



Legislation Text

File #: 42477, **Version:** 1

Fiscal Note

The proposed resolution authorizes an agreement between the City of Madison and the Central Madison Business Improvement District (BID) to provide expanded downtown programming in 2016. The 2016 proposed contract is \$69,000.

The 2016 Adopted Budget includes \$52,000 for the contract within the Economic Development Division operating budget. The resolution authorizes transferring these funds to the Planning Division, who will be responsible for overseeing the contract.

In addition to the funds authorized in 2016, the proposed resolution amends the Adopted Operating Budget to transfer \$17,000 of existing appropriation to the Planning Division for the contract. The additional funding will be supported by the transfers listed below:

PCED Office of the Director: \$5,000

Appropriation will be transferred from the existing training budget.

Planning Division: \$5,000

Appropriation will be transferred from the existing Placemaking budget. These funds are not identified in the amended amount as they are currently appropriated with the Planning Division's purchased services budget.

Contingent Reserve: \$7,000

The transfer from Contingent Reserve will be offset by additional General Fund revenue realized through increased food cart fees adopted by the Common Council in February 2016. Upon adoption of the resolution the remaining balance in the 2016 Contingent Reserve will be \$1,140,810.

Title

Amending the 2016 Adopted Operating Budget to transfer \$52,000 from the Economic Development Division, \$5,000 from PCED Office of the Director, and \$7,000 from Contingent Reserve to authorize the City of Madison to enter into a contract with the Madison Central Business Improvement District to fund the creation of an expanded Downtown Activities Program focused on existing plazas around the Capitol Square and State Street (2nd, 4th and 8th ADs).

Body

WHEREAS, the 100 blocks of West Mifflin Street, known as the Philosophers' Grove, and the N Carroll Street stage, were included as part of a successful "Top of State" programming partnership between the City of Madison and the Madison Central Business Improvement District (BID) in the summer of 2015; and

WHEREAS, in recent years there were an increasing number of complaints about negative behavior in the Philosophers' Grove area, and programming efforts in 2015 had a successful impact on making the space more welcoming for all people; and

WHEREAS, the City would like the BID to pursue additional programming opportunities both at the "Top of State" as well as other existing open space 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 Common Council included \$52,000 in the 2016 Operating Budget that specified that revenue from the increase in Sidewalk Café and Vending License fees should be directed towards an expanded downtown programming program; and

NOW THEREFORE BE IT RESOLVED, the Madison Central Business Improvement District, working with cultural partners such as the Madison Public Library, History Museum, Overture, etc., will develop programming and placemaking efforts to activate the existing park and plazas spaces along State Street and the Capitol Square as described above, throughout the summer and into fall of 2016; and

BE IT FURTHER RESOLVED that the 2016 Adopted Operating Budget is amended to appropriate \$69,000 for purchased services associated with the contract funded by transferring \$52,000 from the Economic Development Division, \$5,000 from PCED Office of the Director, and \$7,000 from the Contingent Reserve; and

BE IT FURTHER RESOLVED that the Common Council hereby authorizes the Department of Planning and Community and Economic Development to use up to \$69,000 in City funds for such activities; and

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 the Madison 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 Director of Planning, Community and Economic Development and City Attorney, to administer this Downtown activities program.