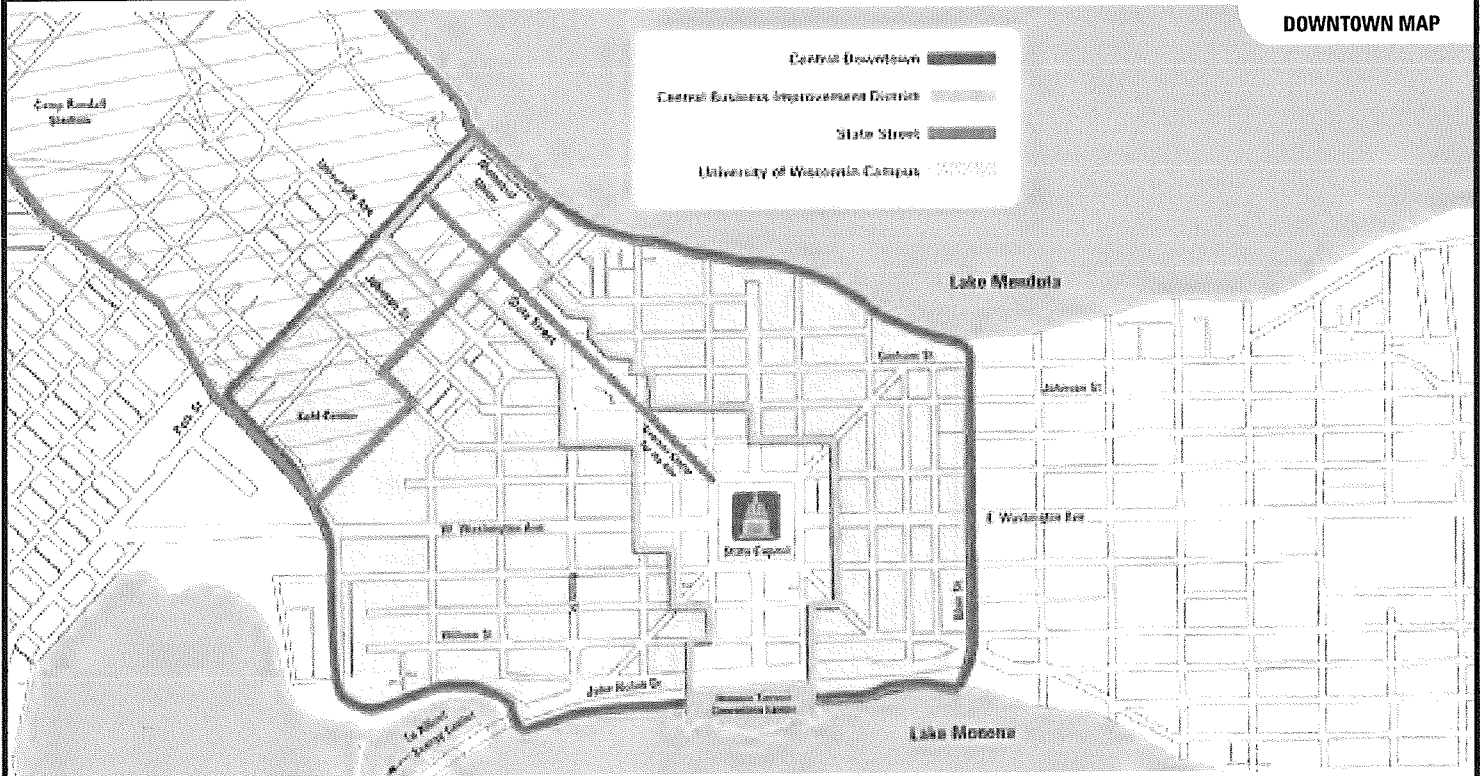
Capitol Square during summer art fair
Skot Weidmann



Shoppers on State Street
Troy Freund

MARKET DATA

DOWNTOWN MAP



DOWNTOWN CUSTOMERS ¹¹

Highly educated, with an active, urban lifestyle

High internet, electronics and mobile device usage

Enjoy fitness and exercise (gym, yoga, outdoors)

Eat out often

Travel frequently

Leisure activities include attending live music, movies at home or in theaters, museums, sports and outdoor activities; clubs, volunteering and community organizations.

“Madison is a progressive hub of the Midwest . . . with an ultra hipster savvy you might expect in a city like Amsterdam. . . It has great food and a vibrant nightlife, and it even draws talent from Chicago and Milwaukee, which are both within a few hours’ drive. Madison is guaranteed to stimulate the senses.” Madison ranked **8th Best Music Scene.**

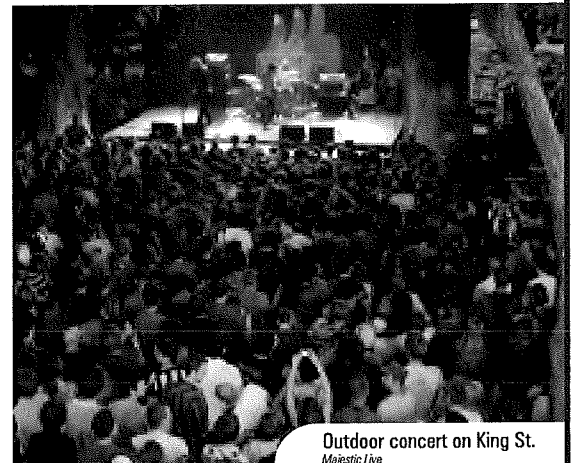
Livability.com, 2012

CENTRAL DOWNTOWN RESIDENTIAL

1,200 condo units and 2,500 apartment units added since 1990, with 715 additional downtown market-rate apartment units planned.¹²

