



Madison's Central Business Improvement District

ANNUAL MEETING

June 13, 2012



Presentation Outline

- **BID Profile**
- **BID Benefits & Services**
 - Marketing
 - Welcoming Environment
 - Advocacy & Community Relations
- **Budget and Funding**
- **Discussion and Comments**



What is a Business Improvement District?

- Public-private, economic development
- Enabled by State Statute
- Allows commercial property & business owners in a self-defined area to enhance and promote the district
- Self assessment tool, ongoing funding



Madison Central BID Profile

- 13th year of operation (est. 1999)
- Included Properties: 220
- Consumer/street level businesses: 370
- 21 member Board of Directors
- Two staff persons





BID Area = yellow

Madison Central BID Profile

- Annual Operating Plan approved by BID Board and City Council
- Reauthorized at 5 year intervals by property owner vote
- Last reauthorized in 2009 for 2010-14



BID Mission

- The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it.
- The CONSTITUENTS are the property and business owners within the district.



BID Mission

- The **ACTIONS** of the BID are to:
 - **MARKET** the district as a whole
 - create a **WELCOMING ENVIRONMENT**
 - **ADVOCATE** for the needs and interests of the district
 - develop **COMMUNITY RELATIONS**



BID Board of Directors

- **Jeanette Riechers** (Chair) *State Street - Business Owner, Madison Sole*
- **Sue Springman** (Vice Chair) *Capitol Square – Property Owner, Mullins Group*
- **Stacy Nemeth** (Treasurer) *Capitol Square - Property Owner, The Fiore Companies*
- **Hawk Sullivan** (Secretary) *Greater State Street Business Association, Hawk's Bar & Grill*
- **Steve Amundson**, *UW-Madison Chancellor's Office, UW-Madison Visitor and Information Programs, Office of University Relations*



BID Board of Directors

- **Greg Frank** *Downtown Coordinating Committee Member, Downtown Business Owner*
- **Jack Garver** *At Large Member, The Fanny Garver Gallery*
- **John Hutchinson** *State Street - Property or Business Owner, Fontana Sports*
- **Larry Lichte** *West Main Street - Business Owner, Attorney / Empire Realty Company*
- **Patrick McGowan** *State Street - Property or Business Owner, The University Book Store*
- **Emily Mehl**, *At Large Member, Urban Land Interests*
- **Matt Mikolajewski** *City of Madison, Office of Business Resources*



BID Board of Directors

- **Traci Miller** *At Large Member, L'Etoile/GRAZE*
- **Maria Milsted** *State Street – Property Owner, Milsted Properties*
- **Paul Norman** *Capitol Square - Business Owner, Boardman & Clark Law Firm*
- **Sam Parker** *King Street Representative, Context*
- **Rick Petri** *Downtown Madison, Inc., Representative, Murphy Desmond*
- **Mike Verveer** *District 4 Alder*
- **Teresa Werhane**, *Downtown Resident*
- *Appointment Pending, UW Student Representative*
- *Appointment Pending, Tax Exempt Entity*



BID Board Meetings

- First Thursday of each month
noon-1:30 pm
Hovde Bldng, 122 W. Washington Ave.
1st floor conference room.
- Open to the public. BID business,
property owners encouraged to attend.
- Contact us to get involved,
serve on Board.



BID Staff

- Executive Director – Mary Carbine
- Programming Coordinator –
Tim Jenquin
- Ambassador Coordinator (half time) –
Hannah Curtes
- Seasonal/part time Ambassadors



