



Madison's Central Business Improvement District (BID)

ANNUAL MEETING

July 28, 2015



Presentation Outline

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



What is a Business Improvement District?

- Initiated by private sector
- Enabled by State Statute
- Allows commercial property and business owners in a self-defined area to enhance and promote the district
- Self-assessment tool to generate ongoing funding



Madison Central BID Profile

- Included Properties: 205
- Businesses: 350
(retail, restaurant, entertainment)
- 21 member Board of Directors
- Two full-time staff persons





BID Area = yellow

Madison Central BID Profile

- Established 1999 by private sector leadership after two-year process
- Annual Operating Plan developed by Board of property and business owners, and approved by City Council
- Reauthorized at 5 year intervals by property owner vote
- Reauthorized in 2014 for 2015-19



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**
 - **OUTREACH** on issues affecting the District
 - develop **COMMUNITY RELATIONS**



BID Board of Directors

- **Greg Frank** (Chair) *Downtown Coordinating Committee Member, Downtown Business Owner*
- **Sue Springman** (Vice Chair) *Capitol Square – Property Owner, Mullins Group*
- **Stacy Nemeth** (Treasurer) *Capitol Square - Property Owner, The Fiore Companies*
- **Emily Mehl** (Secretary) *At Large Member, Urban Land Interests*
- **Jeanette Riechers** (Immediate Past Chair) *State Street - Business Owner, Madison Sole*
- **Steve Amundson**, *UW-Madison Chancellor's Office, Campus and Visitor Relations*



BID Board of Directors

- **Rick Brahmer**, *State Street Business or Property Owner, Mezza (+ Argus BarGrille)*
- **Ryan Huber** *King Street Representative, Context*
- **John Hutchinson** *Greater State Street Business Association, Fontana Sports*
- **Richard Kilmer** *At Large Member, Community Pharmacy*
- **Larry Lichte** *West Main Street - Business Owner, Attorney / Empire Realty Company*
- **Patrick McGowan** *State Street - Property or Business Owner, The University Book Store*
- **Matt Mikolajewski** *City of Madison, Economic Development Director*



BID Board of Directors

- **Maria Milsted** *State Street – Property Owner, Milsted Properties*
- **Paul Norman** *Capitol Square - Business Owner, Boardman & Clark Law Firm*
- **Zach Pagel**, *UW Student Representative*
- **Rick Petri** *Downtown Madison, Inc., Representative, Murphy Desmond*
- **Mike Verveer** *District 4 Alder*
- **Krys Wachowiak**, *At Large Member, L'Étoile/GRAZE*
- **Teresa Werhane**, *Downtown Resident*
- *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
- Annie Wright, Top of State Events
Coordinator (seasonal)
- Seasonal/part time Ambassadors



BID Profile

Questions or Comments?



Marketing

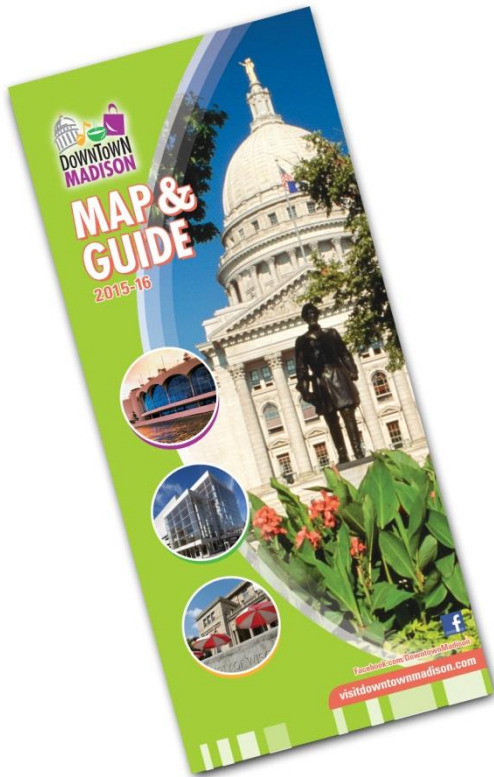
Objectives:

- 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

2015-16 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. 470,000 unique visitors/year. Traffic up 22% in 2014; up 14% YTD
- Business Directory is “top content” for page views, searches



Marketing-Social Media



[Downtown Madison](#)



[TopofState](#)



Cooperative Advertising

- 37 group ad opportunities in print, online, radio (2015 to date)
- Avg. savings of \$ 360 per ad

Come Downtown! Downtown Madison Maps, Gift Certificates, Event Information and More at visiddowntownmadison.com

THE KITCHEN GALLERY
RECREATIONAL FURNITURE AND ACCESSORIES

Francesca's al Lago
NORTHERN ITALIAN CUISINE

A Room of One's Own
Your place for new and used books in downtown Madison
312 W. Coffee St. (908) 257-7582 www.aroomofonesown.com Mon.-Sat. 9:30, Sun. 12:00

DOWNTOWN MADISON
KEEP IT LOCAL

Advertising

DOWNTOWN MADISON

WINTER

PARK EASY

Gifts

VisitDowntownMadison.com

BID Holiday Season focus helps boost downtown shopping and dining.



Marketing - Events

BID supports events to drive customer traffic downtown:

- Produces and promotes events
- Supports key GSSBA events
- Partners on other events to foster positive results for businesses



Marketing - Events



**DoWNTOWN
MADISON
HOLIDAY
OPEN
HOUSE**

- Started 2008 to help downtown capture share of post-Thanksgiving holiday shopping
- 2012 – Expanded to 2 days
- 2013 - Boosted sponsors, events, marketing.
- 2014: Trolley ridership up 46%; merchants reported increases in YOY sales





DOWNTOWN MADISON
HOLIDAY OPEN HOUSE



Friday-Saturday
November 28-29

9:30 am – 4:00 pm
State Street & Capitol Square

Holiday Fun! Great Shopping!
Trolley Rides, Ice Sculpting,
Music, Magic and More!

visitdowntownmadison.com



Marketing - Events



- Started 2007 to reposition Halloween in downtown Madison as safe and family friendly
- Now a Madison tradition with strong attendance and positive PR



Marketing - Events



BID supports key GSSBA events that drive customer traffic downtown.



Cars on State Classic Car Show



BID provides funding, marketing, PR, website, social media, info to businesses



Maxwell Street Days Summer Sidewalk Sale



BID provides funding, PR, website, social media, info to businesses



Marketing - Events

Other event partnerships:

- Madison Winter Festival
- Make Music Madison
- UW Madison: Homecoming, Parents Weekend, Badger Family Spring Visit, new & incoming student events, and more



Programming – Top of State

- NEW for 2015
- Weekly activities, events, May–Sep.
 - Philosophers' Grove
 - 30 on the Square
- top-of-state.com



DoWNTOWN
MADISON
TOP OF
STATE
top-of-state.com

Programming – Top of State

Goals:

- Activate public spaces
- Increase positive uses
- Enhance areas for community, business/cultural district

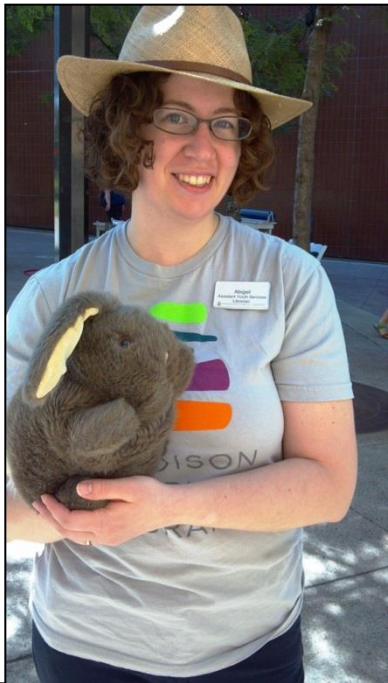


Programming – Top of State

Partners/Sponsors:

- City of Madison
- Private sector via Madison Parks Foundation & Downtown Madison Inc. Partners
- Isthmus (media partner)

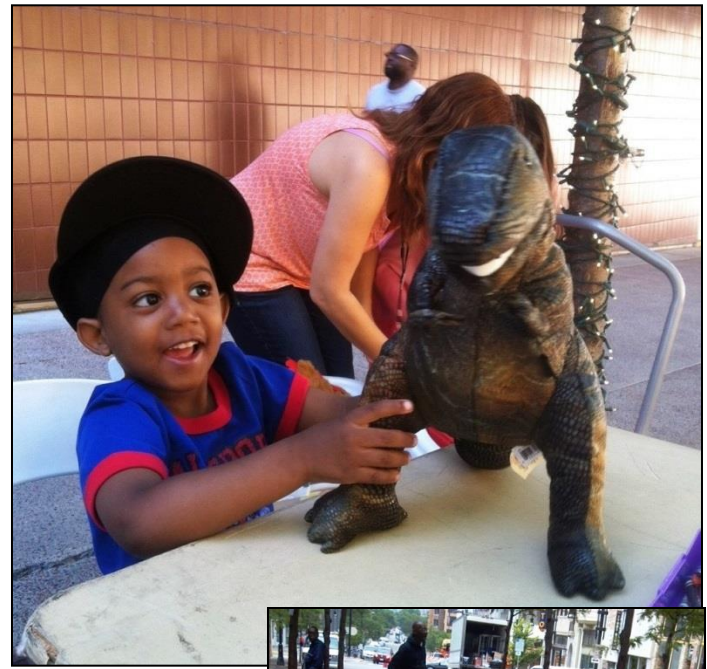




Programming – Top of State

- Mix of music, arts, crafts, retail, children's activities, and pop-up or drop-in events
- 3-4 events per week
- 60+ events scheduled May-Sep
- Avg. attendance 200/prog.





Programming – Top of State

Pilot for future:

- Small-to-medium scale events, positive activity in public areas
- Continue at Top of State?
- Expand to Peace Park, Frances St., Library Mall?
- Funding? Staff?



Downtown Madison Gift Certificate Program

- Drives dollars to downtown businesses
- Free and easy to participate
- Sales avg. \$70,000/yr. since 2010
- 2014 - sales of \$78,000
- Approx. 170 BID businesses accept the Gift Certificates



Business Recruitment & Retention

Co-funded Market Analysis Study - 2007

< Updated Downtown Market Data Fact Sheet - 2012

Commercial Real Estate listings

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
CNN.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

Sports Fans at the Kohl Center
© 2010 World Soccer

State Capitol & Madison Museum of Contemporary Art
© 2011 World Soccer

Farmers Market on the Square
© 2011 World Soccer

Madison Children's Museum
© 2011 World Soccer

Windsurfing on Lake Mendota
© 2011 World Soccer

DOWNTOWN MADISON
SHOP • DINE • PLAY

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



Marketing & Programming

Questions or Comments?



Welcoming Environment

Objectives:

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

Programs:

- Downtown Ambassadors
- Plantings, Holiday Lights and Trolley
- Welcome Programs



Downtown Information Ambassadors



- Visitor services for 45,000 people per year. 66% increase since 2009.
- Two downtown locations plus conventions, events.
- Year-round since 2010
- Foster safety, welcoming environment.
- Deliver maps, event flyers, info directly to BID businesses.

Downtown Information Ambassadors

2014



Info Booth, Capitol Square

- 48,448 people helped
- 124,153 Downtown Maps and brochures distributed
- Several Special Event Tables, including 8 UW events
- Extended hours at Visitor Center for summer & Holiday seasons



Downtown Visitor Center



452 State St.

- Open daily year round
- Located in Lisa Link Peace Park
- Assisted 22,068 people in 2014 (46% of total people assisted.)