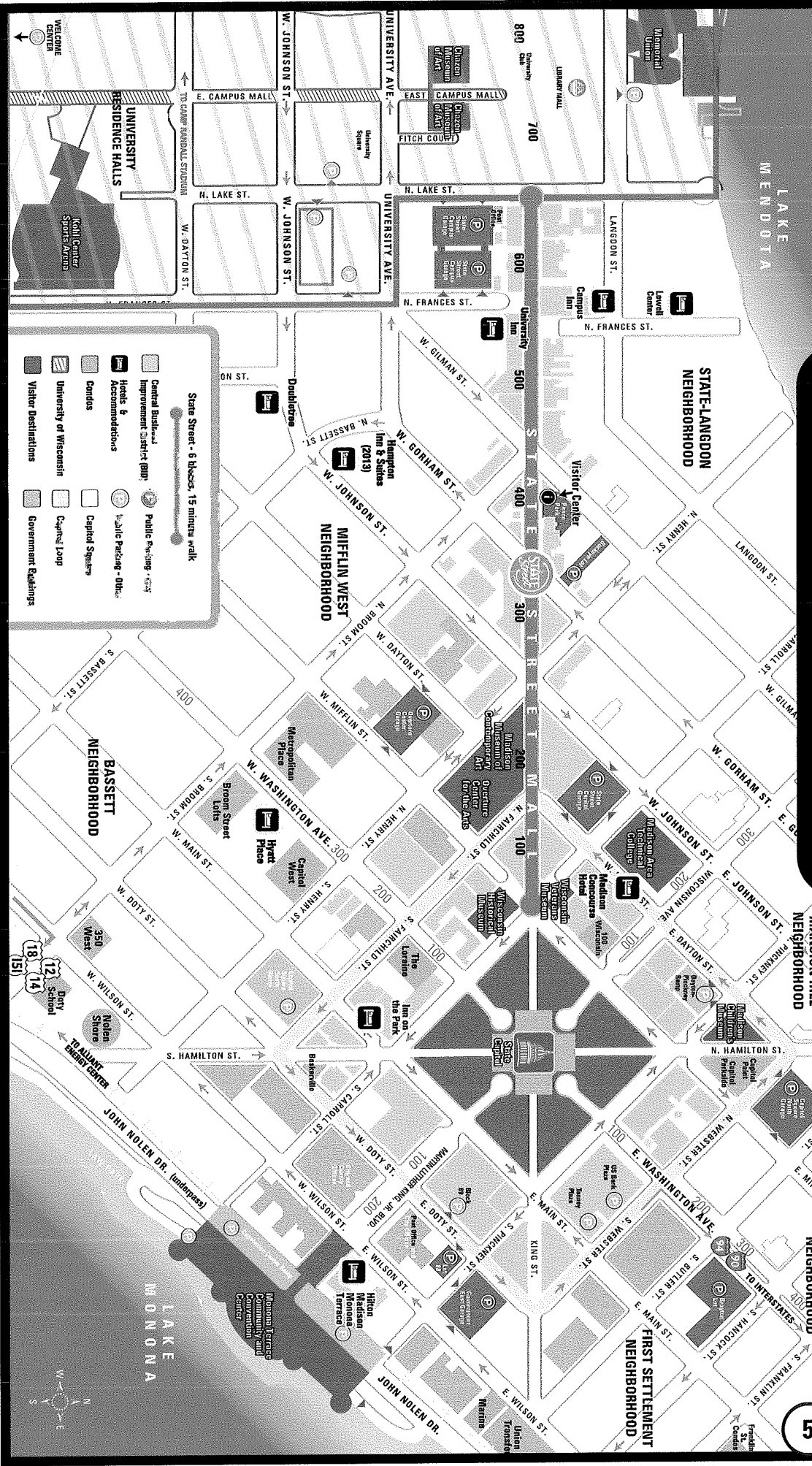
Downtown households increased nearly 20% from 2000 to 2010, growing more than the city of Madison, Dane County or the nation.¹³

Downtown condo sales average price range: \$296,000 (1 bedroom and under) to \$347,000 per unit (2 bedroom and up), 28%-60% higher than the average Madison home price.¹⁴



Outdoor concert on King St.
Majestic Live

CENTRAL DOWNTOWN BUSINESS DISTRICT



CONDOMINIUMS

- 100 Wisconsin Ave. • 50 units
- 350 West • 17 units
- The Baskerville • 21 units
- Broom Street Lofts • 23 units
- Capitol Parkside • 13 units
- Capitol Point • 64 units
- Capitol West • 175 units

VISITOR DESTINATIONS (left to right)