Marketing

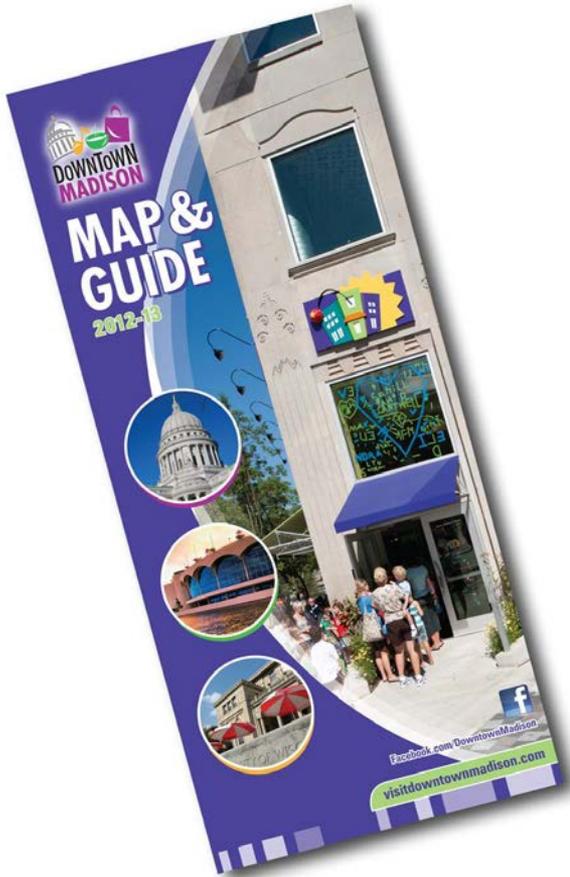
Objectives:

- Promote district as shopping, dining and entertainment destination
- Target markets: locals, visitors, students
- High-value co-op advertising
- Market downtown as a place to locate a business



Marketing

2012-13 Downtown Map & Guide



Lists 370 businesses,
organizations, destinations

200,000+ distributed
annually

Funded by advertising



Marketing

visitdowntownmadison.com

- Business directory, events, parking, commercial real estate, district news
- Approx. 294,000 unique visitors/year. Traffic up 25% so far in 2012.
- Business Directory is “top content” for page views, searches



Marketing



[“Downtown Madison”](#)

Facebook page

BID businesses can
post content, events

Marketing

Cooperative Advertising

2012 to date:

- 31 group ad opportunities in print, online and social media
- Avg. savings of \$ 450 per ad,



Advertising

DOWNTOWN MADISON

WINTER GIFTS

PARK EASY

VisitDowntownMadison.com

BID Holiday Season focus helps boost downtown shopping and dining.



Marketing - Events



BID sponsors events that drive customer traffic downtown.



Marketing - Events



DoWNTown
MADISON
HOLIDAY
OPEN
HOUSE

Cars on State added 2007
Holiday Open House - 2008
Trick or Treat – 2009



Downtown Madison Gift Certificate Program

- Drives dollars to downtown businesses
- Sales average \$53,000 / year (\$57,000 in 2011)
- More than 170 BID businesses participate



Business Recruitment & Retention

Co-funded Market Analysis Study - 2007

< Updating 2008 Business Marketing Piece

Commercial Real Estate listings

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

MAKE IT DOWNTOWN MADISON

One of the Nation's 25 Best Cities
Kiplinger's Personal Finance, 2007

One of the Top Ten Greenest Cities
Nahor's Real Estate, 2007

Madison Area Rated One of the Nation's 10 Top Metros for Income Growth
Entrepreneur, 2007

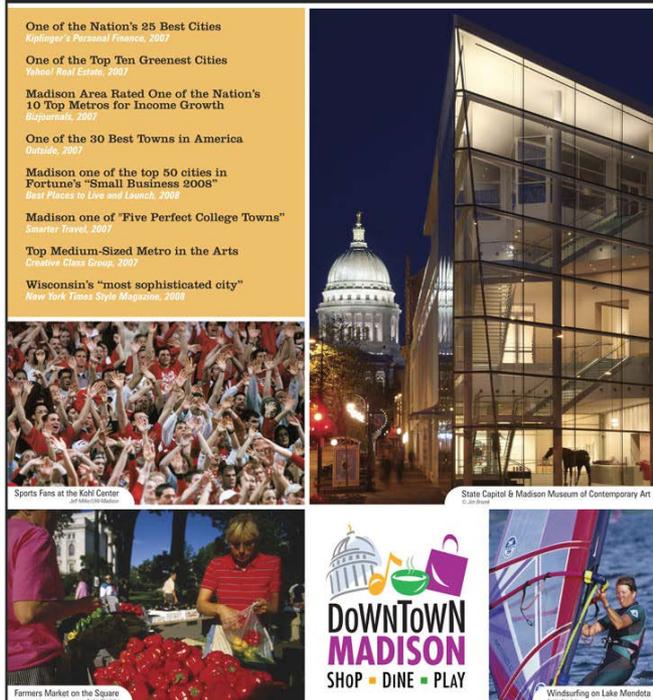
One of the 30 Best Towns in America
Outside, 2007

