



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 23090

File ID: 23090

File Type: Resolution

Status: Council New
Business

Version: 1

Reference:

Controlling Body: COMMON
COUNCIL

Lead Referral:

File Created Date : 06/30/2011

File Name: Directing the Alcohol Policy Coordinator and Economic Development staff to develop a downtown alcohol license management and business development plan by July 5, 2013.

Final Action:

Title: Directing the Alcohol Policy Coordinator and Economic Development staff to develop a downtown alcohol license management and business development plan by July 5, 2013.

Notes:

CC Agenda Date: 07/05/2011

Sponsors: Michael E. Verveer, Shiva Bidar-Sielaff, Lisa Subeck and Scott J. Resnick

Effective Date:

Attachments:

Enactment Number:

Author: Mark Woulf, Alcohol Policy Coordinator

Hearing Date:

Entered by: dfields@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	06/30/2011	Debra Simon	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Council Office	06/30/2011	RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF RULES 2.04, 2.05, 2.24, & 2.25 - MISC. ITEMS				
Notes:							
1	COMMON COUNCIL	07/05/2011					

Text of Legislative File 23090

Fiscal Note

No appropriation is required. Existing staff resources will be used to develop the plan.

Title

Directing the Alcohol Policy Coordinator and Economic Development staff to develop a downtown alcohol license management and business development plan by July 5, 2013.

Body

WHEREAS, the City of Madison has had an Alcohol License Density Ordinance since October 5, 2007; and

WHEREAS, a modified version of the Alcohol License Density Ordinance is being proposed for Council approval on July 5, 2011; and

WHEREAS, regulation and management of alcohol licensed establishments are components in curbing over-consumption in downtown Madison; and

WHEREAS, all stakeholders agree that a diverse business mix is a desirable goal for the continued vibrancy of the Madison downtown area; and

WHEREAS, all stakeholders further agree that alcohol licenses are inherently linked to the business mix in the Madison downtown area; and

WHEREAS, comprehensive data is necessary to develop plans to support such a business mix;

NOW, THEREFORE, BE IT RESOLVED that the Madison Common Council directs the Alcohol Policy Coordinator and Economic Development staff to develop an alcohol license management and business development plan for the Central Commercial District. Such plan should include:

- Basic data on downtown liquor licenses, alcohol-related crime and disorder, population, business mix, and market strengths and weaknesses.
- A review of how alcohol license holders are reviewed and regulated.
- A review of best practices in peer cities for both alcohol license management and downtown business development.
- Recommendations of policies to incentivize recruitment and retention of desired business models.