- Doty School • 17 units
- Franklin St. Condos • 37 units
- The Loraine • 84 units
- Marina • 48 units
- Metropolitan Place • 338 units
- Nolen Shore • 64 units
- Union Transfer • 34 units

- University of Wisconsin • 42,295 students & 19,370 faculty/staff
- Memorial Union • 3.65 million visitors/yr
- Chazen Museum of Art • 88,000 visitors/yr
- Kohl Center • 1.03 million visitors/yr
- Madison Museum of Contemporary Art • 184,000 visitors/yr
- Overture Center for the Arts • 505,750 visitors/yr
- Madison Area Technical College • 8,000 students
- Wisconsin Veterans Museum • 87,300 visitors/yr
- Wisconsin Historical Museum • 77,000 visitors/yr
- Madison Children's Museum • 243,000 visitors/yr
- Wisconsin State Capitol Tours • 95,700 visitors/yr
- Monona Terrace • 350,300 visitors/yr

Residential units listed. Source: City of Madison Planning Dept.

TOTAL TRADE AREA¹⁵

TOTAL TRADE AREA

303,140 residents in 131,700 households.

Retail Spending Potential: \$3.13 billion

Eating/Drinking Spending Potential:
\$444.9 million

50% of downtown customers are from the Primary Trade Area. Another 25% are from the Secondary Trade Area. Remaining 25% are from outside the trade areas or are visitors (regional, national, international).



TRADE AREA DEMOGRAPHICS, PSYCHOGRAPHICS

	PRIMARY TRADE AREA	SECONDARY TRADE AREA
Population	140,371	162,769
Households	61,511	70,189
Avg. HH Income	\$57,416	\$81,301
Avg. HH Income age 25+	\$65,700	\$83,600
Owner Occupied HHs	34%	55%
Renter Occupied HHs	59%	38%
Bachelor's Degree or higher	56%	48%
Median Age	28	37
Males	50.2%	48.9%
Females	49.8%	51.1%

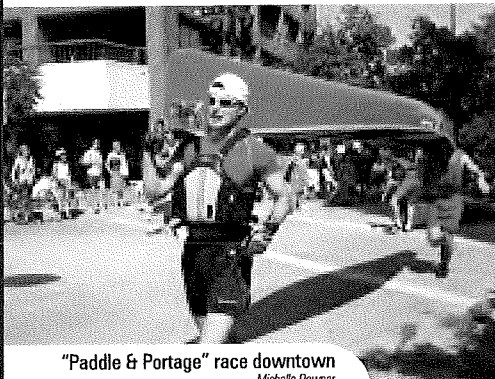


Madison Ranked 10th Best Town to Live.

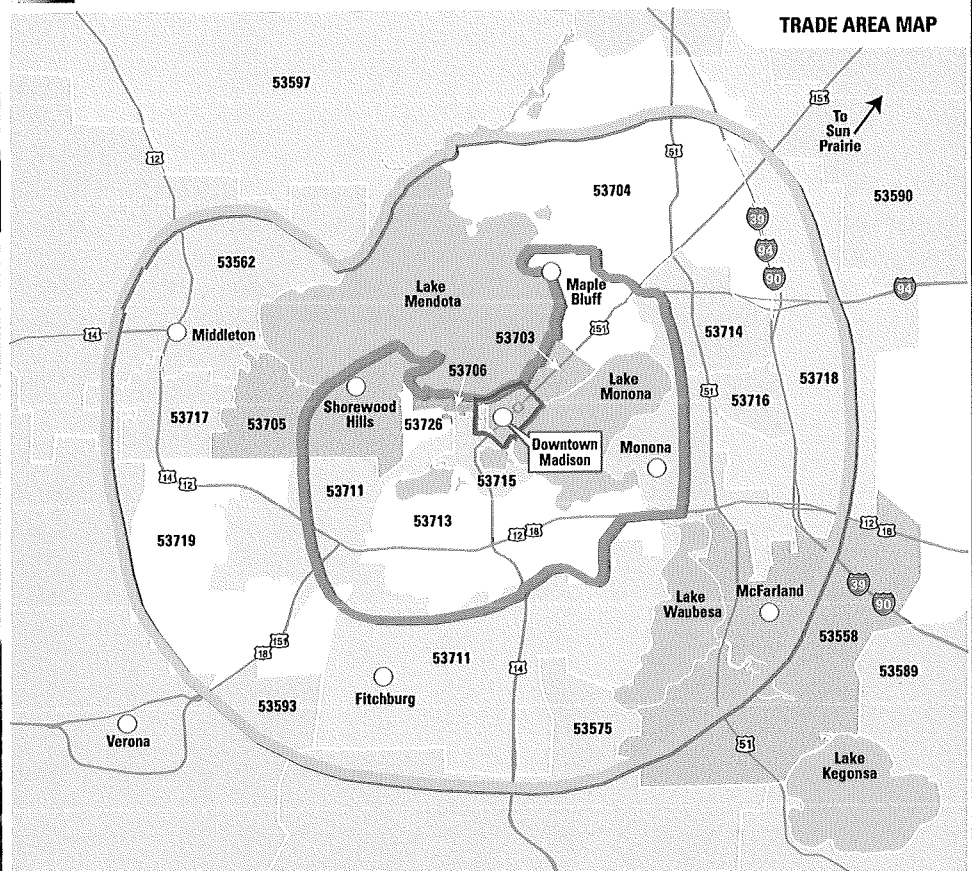
Outside Magazine, October 2011

"Madison's low unemployment and highly educated population help the city land consistently in the top ranks of "Best Places" lists."
Madison #20 Best Place to Launch a Business