Madison one of the top 50 cities in Fortune's "Small Business 2008"
Best Places to Live and Learn, 2008

Madison one of "Five Perfect College Towns"
Summer Travel, 2007

Top Medium-Sized Metro in the Arts Creative Class Group
2007

Wisconsin's "most sophisticated city"
New York Times Style Magazine, 2008



Sports Fans at the Kohl Center
Jeff Hirsch/USA Today

State Capitol & Madison Museum of Contemporary Art
© Jan Brund

Farmers Market on the Square
David Stoddard

Windsurfing on Lake Mendota
© Jan Brund

DOWNTOWN MADISON
SHOP • DINE • PLAY

Madison's Central Business Improvement District • 608.443.1973 • visitdowntownmadison.com



Welcoming Environment

The Objective:

- Create an attractive environment
- Welcoming to customers, employees
- Support businesses



Downtown Information Ambassadors

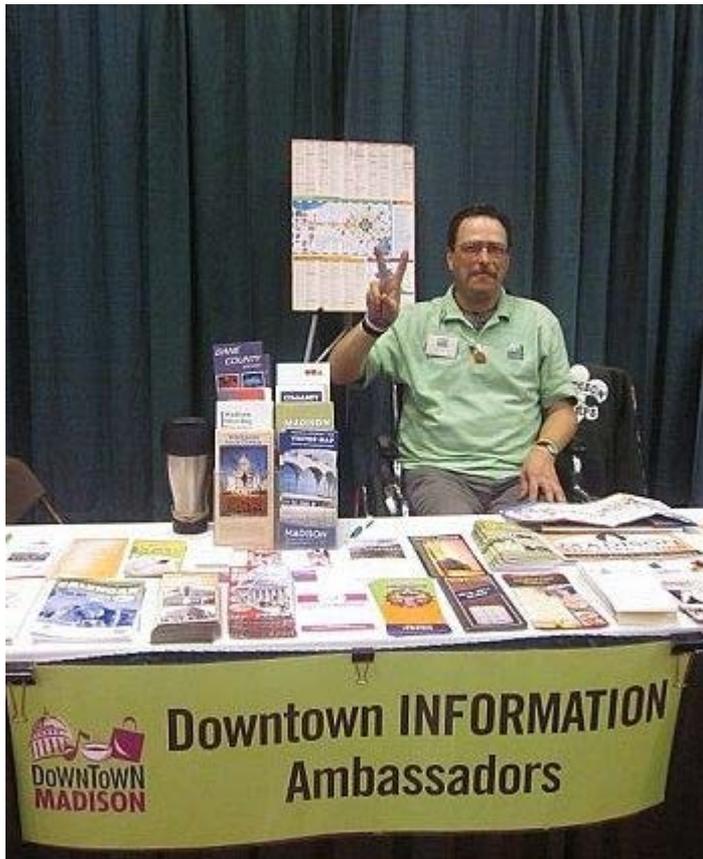


Info Booth, Capitol Square

2011

- 45,258 people helped
(*25% increase over 2010*)
- 158,821 Downtown Maps and brochures distributed
- First full year at the Visitor Center.

Downtown Information Ambassadors



Downtown Info Table

Isthmus Green Day, Monona Terrace

2012 YTD

- 12,000+ people helped
- Visitor Center and Information booth now open until 6:00pm Fridays and Saturdays

Downtown Visitor Center



452 State St.

- Open daily year round
- Located in renovated Lisa Link Peace Park
- Assisted 24,967 people in 2011 (55% of total people assisted.)

Physical Environment

- Fund, install, maintain beds, planters (100 total)
- Summer annuals donated by Olbrich Gardens
- Winter evergreens reinstated in 2011
- 2011 last year for hanging baskets



Physical Environment

250 Winter
Snowflake Lights



Holiday Shopping
Trolley
(1,424 Riders in 2011)



BID Welcome Programs 2011

New Resident Bags

400

Holiday Trolley Bags

1,000

2011 TOTAL

1,400

Your UW Days

Downtown Tour (new!) and
Info Table for prospective UW
Madison students and their
parents.