Downtown Information Ambassadors



Downtown Info Table

2015 YTD

- 20,000+ people helped
- Downtown Info Tables at Conventions and Events
- Extended Visitor Center and Info Booth hours for special events

Planting Program

- Plantings and care, over and above basic city services
- BID funds plantings in 100+ downtown planters and beds throughout District
- Partners with city to maximize quality and efficiency



Planting Program

- Spring Pansies
- Summer
 - Annual flowers in beds
 - Annual flowers in planters (donated by City Parks, Olbrich, care subsidized by BID)



Planting Program

Winter / Holiday -
Evergreen Boughs in
85 planters



Holiday Lights



- 250 Winter Snowflake Lights throughout the District
- 2015 – Upgraded lamps, refurbished fixtures with support of GSSBA, MGE

Holiday Trolley



Record Total 4,281 Riders in 2014

BID Welcome Programs 2013

**Welcome Bags – BID
Businesses provide promo
items, menus, coupons**

New Resident Bags - 400

Holiday Trolley Bags - 1,200

2014 TOTAL - 1,600



BID Welcome Programs

UW-Madison Info Tables

BID partners with UW Admissions, Campus & Visitor Relations, Wisconsin Alumni Association

- Your UW Days Resource Fair, State St. Tour
- Admitted Students of Color Resource Fairs
- UW Med School Reception
- New Student Shopping Night (UBS)
- UW Parent's Weekend Check-In
- UW Campus & Visitor Relations Cross Training



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.



Welcoming Environment

Questions or Comments?



Outreach & Community Relations

Objectives:

- Inform business and property owners about City issues, policies and programs affecting the District
- Enable business, property owner participation in public process



Outreach & Community Relations

Objectives:

- Work closely with City staff and elected officials
- Partner with other organizations on areas of mutual interest



Outreach & Community Relations

Major/Ongoing Topics:

- Construction
- Sidewalk Café Fees
- Mall Maintenance Services
- Parking
- Business Signage
- Halloween
- Safety



Construction



Due to BID Advocacy, city construction contracts require:

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

Construction 2014-15

BID organized meetings, issued updates, helped with business issues:

- King/E. Main reconstruction
- State St. 700-800 blocks reconstruction
- State Street Sidewalk Repairs



Sidewalk Café Fees

- BID informed business and property owners of proposed ordinance changes, provided information on public meetings and how to get involved in the process
- Ordinance changes referred by Council to BID Board (Aug. 6 meeting) among other City committees.



Mall Maintenance Services

Ongoing BID involvement has resulted in:

- Improved sidewalk snow removal
- Mall Maintenance web page, info sheet with contacts and service descriptions
- New Sidewalk Washing Program (2014)
- Significant efforts on downtown plantings
- Continued efforts in problem areas



Parking

Ongoing Topics:

- Maintain parking supply, convenience
- Special Event parking system
- Short term parking for retail customers
- Wayfinding to parking
- Overall customer experience



Business Signage

- BID part of business coalition working with City on potential changes to the sign code; await next steps from City.
- Goal: Sign code that allows creative, effective and affordable signage for small businesses that enhances the downtown environment for businesses, customers and downtown users.



Halloween

- Partnered with DMI to advocate for gated, ticketed event (Freakfest) implemented in 2006.
- 2014 event: 44 citations, 2 arrests (no serious arrests, property damage), compared to 566 arrests in 2005.
- Policing costs significantly reduced.
- BID role as business liaison and advocate for business needs in the organization of the event.



Safety

- BID works closely with MPD to issue safety alerts, share information
- Coordinates meetings to address issues in problem areas
- BID Visitor Center/Ambassador Booth presence



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.
- 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 Campus and Visitor Relations
 - UW Chancellor's Office
 - Arts & cultural organizations



Outreach & Community Relations

Questions or Comments?