CNN Money, 2010

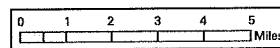


"Paddle & Portage" race downtown
Michelle Downer



TRADE AREA MAP

Central Downtown Secondary Trade Area City or Village Center
Primary Trade Area Interstates/Highways Zip Code Boundries



TRADE AREAS¹⁶

PRIMARY TRADE AREA

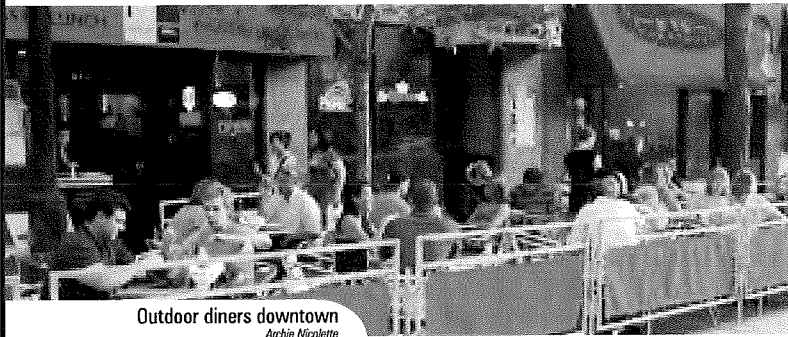
Large shares of non-family households, individuals age 20-34. Includes students with high levels of disposable income, college graduates, and prosperous empty nesters.

Purchasing/Lifestyle Preferences: Laptops, mobile devices and electronics; branded apparel, home furnishings, eating out, travel, music, internet, fitness and yoga, sports, museums, movies at home or in theaters.

Retail spending potential: \$1.26 billion. Eating/Drinking spending potential: \$177.1 million.



Family at Overture Center for the Arts
John Manaci/Overture Center



Outdoor diners downtown
Archie Nicolette

“Madison’s economy today is evolving from a government-based economy to a consumer services and high-tech base, particularly in the health, biotech and advertising sectors. The main downtown thoroughfare is State Street, a cultural focal point of the city, which links the University of Wisconsin campus with the State Capitol Square, and is lined with restaurants, espresso cafes and shops.”

Madison Named 3rd Best City for Young Professionals.

Forbes, 2011

“Madison gets the “green” light for loads of bike trails, lakes, food co-ops, and farmers markets, including Dane County Farmers’ Market at Capitol Square, held Saturdays at the foot of the statehouse.”

Madison Ranked 6th Best City for Families.

Parenting.com, 2011

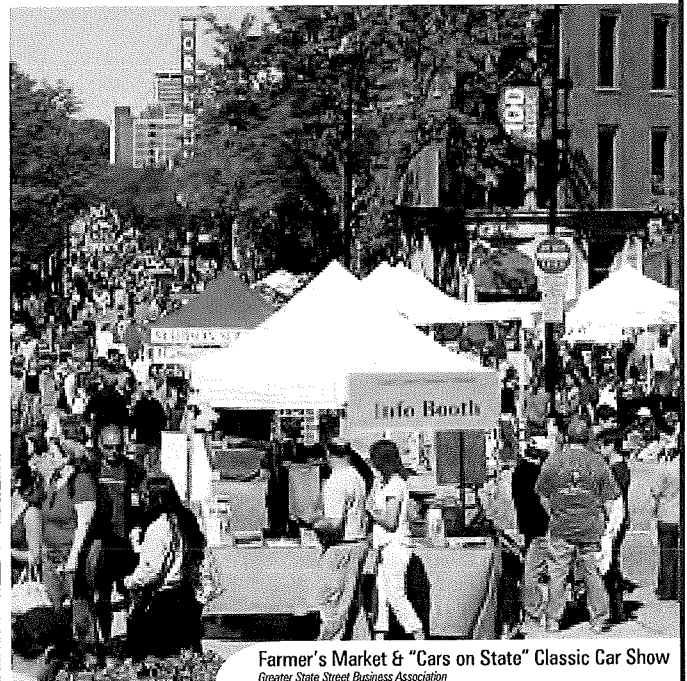
SECONDARY TRADE AREA

Large share of family households and homeowners, individuals age 25-54.

Purchasing/Lifestyle Preferences: furniture, home improvement, children’s goods, computers and electronics, eating out, internet, travel, sports and outdoors, entertainment.

Retail spending potential: \$1.928 billion.

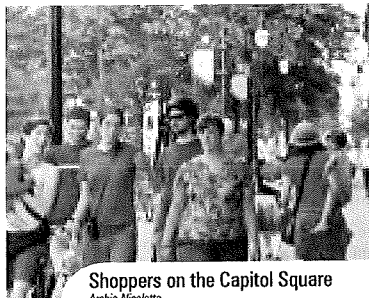
Eating/Drinking spending potential: \$267.9 million.



