

To: Downtown Coordinating Committee

From: Deb Archer, CEO GMCVB and MASC; Jamie Patrick, Vice President MASC

Date: November 29, 2018

Re: Street Use Permits/Downtown Zone

We recognize and acknowledge the challenges faced by the City that are related to the events that occur in and around the downtown core. As stewards of the destination we are committed to engaging with the City to exploring the challenges and work for creative solutions.

As we reviewed the proposed Downtown Zone and streets use permitting presented, we considered the potential impact of the proposals on events, both those we secure for the City as well as those community events that we enjoy and provide us all with vibrancy and inspiration. We recognize there may be some unintended consequences associated with implementing the proposals and have generated some questions that we ask you consider before action is taken:

1. What is the definition of a city sponsored event? What events currently do and do you anticipate will meet that definition?
2. What events that have been approved in the past would no longer qualify for permits?
3. Are there specific criteria for event consideration?
4. Are there events that would be considered exceptions to the proposed rules? Is there a process to request an exception?
5. If an event is denied permits, is there an appeal process? If so, what is that process?
6. Are you modelling the proposed rules after another city's ordinances/rules? If so, what city and what impact have these rules had on that city?
7. The proposal has been identified as a first phase of addressing the challenges the City faces. What do you envision beyond what is proposed?

As we seek out potential events as part of our work, we would like to suggest that restrictive policies could become a deterrent to creating or attracting high quality and high impact events to Madison.

Again, we recognize and appreciate the work and time you have put into addressing the challenges events create for the City and stand ready to assist in finding solutions to meet those challenges.