BID Welcome Programs

New Business Welcome Program

- Information packet orients businesses with BID information and resources.
- Meet with new Businesses to present an overview of BID programs.

Advocacy

Objectives:

- Advocate for the needs & interests of the district as a whole
- Work closely with city staff and elected officials
- Input & influence on decisions regarding the district



Advocacy Process

Board Advocacy Policy helps ensure positions are:

- Developed through a logical process
- Representative of the district as a whole or significant constituency



Advocacy – Major Areas

- Construction
- Business Signage
- Parking
- Mall Maintenance Services
- Halloween
- Safety & Quality of Life
- Alcohol License Density Ordinance
- Downtown Plan



Advocacy 2011-12

Construction:

- Organized informational meetings, updates, “Get Around Guide”
 - Outer Loop
 - Henry/Frances/Gorham
 - Block 101 Alley
- Represents business and property owner interests



Advocacy – Construction



**ALL
BUSINESSES
OPEN**



SHOP ■ DINE ■ PLAY

Due to BID Advocacy,
downtown city construction
contracts require:

- Business access maintained
- “All Businesses Open” signage
- No work on key dates (Maxwell)
- Regular business meetings

Advocacy 2011-12

Business Signage:

BID has engaged the Mayor's Office and City staff to learn more about planned business signage code enforcement and proposed regulations.

BID called together a coalition/working group of city business organizations to work with city staff, elected officials.

More information to come.



Advocacy 2011-12

Parking:

BID works closely with Parking Utility Staff to assist with new initiatives, such as the launch of the real-time parking availability website, and to help communicate with BID businesses.



Advocacy 2011-12

Parking:

BID advocated against the 2012 city parking rate increase, advising instead to try to increase the parking customer base and revenues by improving a) the special event parking system, b) the customer experience and c) marketing & signage.



Advocacy 2011-12

Mall Maintenance Services:

Partner closely with Mall Maintenance to help monitor the cleanliness and maintenance of the district.

Successfully advocated against 2012 budget cuts and for improved communication (mailing, web page) and planting program upgrades (beds)



Advocacy 2011-12

Halloween:

- Gated, ticketed event (Freakfest) implemented in 2006.
- Arrests/citations in 2011: 30 (no serious arrests), compared to 566 in 2005.
- Cost for policing reduced more than 58%
- BID active as business liaison and advocate for business needs in the organization of the event.



Advocacy 2011-12

Safety & Quality of Life:

- BID works closely with Neighborhood Officer and Central MPD team.
- New enforcement and problem-solving strategies for trouble areas and quality of life issues.



Advocacy 2011-12

Safety & Quality of Life:

- Organized Retail Theft Prevention Seminar with MPD
- BID Safety alerts, information
- Visitor Center/Ambassador presence at Peace Park contributed to significant improvement.



Advocacy–Safety & Quality of Life



BID partners
on DMI's
“Reach Out”

- Discourages panhandling
- Encourages donations to organizations that help homeless



Advocacy 2011-12

Alcohol License Density Ordinance (ALDO):

An amended version of this ordinance was passed in July 2011. Includes:

- Two year sunset
- “Entertainment Establishment” exemption



Advocacy 2011-12

BID Board position on ALDO:

- BID supports reducing alcohol related crime and disorder and maintaining a healthy business mix.
- Data do not show ALDO is effective in reducing crime and disorder.
- ALDO does not address problem drinking or problem establishments.



Advocacy 2011-12

The BID Board will:

- Continue to monitor the effects of ALDO
- Contribute to the alternative downtown alcohol license management and business development report to be prepared by city staff in early 2013.
- Advocate for ALDO to sunset in July 2013.



Advocacy 2011-12

Downtown Plan:

The BID Board advocates for a plan that improves retail and tax base and will:

- Support a flexible range of business sizes including larger commercial spaces.
- Support a mix of local, regional, national, and international businesses including destination retail.