Farmer’s Market & “Cars on State” Classic Car Show
Greater State Street Business Association



Bike races around the Capitol Square
Archie Nicolette



Shoppers on the Capitol Square
Archie Nicolette

HOTEL, VISITORS, CONVENTION CENTERS

Eleven hotels with more than 1,380 rooms. 194 additional rooms planned.

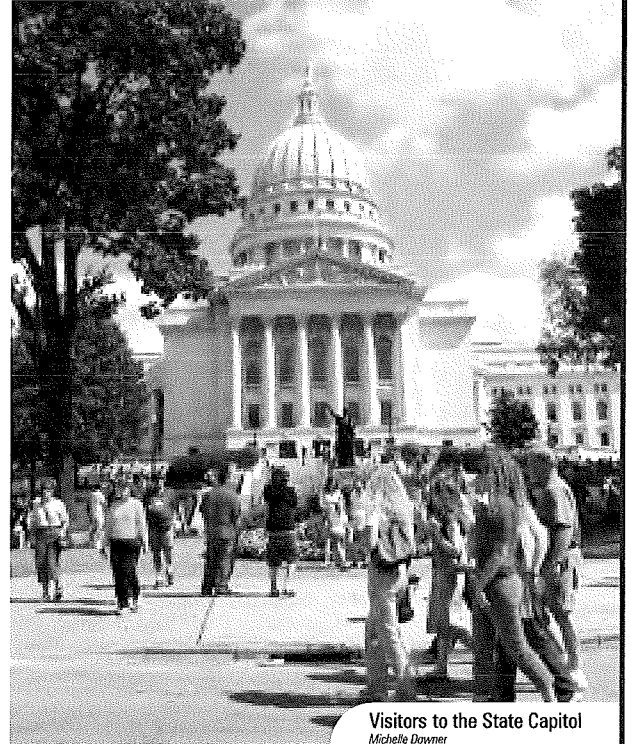
Over 22% of all hotel rooms in Madison and 15% of all hotel rooms in Dane County are located downtown.¹⁷

Annual Visitor Spending in Dane County: \$1.87 billion¹⁸

Monona Terrace Convention Center:¹⁹

- 250,000 square feet.
- Designed by Frank Lloyd Wright; opened in 1997.
- 350,300 visitors and 630 events per year.
- Annual economic impact (conference & convention) of \$46.5 million.
- Received the 2011 Prime Site Award in *Facilities & Destinations*, a national publication, for the ninth straight year.
- Voted "Best Place to Have a Wedding" by *The Knot*, a national wedding magazine.
- 2011 Reader's Choice for "Best Conference Center in Wisconsin," *Corporate Report Wisconsin*.
- First existing convention center in the U.S. to be LEED* Silver-certified by the U.S. Green Building Council.

*Leadership in Energy and Environmental Design – Existing Building.



Visitors to the State Capitol
Michelle Dawner

VISITORS TO MADISON²⁰

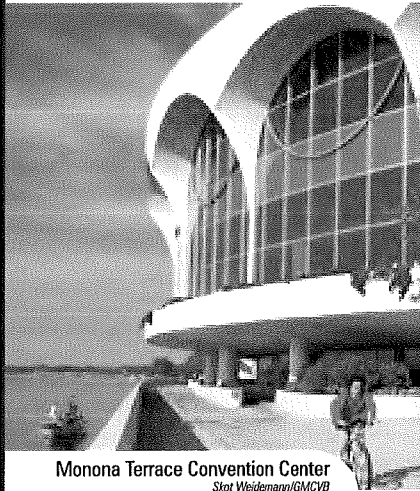
Typical Visitor: 55% age 35-54
65% post-secondary degree
42% \$50-100K household

The top drivers/reasons people visit Madison are downtown:

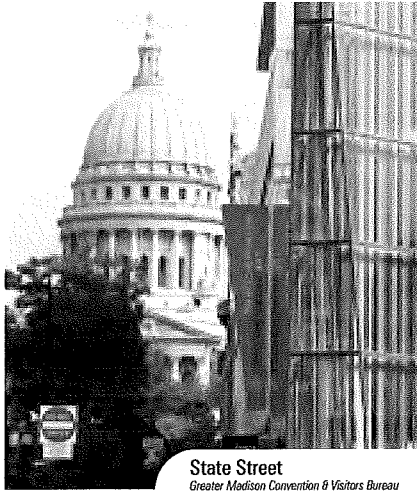
- University of Wisconsin-Madison
- Monona Terrace and Alliant Energy Center events
- State Capitol/Government

Top visitor activities:

Dining 65%
Shopping 48%



Monona Terrace Convention Center
Stat Weidemann/GMVCB



State Street
Greater Madison Convention & Visitors Bureau

Madison Ranked in Top Ten for America's Best Getaway Cities.

NYDailyNews.com, 2011

"Our top food town: quirky, totally democratic and full of great taste, not pretension." Madison #1 Best Midwest Food Town

Midwest Living Magazine, 2009

"The action downtown revolves around State Street, a wide pedestrian avenue—closed to car traffic—that connects the State Capitol building to the Badger campus. Get acquainted here with some of the best eateries and shops in the city and the bustling Saturday farmers' market." America's Best Adventure Towns.

