

Madison's Central Business Improvement District 2009 – Year in Review

Organization:

- Business Improvement District was reauthorized 2010-2014, by affirmative vote of 75% of voting frontage, with more than 80% voting.
- BID Renewal Subcommittee reviewed and updated the voting process to make it fair and transparent.
- 100 Block King Street and adjacent areas on S. Pinckney and E. Main (14 properties) were welcomed into the BID (Feb. 2009) and services extended to these areas.
- Board: King St. representative became voting member; At Large seat added for largest property owner within the District.
- For 2010 Operating Plan, 408 W. Gorham St. and 201 W. Mifflin St. (current Central Library) were added to BID footprint.
- Assessment Review Subcommittee established and began work. Clarified application of current assessment method to properties under construction and major renovation

Advocacy:

- Parking: BID successfully advocated for modifications to the 2009 parking rate increase, so that the special event parking rate was not increased.
- Construction: BID successfully advocated for improved signage during the Gorham/University projects, and collaborated with the city on the "Downtown Get Around Guide" to proactively communicate to the public. BID also successfully advocated for delaying the 200 block W. Gilman project to summer 2010.
- Halloween: BID efforts in 2006 to establish the Mayor's Plan for Halloween (a gated, ticketed event with entertainment and private security) achieved its longer term goals of reducing arrests, costs, and rebranding the event. The city's net cost for 2009 dropped to \$41,667, down 68% from 2008 and 88% from the event's first year in 2006. Since the first Freakfest in 2006, attendance numbers have steadily increased while arrest numbers have dropped. In 2004, 578 arrests were made, compared to 233 arrests in a crowd of 35,000 in 2006. In 2009, a crowd of 44,000 people enjoyed the event and only 52 arrests were made.
- Encroachment Fee Exemption: Supported amendment to Madison General Ordinances to add an exemption from the annual fee for some architectural features on Madison Landmark Buildings
- Peace Park / Visitor Center: BID Peace Park Subcommittee and staff successfully advocated for approval of Peace Park redesign and Visitor Center plans; proactively established BID partnership with Parks to staff the Visitor Center with BID Ambassadors.
- Capitol Square Streetscape Upgrades: BID successfully advocated for city approval of TIF funding to complete Capitol Square Streetscape upgrades, and proactively worked with city staff to establish plan for 2010 TIF-funded streetscape upgrades for 100 block spoke streets off the square, a goal identified during the inclusion of King St. area properties into the BID.

District:

- 2009 - net gain of 4 businesses/incoming businesses. (23 closed/closing; 27 new/incoming). Retail vacancy rate about 7%.

Program Highlights

- Downtown Map & Guide: Exceeded map advertising revenue goal despite recession. Upgraded design of advertising panel. Increased airport distribution 30%.
- Ambassador Program Highlights
 - People helped 2009: 32,541 (compared to 27,931 in 2008).
 - Art Fair on the Square: Helped 800 people (compared to 600 people in 2008)
 - Taste of Madison: Helped almost 1,000 people (compared to 800 in 2008)
 - One Volunteer Ambassador donated 150 hours this year (more than any volunteer ever)
- Convention Highlights:
 - NEW Midwest Horse Fair: Helped 800 people, Distributed 1,500 brochures
 - NEW International Airstream Convention: Helped over 900 people
 - Quilt Expo: Helped 800 people (compared to 500 in 2008), Distributed 3,100 brochures
 - World Dairy Expo: Helped 1,100 people (compared to 900 in 2008), Distributed 2,500 brochures
- Gift Certificates: Online Ordering implemented Nov. 30.
December sales from BID office: \$9,800 (compared to \$3,825 in Dec. 2008).
- BID website: Traffic up 600% since 2006; upgraded business directory.
- Marketing: Promotions, Events, Partnerships
 - Madison Winter Festival
 - UW Admitted Student/Parent Visits (started 2007)
 - NEW -Badger Family Spring Visit (UW Parent Program)
 - New Resident Welcome Bags (spring & fall)
 - Cars on State (new in 2007)
 - Maxwell Street Days
 - NEW - Downtown Works Week
 - NEW - King St. Block Party
 - NEW - UW Student "Move Out Night"
 - NEW - Ride the Drive
 - UW Madison Homecoming
 - NEW - Downtown Family Trick or Treat
 - Downtown Holiday Open House (new in 2008)
- Cooperative Advertising 2009: 24 opportunities in print and online, with average savings of \$375 per ad, and savings of up to \$880.
- Holiday Season 2009:

	2009	2008
Total Trolley Riders	2,963	2,620
Welcome Bags distributed	1,105	970
Downtown Info Table – People Helped	494	290