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

Outside Funding 2015:

- Map & Guide advertising
- UW-Madison contribution
- Program and marketing sponsorships
- Top of State Programming: City and private sector funding
- Holiday Lighting: GSSBA, MGE
- In-kind added value



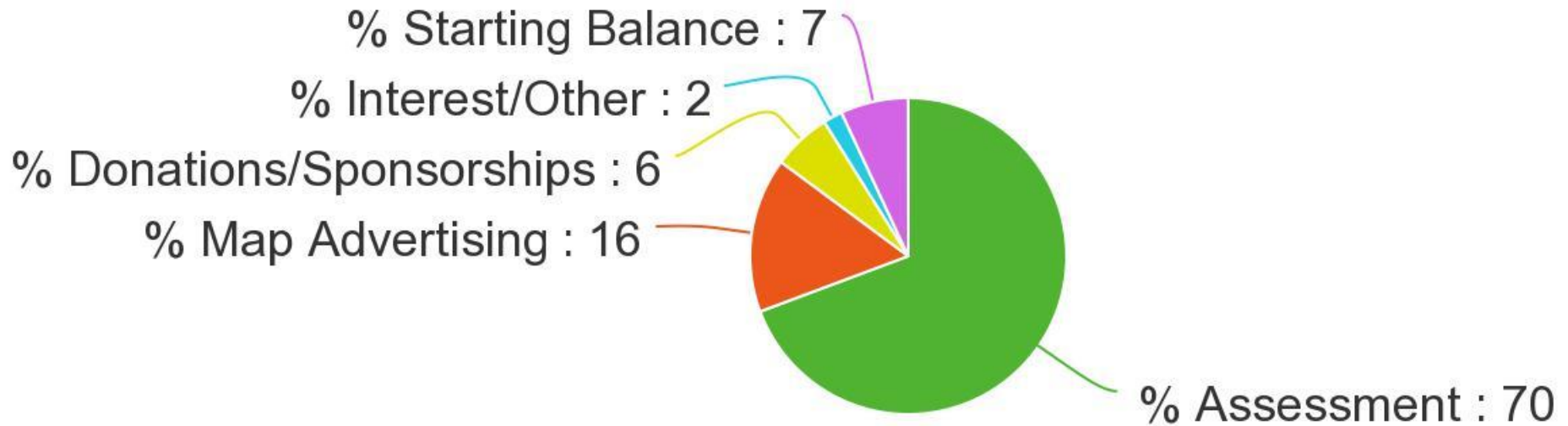
BID 14-15 FINANCIALS (cash)

| <u>INCOME:</u> | 2014 Actuals | 2015 Forecast |
|-----------------------|---------------------|----------------------|
| Assessment | \$266,130 (70%) | \$266,936 (60%) |
| Map Advertising | \$ 60,145 (16%) | \$ 64,474 (15%) |
| Donations/Sponsorship | \$ 23,600 (6%) | \$ 38,170 (8.5%) |
| Top of State Funding | \$ 0 (n/a) | \$ 42,000 (9.5%) |
| Interest income/other | \$ 6,396 (2%) | \$ 7,938 (2%) |
| Starting Balance | \$ 25,777 (7%) | \$ 25,416 (6%) |
| TOTAL | \$ 382,048 | \$ 444,934 |