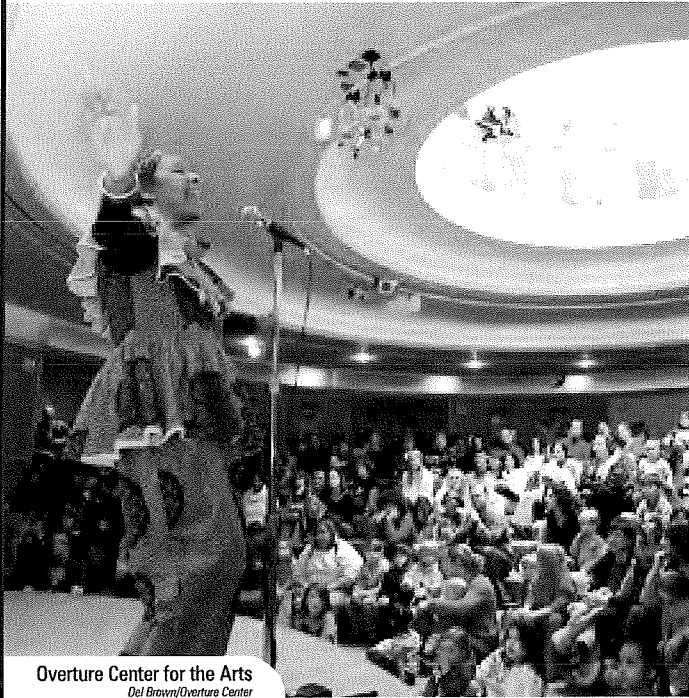
National Geographic, 2009



Concerts on the Square
Archie Nicolette

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MAJOR DOWNTOWN DESTINATIONS & EVENTS



Overture Center for the Arts
Del Brown/Overture Center

Dane County Farmer's Market #1.
The Huffington Post, 2009

Madison Children's Museum Ranked 5th-Best Children's Museum in the Nation.
Parents Magazine, 2011

[Overture Center]... adds significantly to the small city's vibrant cultural scene, which is already comparable to that of many larger cities.
The New York Times, 2004



Juniopalooza at Madison Children's Museum
Madison Children's Museum

Overture Center for the Arts: 505,750 annual attendance. Annual event-related spending on food and lodging (excluding ticket price) by Overture audiences—\$9.8 million.²¹

Monona Terrace Community and Convention Center: 350,300 visitors per year. Annual direct spending impact (conference & convention) of \$46.5 million.²²

Kohl Center (University of Wisconsin): 1.03 million annual attendance²³

Memorial Union (University of Wisconsin): 3.65 million visitors annually²⁴

Wisconsin State Capitol Tours: 95,700 visitors annually²⁵

Dane County Farmers Market: The largest producer-only farmers' market in the country. Est. annual attendance (Saturday summer market): 497,500. \$6 million annual economic impact.²⁶

Art Fair on the Square: 200,000 attendees annually. 475 artists from across the country.²⁷

Ford Ironman Wisconsin Triathlon: 2,400 participants, 30,000 spectators, \$2.3 million economic impact²⁸

Maxwell Street Days Summer Sidewalk Sale (on State Street): 30,000 customers annually²⁹

Madison Children's Museum: Annual audience served 243,000³⁰

Madison Museum of Contemporary Art: Annual attendance 184,000³¹

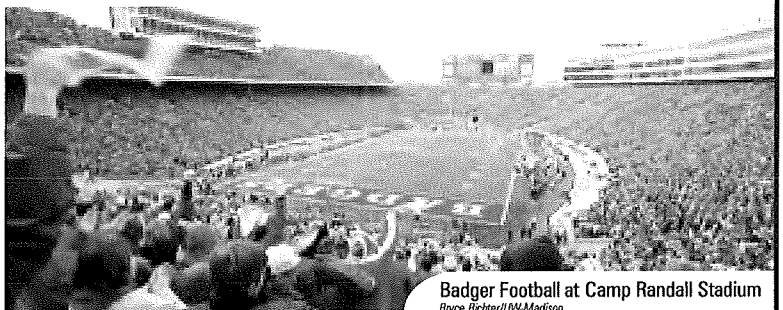
Taste of Madison: Annual attendance 250,000³²

Six downtown museums include: The Madison Children's Museum, the Madison Museum of Contemporary Art, the Chazen Museum of Art, the Wisconsin Historical Museum, the Wisconsin Historical Society and the Wisconsin Veterans Museums.

ADDITIONAL TRAFFIC GENERATORS FOR DOWNTOWN

Badger Football at Camp Randall Stadium: 559,000 fans per season.³³

Alliant Energy Center: 500 events and 1 million visitors annually.³⁴



Badger Football at Camp Randall Stadium
Byce Richter/UW-Madison

EDUCATIONAL INSTITUTIONS

Both the University of Wisconsin campus and Madison Area Technical College downtown campus, and their respective student housing districts, are integrated directly into downtown Madison, with additional student housing areas immediately adjacent.

UNIVERSITY OF WISCONSIN³⁵

42,295 students
19,370 faculty and staff
387,815 living alumni

One of the larger Big 10 universities.