Advocacy 2011-12

Downtown Plan contd:

- Position downtown as a quality retail environment with a standard of excellence for downtown cleanliness, maintenance and safety.



Advocacy 2011-12

Downtown Plan contd:

- Encourage higher density to support business, large employers and tax base;
- Balance preservation with development, and provide flexibility for quality development rather than ‘blanket’ building height limits or “blanket” setback requirements.



Advocacy 2011-12

Doyle Square Planning Process

- BID Board and staff served on Advisory Committee for the Judge Doyle Square planning process. Plans currently call for a mixed use commercial/retail or residential/commercial/retail development with bicycle center and underground parking.



Community Relations

Objective:

Enable communication and maximize compatibility among users of the district.

Major Initiatives:

1. BID Member Communication
2. Relationship Building



Community Relations

BID Member Communication

- Weekly e-newsletter highlights BID news, advocacy, events and marketing.
- Active role in providing updates on downtown protests and rallies in 2011-12.
- Website with News, Meetings, Minutes.
- Ambassadors visit member businesses to provide face-to-face communication.



Community Relations

Relationship Building

- Board members and staff involved in:
 - Greater State Street Business Association
 - Downtown Madison, Inc.
 - Downtown Coordinating Committee
 - Greater Madison Convention & Visitors Bureau
 - UW Visitor and Information Programs
 - UW Chancellor's Office
 - Arts & cultural organizations



BID Funding

- Special Assessment: Collected by city along with property taxes
- Commercial, mixed use properties
- Method of Assessment: \$15.60 per lineal foot of frontage
- Funds held by city
- Disbursed as directed by BID



BID Funding

BID assessment leveraged to bring additional funds to District:

- Map & Guide funded by advertising
- UW-Madison contribution
- Program and marketing sponsorships



BID 11-12 FINANCIALS (cash)

<u>INCOME:</u>	2011 Actuals		2012 Forecast	
Assessment	\$267,179	(75%)	\$265,439	(76%)
Map Advertising	\$47,856	(13%)	\$54,000	(15%)
Donations/Sponsorships	\$19,750	(6%)	\$10,000*	(3%)
Interest income/other	\$9,950	(3%)	\$10,524	(3%)
Starting Balance	\$11,386	(3%)	\$10,721	(3%)
TOTAL	\$356,121		\$350,684	
<i>*Hanging Basket Program/sponsorship ended 2011</i>				
<u>BUDGET/EXPENSES:</u>	2011 Actuals		2012 Forecast	
Welcoming Environment	\$126,429	(37%)	\$117,032*	(33%)
Marketing	\$124,207	(36%)	\$125,268	(36%)
Advocacy/Com. Rel.	\$21,925	(6%)	\$21,666	(6%)
Business Development	\$14,724	(4%)	\$15,893	(5%)
Admin/Supplies/Reserve	\$58,115	(17%)	\$70,825	(20%)
TOTAL	\$345,400		\$350,684	

