Legislation Details (With Text)

File #:	76482	**Version:**	1	**Name:**	Central Business Improvement District Support
Type:	Resolution			**Status:**	Passed
File created:	2/28/2023			**In control:**	Economic Development Division
On agenda:	3/21/2023			**Final action:**	3/21/2023
Enactment date:	3/24/2023			**Enactment #:**	RES-23-00265

Title: Authorizing a $62,225 contract with Madison's Central Business Improvement District (BID) 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.)

Sponsors: Michael E. Verveer

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
3/21/2023	1	COMMON COUNCIL	Adopt Unanimously	Pass
3/13/2023	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
3/7/2023	1	COMMON COUNCIL	Refer	Pass
2/28/2023	1	Economic Development Division	Referred for Introduction	

Fiscal Note

This resolution authorizes an agreement between the City of Madison and Madison's Central Business Improvement District (BID) or its fiscal sponsor for programming at locations on State Street and the Capitol Square. The Economic Development Division's 2023 Adopted Operating Budget includes $62,225 to support the (BID) programming. No additional City appropriation is required.

Title

Authorizing a $62,225 contract with Madison's Central Business Improvement District (BID) 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.)

Body

WHEREAS, the City of Madison and Madison's Central Business Improvement District (BID) have been partners in implementing a successful placemaking and activities programming at the Top of State Street and other public 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 popular programs such as "Kids Create at the Top of State", "Summer in Your City Cafe" and the "Madison Night Market", among other activities; and

WHEREAS, 2020-2022 continued to be difficult years for downtown businesses and the BID was able to successfully pivot many of their planned programming activities into virtual events, and other supportive activities throughout the district, and

WHEREAS, the City would like the BID to continue to reinstate in-person programming activities to the extent

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possible at the “Top of State” as well as other public 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 Common Council included funding in the 2023 Operating Budget that $62,225 should be directed towards continued programming of these spaces downtown.

NOW THEREFORE BE IT RESOLVED, that Madison’s Central Business Improvement District, working with cultural partners such as the Madison Public Library, Wisconsin History Museum, Overture and others, will develop programing and placemaking efforts to activate park, plazas and other public spaces along State Street and the Capitol Square as described above, throughout the summer and into fall of 2023.

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and City Clerk to enter into a contract for up to $62,225 between the City of Madison and Madison’s Central Business Improvement District or its fiscal sponsor with terms as approved by the Department of Planning and Community and Economic Development Director and City Attorney, to administer the 2023 Downtown Activities Program.

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