Ranked 7th overall among public universities, 1st in non-federally funded research, and 2nd in total research expenditures.³⁶

Alumni base is among the top 10 in the nation in terms of size. More than 175,000 alumni live within a five-hour "weekend getaway" driving distance of Madison.³⁷

Annual spending by visitors to the University³⁸

- Academic and Cultural: \$71.1 million in spending and 943,400 visit days from conference attendees, alumni, prospective students.
- Visitors to Students: Parents and friends spend \$48.4 million annually
- Business: Job candidates, business representatives and technical advisors generate 209,000 visit days and \$17.4 million in spending.
- Athletics: More than 1.8 million attendees per year for events in athletic facilities. UW Athletics generate an estimated annual \$354.5 million direct spending economic impact.³⁹

MADISON AREA TECHNICAL COLLEGE

Downtown Education Center: 8,000 students. 300 faculty and staff; 120 conferences/events per year. Planned \$8 million, 3-story downtown Culinary Institute (projected opening 2014).⁴⁰



University of Wisconsin graduates
Jeff Miller/UW-Madison

UW-Madison named one of the best values among public universities, ranked the highest of any Big Ten Conference university.

Kiplinger's Personal Finance, 2012

Madison 2nd Best City for College Grads.

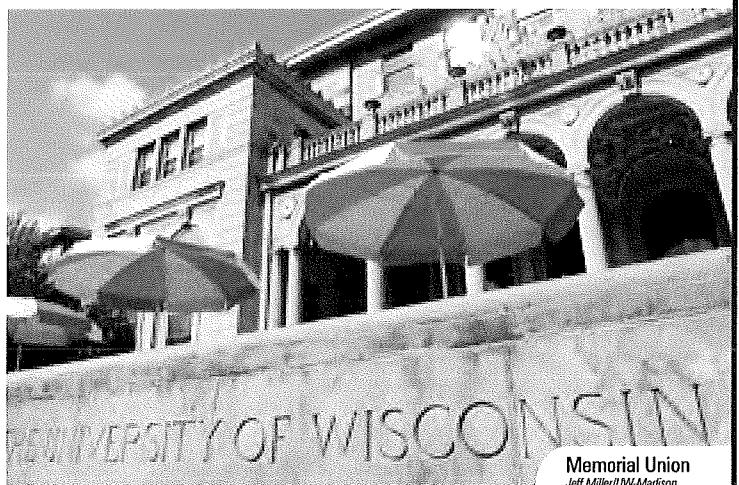
The Daily Beast.com, May 2010

"Where the brainpower is: Madison tops the list." Madison ranks #1 in metro areas with the highest levels of collective brainpower, as indicated by their residents' educational attainment, according to a study of the nation's 100 largest markets.

Bizjournals, 2008



University of Wisconsin campus tours
Jeff Miller/UW-Madison



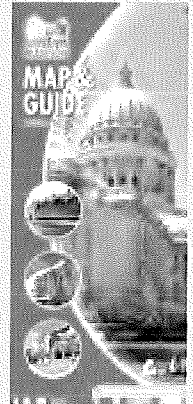
Memorial Union
Jeff Miller/UW-Madison

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RESOURCES

MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT (BID)

Encompassing the greater State Street and Capitol Square area, Madison's Central BID is an assessment district which re-invests more than \$350,000 annually in marketing, the physical environment, and resources for district businesses. Key activities include the Downtown Madison Map & Guide, visitdowntownmadison.com website, subsidized cooperative advertising, Downtown Information Ambassador program, Downtown Gift Certificate program, and landscaping, hanging flower baskets and holiday lighting in the district. visitdowntownmadison.com



DOWNTOWN MADISON, INC.

A member-based organization that works to ensure the health and vitality of downtown Madison through advocacy, member programs and involvement in all issues affecting the central city. downtownmadison.org

CITY OF MADISON OFFICE OF BUSINESS RESOURCES

Works with entrepreneurs and businesses providing business start-up, retention, expansion, attraction and technical assistance services, including business planning assistance, economic/demographic information, and financial assistance. cityofmadison.com/Business/OBR/

CITY OF MADISON FAÇADE IMPROVEMENT GRANT PROGRAM

Matching grants that can be used for restoring or enhancing the entire facade (exterior) of a commercial building in the Central Business Improvement District and other areas. Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 per street-facing facade. cityofmadison.com/planning/Facade.html

MADISON DEVELOPMENT CORPORATION (MDC)

MDC has loan funds available for growing or start-up businesses that cannot fully meet the underwriting standards of private commercial lenders. MDC can lend up to \$200,000 to qualifying businesses for working capital, inventory, equipment and leasehold improvements, as well as real estate. mdcorp.org

GREATER STATE STREET BUSINESS ASSOCIATION (GSSBA)

Member-based merchant association for the greater State Street area which organizes the Maxwell Street Days summer sidewalk sale and Cars on State classic car show. maxwellstreetdays.org

GREATER MADISON AREA CHAMBER OF COMMERCE

A membership organization with over 1800 members, including businesses of every size, non-profits, educational, governmental and other organizations, whose role is to support enlightened economic growth, positioning the greater Madison area as a globally competitive place to live, work, play and do business. greatermadisonchamber.com