BID Funding – 2011

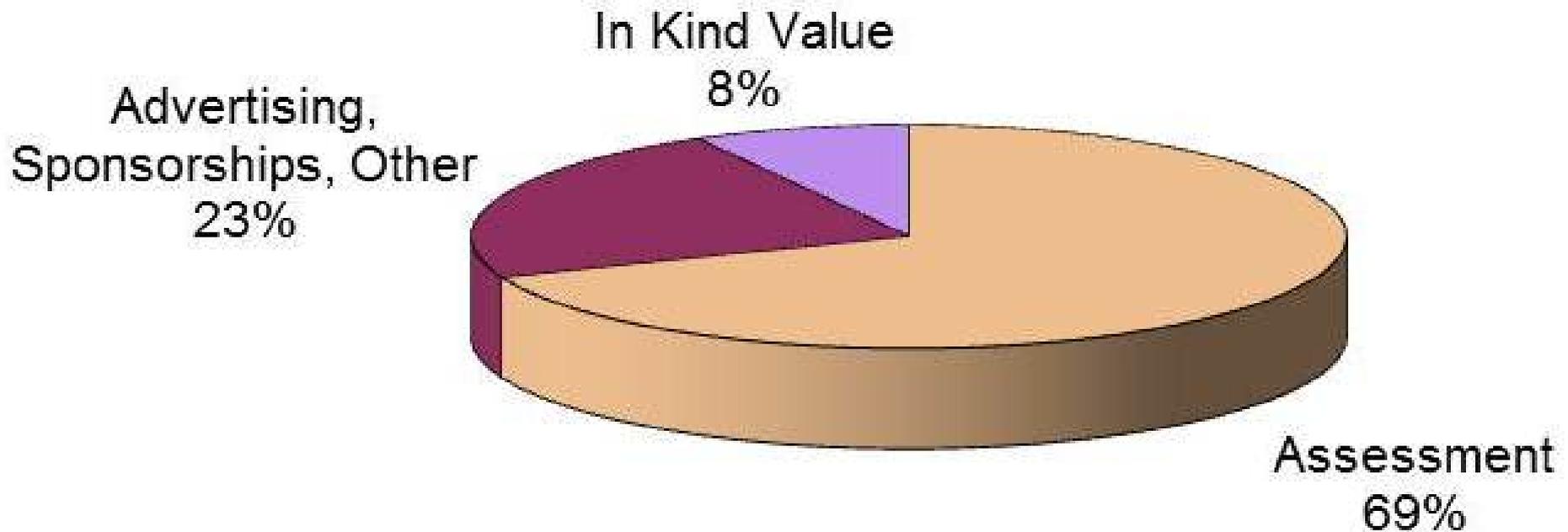
In Kind Added Value

\$30,500 “in kind” added value:

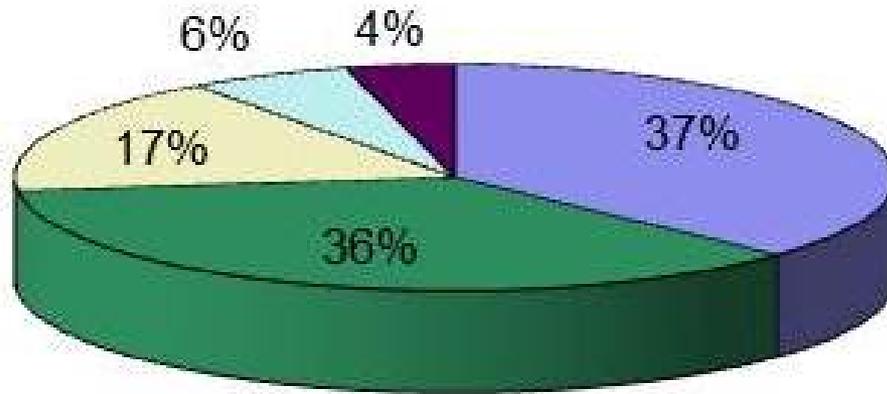
- Ambassador volunteer wage equivalent (\$7,000)
- BID public relations-generated ad equivalency (\$17,000)
- Donated advertising & marketing (\$6,500)



