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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 2021 Adopted Operating Budget includes $65,500 to support the (BID) programming and $10,050 from the Room Tax Commission to support temporary art downtown. No additional City appropriation is required.

Title

Authorizing a $75,550 contract with Madison's Central Business Improvement District (BID) for $75,550 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, 2020 was a difficult year 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 programming activities, as allowed by Public Health Madison Dane County Public Health orders for mass gatherings, 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 2021, or pilot a new BLINK program in 2021; and

WHEREAS, the Common Council included funding in the 2021 Operating Budget that $65,500 should be directed towards continued programming of these spaces and included $10,050 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 programing and placemaking efforts to activate park, plazas and other public spaces along State Street and the Capitol Square as described above, as allowed by Public Health orders for outdoor mass gathering events, throughout the summer and into fall of 2021.

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 $75,550 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 2021 Downtown activities programming and Downtown BLINK temporary art Program.