



## Legislation Text

File #: 54880, Version: 2

### Fiscal Note

The proposed resolution authorizes an agreement between the City of Madison and Madison's Central Business Improvement District (BID) for programming at locations on State Street and the Capitol Square. The 2019 Adopted Operating Budget includes \$65,000 to support the BID programming and \$20,000 from the Room Tax Commission to support temporary art downtown.

### Title

SUBSTITUTE-Authorizing an \$85,000 contract with Madison's Central Business Improvement District (BID) for \$85,000 to fund the continuation of the Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th AD), and to support the administration of the Downtown Doors BLINK Art program.

~~Appropriating \$65,000 from the 2019 Planning Division Operating Budget, and \$20,000 from the Room Tax Commission and authorizing the City of Madison to enter into a contract with Madison's Central Business Improvement District (BID) for \$85,000 to fund the continuation of the Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th AD), and to support the administration of the Downtown Doors BLINK Art program.~~

### Body

WHEREAS, the City of Madison and Madison's Central Business Improvement District (BID) have been successful partners to implement a successful placemaking and activities program at the Top of State Street and other open spaces throughout the Downtown during each summer since 2015; and

WHEREAS, this partnership has created the "Summer in Your City" program that includes, but is not limited to the following successful programs such as "Kids Create at the Top of State", "Summer in Your City Café", and the "Madison Night Market", among other many programming activities; and

WHEREAS, the City would like the BID to continue programming opportunities both at the "Top of State" as well as other existing open spaces and plazas along State Street and the Capitol Square, including, but not limited to, Rotary Plaza, Lisa Link Peace Park, North Frances Plaza, and the intersection of State Street Mall and the Library Mall; and

WHEREAS, the City would also like to expand this partnership to include the BID as a partner to help administer a new Downtown BLINK Temporary Art Program, entitled "Downtown Doors"; and

WHEREAS, "Downtown Doors" will be an opportunity to match participating downtown property owners with local artists to "wrap" secondary, front-loading and other unattractive doors on State Street and adjacent areas with locally produced art as selected and approved by the Madison Arts Commission; and

WHEREAS, the Common Council included funding in the 2019 Operating Budget that \$65,000 should be directed towards continued programming of these spaces and included \$20,000 from the Room Tax Commission to support temporary art installations downtown.

NOW THEREFORE BE IT RESOLVED, that Madison's Central Business Improvement District, working with cultural partners such as the Madison Arts Commission, Madison Public Library, Wisconsin History Museum, Overture and others, will develop programming and placemaking efforts to activate the existing park, plazas

and other open spaces along State Street and the Capitol Square as described above, throughout the summer and into fall of 2019.

BE IT FURTHER RESOLVED, that Madison's Central Business Improvement District will partner with the Madison Arts Commission and City Planning Division to administer the Downtown Doors BLINK Art Program.

BE IT FURTHER RESOLVED, that the Common Council hereby authorizes the Planning Division to use up to \$85,000 in budgeted City funds for such activities.

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and City Clerk to enter into a contract between the City of Madison and Madison's Central Business Improvement District, and if necessary in the opinion of the Risk Manager and City Attorney for insurance or liability reasons, with Downtown Madison, Inc., with terms as approved by the Department of Planning and Community and Economic Development Director and City Attorney, to administer the 2019 Downtown activities programming and Downtown Doors BLINK Art Program.