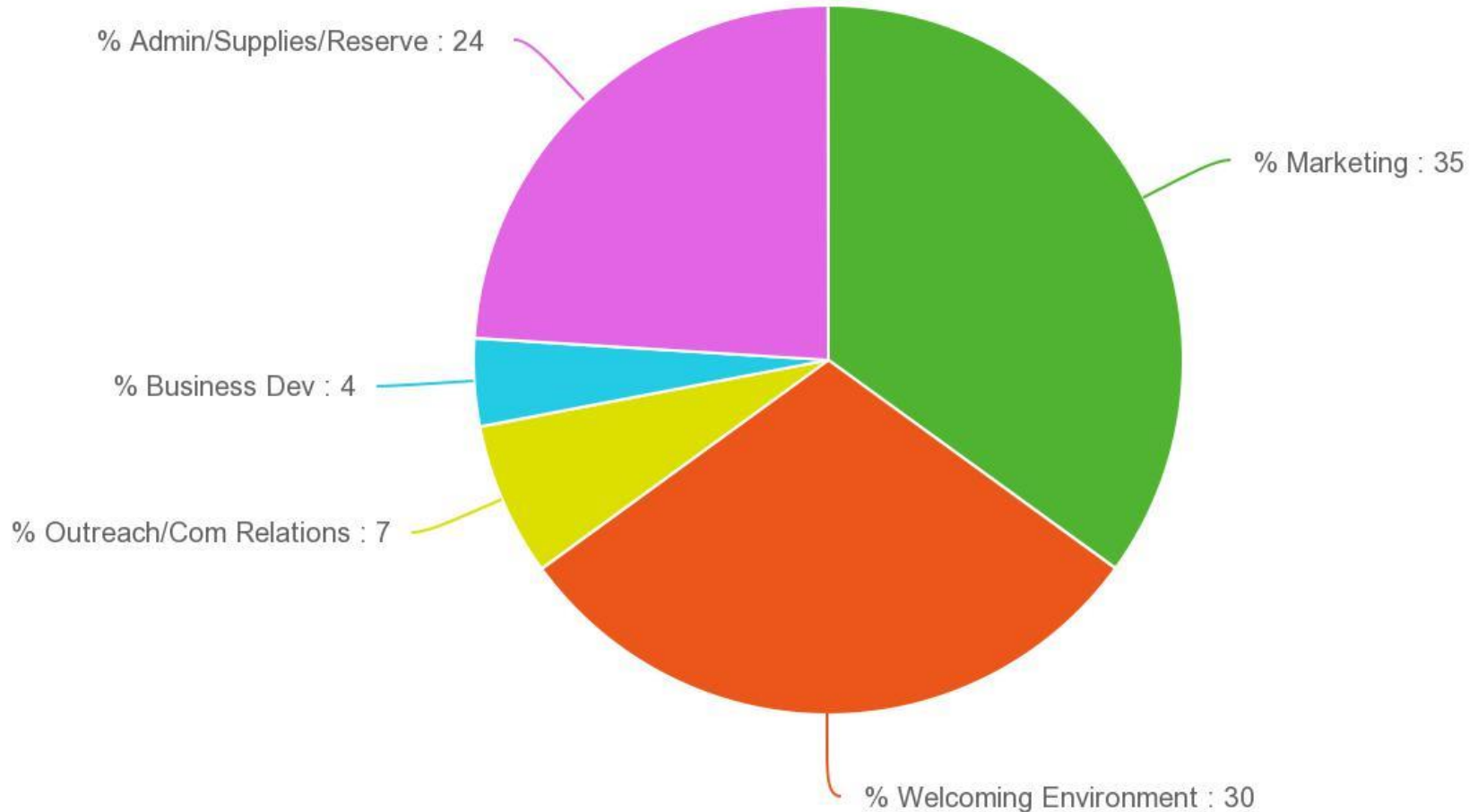
BID 14-15 FINANCIALS (cash)

| <u>EXPENSES:</u> | 2014 Actuals | 2015 Forecast |
|-------------------------|---------------------|----------------------|
| Marketing | \$135,363 (35%) | \$136,667 (31%) |
| Welcoming Environment | \$114,478 (30%) | \$144,960 (33%) |
| Top of State Programs | \$ 0 (n/a) | \$ 42,000 (9%) |
| Outreach/Com. Rel. | \$ 26,697 (7%) | \$ 27,888 (6%) |
| Business Development | \$ 14,580 (4%) | \$ 15,018 (3%) |
| Admin/Supplies/Reserve | \$ 90,930 (24%) | \$ 78,401 (18%) |
| TOTAL | \$382,038 | \$444,934 |