GREATER MADISON CONVENTION & VISITORS BUREAU (GMCVB)

The GMCVB is the greater Madison area's official destination marketing organization. The GMCVB is responsible for attracting new conventions, events and leisure business to the community, as well as providing service and support to existing and repeat events, and providing comprehensive information to visitors to the area. visitmadison.com

Find more resources at visitdowntownmadison.com

SOURCES

Data are from the Downtown Madison Market Analysis Study (University of Wisconsin Extension, Center for Community & Economic Development, 2007) and as footnoted below. The Market Analysis Study was co-funded by Madison's Central Business Improvement District (BID) and the City of Madison. Research partners include: Downtown Madison, Inc. (DMI), Madison's Central Business Improvement District (BID), the City of Madison Department of Planning and Community and Economic Development, and the University of Wisconsin-Extension.

The full study is available at visitdowntownmadison.com/Business

FOOTNOTES

- ¹ U.S. Census Bureau, 2010.
- ² Wisconsin Department of Revenue, Summer 2010
- ³ City of Madison Assessors Office, April, 2011
- ⁴ 2007-2009 American Community Survey 3-Year Estimates
- ⁵ 5.3%. Wisconsin Department of Workforce Development, April, 2012
- ⁶ U.S. Census Bureau, 2000 Census, 2010 Census, Population Estimates Program, Population Projections Division, and WI Dept. of Administration Demographic Services.
- ⁷ Northstar Economics, 2003
- ⁸ ESRI, 2012
- ⁹ U.S. Census Bureau, 2010.
- ¹⁰ Central BID annual business mix survey, March 2012.
- ¹¹ ESRI & ESRI Tapestry Segmentation 2012.
- ¹² City of Madison Planning Division; Hovde Properties; The Alexander Company.
- ¹³ The State of the Downtown 2011, Downtown Madison, Inc., from U.S. Census data.
- ¹⁴ South Central Wisconsin Multiple Listing Service, 2011
- ¹⁵ Downtown Madison Market Analysis study, updated with ESRI forecasts 2012
- ¹⁶ Downtown Madison Market Analysis study, updated with ESRI and ESRI Tapestry Segmentation, 2012
- ¹⁷ Greater Madison Convention & Visitors Bureau, 2011.
- ¹⁸ Greater Madison Convention & Visitors Bureau, 2010.
- ¹⁹ Monona Terrace 2011 Year-End Performance Report.
- ²⁰ Destination 2020, Greater Madison Convention & Visitors Bureau, 2007.
- ²¹ Overture Center 2010/11 Report to the Community; Overture Center Community and Economic Impact Study, 2010.
- ²² Monona Terrace 2011 Year-End Performance Report.
- ²³ UW Athletics 2010/11 Annual Report
- ²⁴ Memorial Union
- ²⁵ Wisconsin Department of Administration/State Capitol Tours, 2011
- ²⁶ Dane County Farmers' Market Survey, 2003.
- ²⁷ Madison Museum of Contemporary Art
- ²⁸ Greater Madison Convention & Visitors Bureau, 2011
- ²⁹ Greater State Street Business Association
- ³⁰ Madison Children's Museum, 2011
- ³¹ Madison Museum of Contemporary Art, 2011
- ³² Madison Festivals, Inc., 2011
- ³³ UW Athletics 2010/11 Annual Report
- ³⁴ Alliant Energy Center
- ³⁵ University of Wisconsin, as of fall 2010
- ³⁶ University of Wisconsin-Madison, Office of Corporate Relations fact sheet, 2011.
- ³⁷ Wisconsin Alumni Association
- ³⁸ Northstar Economics, 2003.
- ³⁹ UW Athletics 2010/11 Annual Report; The Economic Impact of the University of Wisconsin Athletic Department, Northstar Economics, 2011.
- ⁴⁰ Madison Area Technical College 2012.
- ⁴¹ City of Madison Average Weekday Traffic Volume Flowmap, 2011.
- ⁴² Dane County Regional Airport, 2012.
- ⁴³ Compiled by Madison's Central BID from City of Madison Parking Utility, Dane County, Monona Terrace, private parking garage owners. Occupancy rate from City of Madison Parking Utility, 2011.
- ⁴⁴ Outstanding Public Transportation System Achievement Award, APTA 2012.



University of Wisconsin football fans greet mascot Bucky Badger
Jeff Miller/UW-Madison



Monona Terrace Convention Center
Courtesy Monona Terrace

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JOHN BERGH

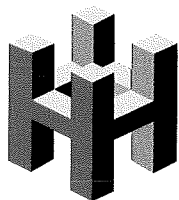
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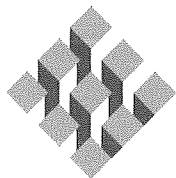
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of Madison's Central Business Improvement
District; Downtown Madison Inc.; City of
Madison Department of Planning & Community
& Economic Development; the University of
Wisconsin-Madison, and the Greater Madison
Convention & Visitors Bureau.

With additional support from **CBRE** (608) 663-5445 • cbre.com/madison

To learn more about opportunities to locate your business in downtown Madison, contact:

Mary Carbine • Executive Director

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Published by Madison's Central Business Improvement District (BID), 2012.

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