

From: Morgenthaler, Diane [<mailto:Morgenthaler@visitmadison.com>]
Sent: Monday, August 20, 2012 2:29 PM
To: Parks, Timothy
Cc: Morgenthaler, Diane
Subject: Taxis on State Street

Tim,

Attached is a statement from the Greater Madison Convention & Visitors Bureau, originally shared with the Downtown Coordinating Committee, representing the visitor perspective on access to taxis within our community, and on State Street.

Today, we are requesting that our Board of Directors vote in support of the drafted ordinance sponsored by Alder Verveer (Leg. # 26603).

Thank you for sharing our feedback with the Planning Commission at today's meeting.

Sincerely,
Diane Morgenthaler

DIANE MORGENTHALER
VICE PRESIDENT, MARKETING & STRATEGIC PLANNING
GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE>MADISON, WI 53703
WWW.VISITMADISON.COM



GREATER MADISON CONVENTION & VISITORS BUREAU

WWW.VISITMADISON.COM

615 E. WASHINGTON AVENUE
MADISON, WI 53703

July 13, 2012

Re: Downtown Coordinating Committee, State Street Taxi Subcommittee

Visitors to Madison need, expect and deserve timely and easy access to transportation modes, including taxi and bus service. Taxis, particularly, are a critical element in our transportation network for visitors. Ensuring that these services are available, accessible and locations where these services are provided is clearly identified are elements of quality customer service for visitors as well as local hospitality business customers and hospitality employees.

Visitors value having a sense of safety when they are traveling within a community. The sense of safety provided by quick, clear, easy and convenient access to taxis encourages visitors to take advantage of our retail, restaurant and tavern businesses and spend money in our community that would otherwise not occur.

Satisfying visitor needs and expectations is vital to attracting visitors to our community and ensuring the long-term economic health of State Street.