

November 2022

Vending Oversight Committee  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Dear Committee -

Madison's Central Business Improvement District supports the Approval of the 2023-2024 Mall Concourse Vending Map (Item #74837) as presented on 11-30-22.

We greatly appreciate the chance to have met with the City Vending Coordinator, the Mall Maintenance Supervisor, the Pedestrian Bicycle Administrator, and the President of the Greater State Street Business Association to review the dynamic layout of the 100 block of State Street. There are a variety of needs and uses and we all must work together to share these public spaces.

From that meeting we appreciate that the Vending Coordinator made great efforts to incorporate everyone's feedback and note that this is an ever-changing space.

While it is not typical for us to turn out to support placing more vendors in front of the downtown businesses, we do believe this strategy is best to set up success for vendors and the downtown for the next 5-year period while most of the 100 block will be in redevelopment.

If our community comes to expect a vibrant arts & crafts vendor scene **all along 100 block**, the slight variations in locations over this 5-year span should not impact vendors as much.

The Wisconsin Historical Museum project begins next week. They will be wrapping the building in safety netting and in 2023 they will be working to remove all the exhibits; this work includes having to cut into the side of the building via Mifflin St. In 2024 they begin a 2-3 year construction plan.

The new Bus Rapid Transit System and the METRO Network Redesign will impact the location of bus stops and stations in the area.

Within the next 2-3 years the plans for the buildings along 118 - 132 State Street will be presented and hopefully even moving forward but that means more relocations.

This new map has additional benefits.  
The current layout is cramped and not efficient.

The current layout does NOT encourage people to visit other businesses on State Street, cutting off potential for our 80% locally owned shops & restaurants. These businesses pay taxes, fees and assessments to create a healthy retail environment yet do not benefit from it on Saturdays.

Mifflin Street is a major bike corridor, and this method of transportation should be encouraged and supported, especially at markets.

The Downtown Information booth is a vital part of a visitor experience. Our booth is staffed by community volunteers, folks committed to a great downtown experience. They are well trained and exceptionally knowledgeable. The location of the booth is set by the city based on ability to access power. And we know we have to work together as this booth location will have to change in 2024.

We think connecting the Dane County Farmers Market more directly to the Overture Center for the Arts, a venue that often sees 1000s of visitors on Saturdays, opens potential for new customers and creates more space for everyone.

And as redevelopment at the 100 block happens the BID hopes to add new and enhanced wayfinding signage.

While they have not asked for it, GSSBA and BID think Ian's Pizza should have the opportunity to use the full space they use and pay for on Saturdays. The fees that Ian's pays to maintain the street, to have the café and to support the BID are to the benefit of all. Ian's Pizza is a locally grown success story we want to celebrate... And who doesn't love Breakfast Pizza?

State Street and Capitol Square have been the center of our city and region for over 150 years. It has been the center of commerce since the city became incorporated. This has not changed over the years and that is why this special area is a Business Improvement District (BID) that was formed in 1999. The property owners have themselves taxed and use the funds to activate and enhance this district. We want the downtown to continue as the heart of a vibrant, healthy local economy.

If you have any questions about the BID role or support, please contact me at (608) 512-1340 or [director@visitdowntownmadison.com](mailto:director@visitdowntownmadison.com) .

Sincerely,

Tiffany Kenney  
Executive Director  
Madison's Central Business Improvement District (BID)