



Legislation Details (With Text)

**File #:** 53827      **Version:** 1      **Name:** Issuing a Request for Proposals to solicit innovative and inclusive activation proposals (commerce, programming, etc.) for a business, nonprofit or other entity to implement at the Top of State Area.

**Type:** Resolution      **Status:** Passed

**File created:** 11/14/2018      **In control:** Parks Division

**On agenda:** 12/4/2018      **Final action:** 12/4/2018

**Enactment date:** 12/10/2018      **Enactment #:** RES-18-00823

**Title:** Issuing a Request for Proposals to solicit innovative and inclusive activation proposals (commerce, programming, etc.) for a business, nonprofit or other entity to implement at the Top of State Area.

**Sponsors:** Michael E. Verveer, Zach Wood, Ledell Zellers

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
12/4/2018	1	COMMON COUNCIL	Adopt	Pass
11/29/2018	1	DOWNTOWN COORDINATING COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
11/20/2018	1	COMMON COUNCIL	Refer	Pass
11/14/2018	1	Parks Division	Referred for Introduction	

**Fiscal Note**

The proposed resolution authorizes a Request for Proposals (RFP) to solicit plans to implement programs and activities for a business, nonprofit or other entity to implement at the Top of State Area. The intention is that accepted proposals will not seek any form of City funding and are stand-alone operations. Any agreements that are negotiated as a result of this RFP will go before the Common Council for approval. No appropriation is required with the approval of this resolution.

**Title**

Issuing a Request for Proposals to solicit innovative and inclusive activation proposals (commerce, programming, etc.) for a business, nonprofit or other entity to implement at the Top of State Area.

**Body**

WHEREAS, the "Top of State" area at the intersection of State Street and the Capitol Square is the heart of Downtown Madison, one of the highest-traffic pedestrian intersections in Wisconsin and an important public gathering space for the community; and,

WHEREAS, this area also can experience negative activities including littering, fighting, and drug trafficking; and,

WHEREAS, for the last several years, the City has worked with community partners including the Central Madison Business Improvement District and Downtown Madison Inc. to implement a variety of strategies to address these issues including physical design changes to the space, increasing police enforcement, adding programming, and creating street vending opportunities; and,

WHEREAS, these efforts have made improvements, but they are resource-intensive and problems in this area persist; and,

WHEREAS, Top of State is a focal point of the community and a valuable asset for the City with the potential to contribute to Downtown in a more positive manner; and,

WHEREAS the recently adopted "Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison" (RES 15-00206, Legislative File #36697) recommends implementing programs and activities that activate the downtown area; and,

WHEREAS, research from other communities and experience with other challenging public spaces in Madison suggest that an effective strategy can be used to bring positive activity through commerce and other activities; and

WHEREAS, a Request for Proposals process has the potential to identify new uses that would bring innovative and inclusive activation to the Top of State without expending significant City resources.

NOW THEREFORE BE IT RESOLVED, the City Staff is authorized to create and release a Request for Proposals to solicit interest from entities interested in activating the Top of State area; and,

BE IT FURTHER RESOLVED, the language of the Request for Proposals will articulate the City's goals for the Top of State area based on recent planning efforts, and input from stakeholders and staff; and,

BE IT FURTHER RESOLVED, all submitted proposals will be made available for the public to review; and,

BE IT FURTHER RESOLVED, the City Staff team's recommendation will be shared with relevant city committees as well as downtown stakeholder organizations such as the Central Madison Business Improvement District, Downtown Madison Inc., and Capitol Neighborhoods; and,

BE IT FURTHER RESOLVED, the City will reserve the right to reject any and all proposals submitted in response to the RFP; and,

BE IT FURTHER RESOLVED, a staff team will evaluate responses, conduct interviews, negotiating the terms of an agreement, and make a recommendation to the Common Council; and,

BE IT FINALLY RESOLVED, the terms of that agreement will go before the Common Council for discussion and approval.