BID REVENUES 2014

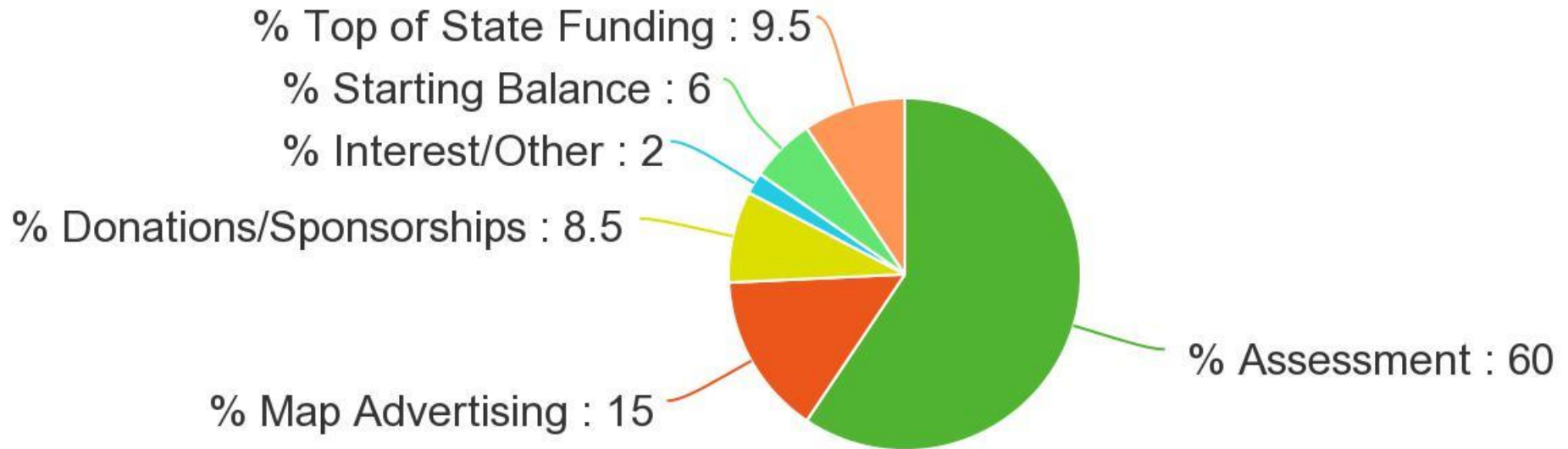


BID EXPENSES 2014



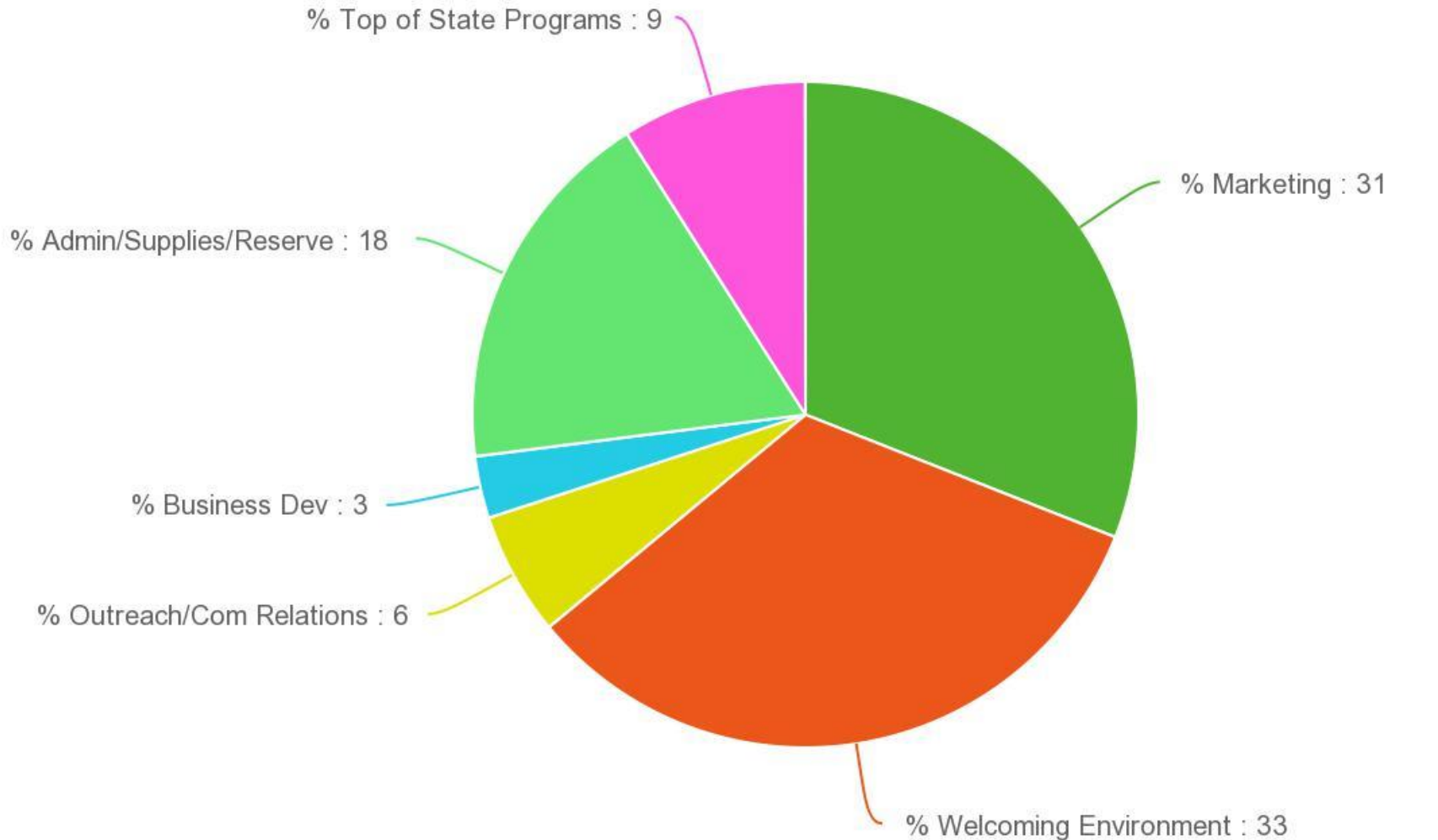
% Marketing **% Welcoming Environment** **% Outreach/Com Relations**
% Business Dev **% Admin/Supplies/Reserve**

BID REVENUES 2015



% Assessment **% Map Advertising** **% Donations/Sponsorships**
% Interest/Other **% Starting Balance** **% Top of State Funding**

BID EXPENSES 2015



■ % Marketing **■ % Welcoming Environment** **■ % Outreach/Com Relations**
■ % Business Dev **■ % Admin/Supplies/Reserve** **■ % Top of State Programs**

BID Funding – 2014

In Kind Added Value

\$33,325 “in kind” additional value:

- Ambassador volunteer wage equivalent (\$4,300)
- BID public relations-generated ad equivalency (est. \$20,000)
- Donated/matching marketing, ads, event production (\$9,025)



BID Funding – 2015

Forecast: In Kind Added Value

\$40,143 “in kind” additional value:

- Ambassador volunteer wage equivalent (\$4,500)
- BID public relations-generated ad equivalency (est. \$25,000)
- Donated/matching marketing, ads, event production (\$10,643)
- Top of State programming: Not yet calculated.



BID Funding - 2016

- Assessment income: \$266,390
- Costs:
 - Continue basic services: \$385,000
 - Holiday Lighting Upgrades Phase 2: \$3,000-\$5,000 per location
 - Programming (Top of State): \$50,000 (more if expanded)
 - Your ideas, priorities?

BID Funding

Questions or Comments?

IT'S *YOUR* BID!



We represent YOU,
YOUR Tenants and
YOUR Businesses!

We welcome your
questions, feedback and
involvement.

Contact BID Staff

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(608) 512-1340

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