2011 Revenues + Added Value = \$386,621

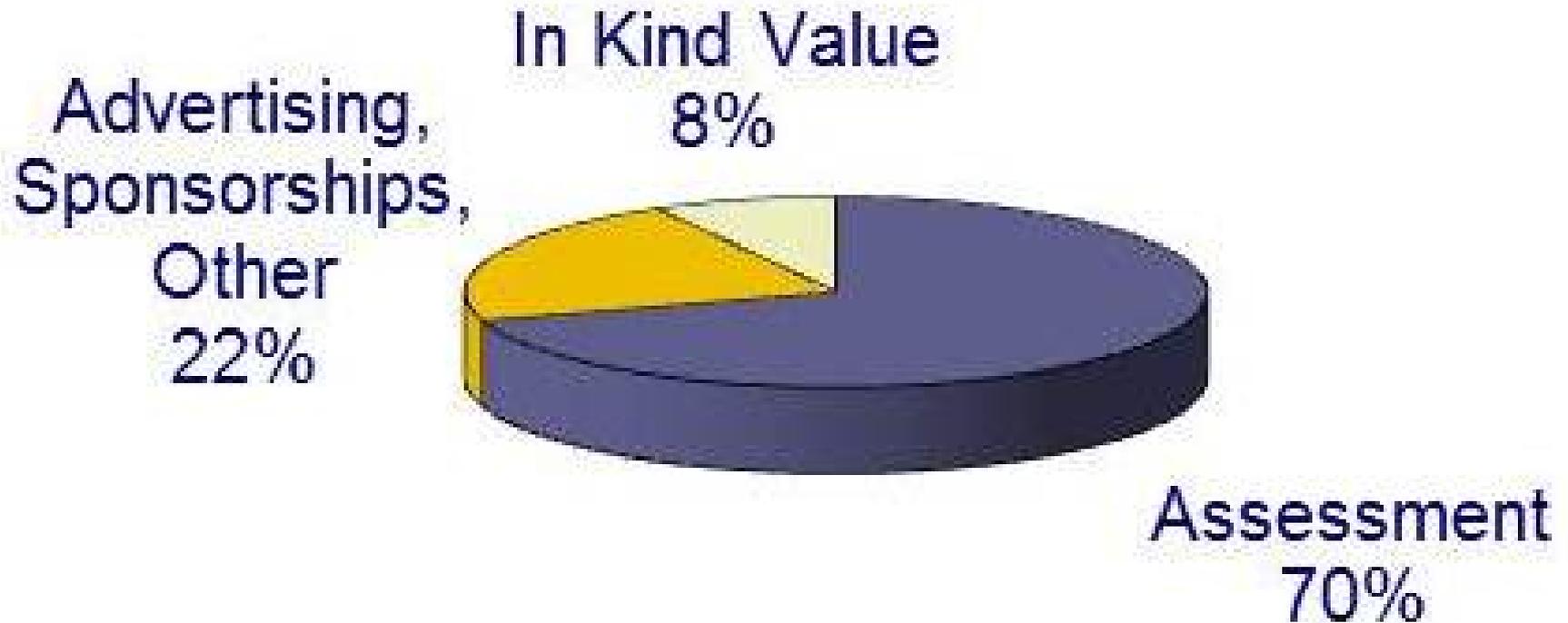


2011 Allocation of Budget – \$356,121 (cash)

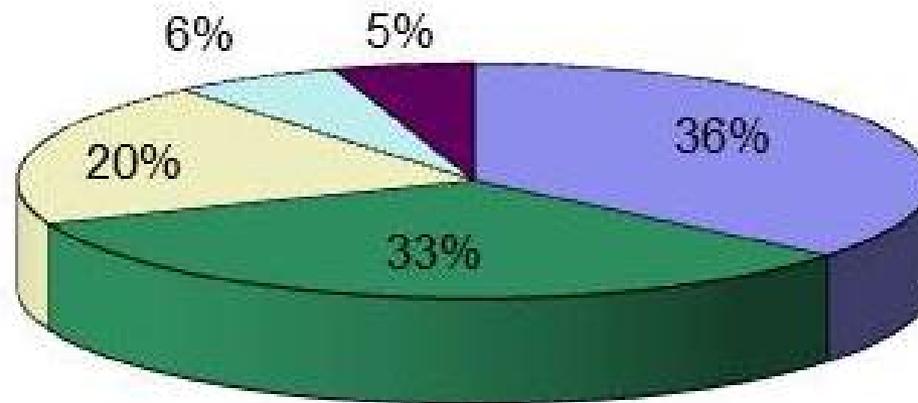


- Welcoming Environment
- Marketing
- Administrative/Supplies
- Advocacy & Community Relations
- Business Development

2012 Projected Revenues – \$380,684 (cash + in kind value)



2012 Projected Budget – \$350,684 (cash)



- Marketing
- Welcoming Environment
- Administrative/Supplies
- Advocacy & Community Relations
- Business Development

IT'S *YOUR* BID!



We represent YOU,
YOUR Tenants and
YOUR Businesses!

We welcome your
questions, feedback and
involvement.

Contact BID Staff

Mary Carbine, BID Executive Director

(608) 512-1340

mcarbine@visitdowntownmadison.com

Tim Jenquin, BID Programming Coordinator,

(608) 512-1341

tjenquin@visitdowntownmadison.com

Address:

122 W. Washington Ave.

Suite 250

Madison, WI 53703

