



## Legislation Text

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**File #:** 59337, **Version:** 1

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### **Fiscal Note**

This 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 Planning Division's 2020 Adopted Operating Budget includes \$65,000 to support the BID programming and \$10,000 from the Room Tax Commission to support temporary art downtown. No additional City appropriation is required.

### **Title**

Authorizing a \$75,000 contract with Madison's Central Business Improvement District (BID) for \$75,000 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 a Downtown BLINK temporary art program.

### **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 Café", and the "Madison Night Market", among other activities; and

WHEREAS, the City would like the BID to continue programming activities both 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, in 2019, the BID helped the City implement the 2019 "Downtown Doors" project that matched 28 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 by the Madison Arts Commission; and

WHEREAS, the City would like to continue the partnership with the BID for the implementation of a Downtown BLINK temporary art program that introduced the "Downtown Doors" project in 2019, and could either expand upon the Doors in 2020, or pilot a new BLINK program in 2020; and

WHEREAS, the Common Council included funding in the 2020 Operating Budget that \$65,000 should be directed towards continued programming of these spaces and included \$10,000 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 park, plazas and other public spaces along State Street and the Capitol Square as described above, throughout the summer and into fall of 2020.

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

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and City Clerk to enter into a contract(s) for up to \$75,000 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 2020 Downtown activities programming and Downtown BLINK temporary art Program.