



## Legislation Text

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**File #:** 03775, **Version:** 1

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### Fiscal Note

Funds are available in the Department of Planning and Development's Preliminary Planning Capital Account #810425.

### Title

Authorizing the Mayor and City Clerk to enter into an agreement with Downtown Madison, Incorporated (DMI) to provide \$7,500 in matching funds for data collection and analysis, as part of the Downtown Dynamic business retention and recruitment efforts of Downtown Madison, Inc.

### Body

WHEREAS, the Department of Planning and Development has received a request from Downtown Madison, Incorporated (DMI) for funding assistance to prepare a retention, enhancement, recruitment, and marketing plan (collectively, the Project) for downtown businesses; and

WHEREAS, DMI has received a proposal from the University of Wisconsin-Extension to provide data, analysis, and a framework in the preparation of the Project; and

WHEREAS, DMI also solicited proposals from other firms, including those involved in the State Street Strategic Plan from 1999; and

WHEREAS, the only responsive bid was received from the University of Wisconsin-Extension; and

WHEREAS, the fee for the work to complete the Project was \$15,000; and

WHEREAS, Madison's Central Business Improvement District (BID) at their regularly scheduled meeting of January 31, 2006, voted unanimously to commit \$7,500 to the Project; and

WHEREAS, DMI has requested \$7,500 in funds from the City to match the BID's commitment in order to provide financial assistance in the Project's development; and

WHEREAS, the completion of the Project is consistent with the adopted State Street Strategic Plan which was adopted by the Common Council on December 7, 1999; and

WHEREAS, as part of the contribution, the City will be linked to and have complete access to the clearinghouse of information that will be produced from the Project; and

WHEREAS, the clearinghouse of information will assist the City with its downtown planning and redevelopment efforts; and

WHEREAS, funds expended through the process can be recovered through the various TIF districts that cover the greater State and Capitol Square areas.

NOW THEREFORE BE IT RESOLVED, that the Mayor and City Clerk are authorized to enter into an agreement with DMI, to provide \$7,500 to support the preparation of the recruitment, retention, enhancement and marketing plan for downtown businesses and the greater State Street and Capitol Square areas.