



Madison's Central Business Improvement District (BID)

May 27, 2010

TO: Members of the ALRC, Downtown Alcohol Issues & Ordinances Subcommittee
Katherine Plominski, Alcohol Policy Coordinator
Joel Plant, Mayoral Aide

CC: Capt. Mary Schauf, Central District MPD
Alder Bryon Eagon
Susan Schmitz, Downtown Madison Inc.

FROM: BID ALDO Subcommittee

RE: Data for analysis of ALDO, sunset discussions, for June 2 Subcommittee Meeting

In 2008, 2009 and 2010, the BID Board recommended improvements to the ALDO Annual Review including basic data and metrics to better understand the impacts of the ordinance.

Few of these improvements were implemented. The BID Board continues to be concerned that the metrics and data currently presented do not illuminate the impacts of ALDO or measure its effects, or present a clear picture of problems the ALDO attempts to address.

The stated purpose of the ALDO is to "maintain or gradually reduce the number and capacity of certain types of alcohol beverage licenses in the identified ALDO area," based upon the premise that reducing the number of alcohol licenses in the area will reduce the volume of alcohol-related problems and decrease the strain on public resources (primarily policing). As outlined in the ordinance, the ALDO focuses on Class B combination licenses.

Policy makers have claimed that the ALDO has been effective in reducing alcohol-related calls for service, without presenting data to show whether alcohol licenses and capacity within the ALDO area have actually been reduced since implementation of the ordinance.

Using publicly available information, the BID compared of the number of licenses within the ALDO area as of January 2007 to May 2010 (attached). The comparison shows a 40% increase in the number of Class B combination licenses within the ALDO area. According to the ALDO annual review, there has been a reduction in alcohol-related disorder. Thus, a higher density of licenses has coincided with reduced alcohol-related disorder in the ALDO area.

The current ALDO sunsets in October. For policy makers and the public to have informed discussion, we recommend the following data and analysis be made available as soon as possible:

1. Baseline number of alcohol licenses (net total, with subtotals by license type, and by police sector) within the ALDO area as of implementation of the ordinance (Oct. 2007).
2. Annual number of alcohol licenses (net total, with subtotals by license type, and by police sector) within the ALDO area for each year since implementation of ALDO.

3. Baseline total licensed capacity within the ALDO area as of implementation of the ordinance (Oct. 2007).
4. Annual total licensed capacity within the ALDO area for each year since implementation of ALDO.
5. Annual Calls for Service data for alcohol-related disorder in the ALDO area, **filtered** to separate 9 p.m. to 4 a.m. calls from daytime calls (as is done in the Central District's Downtown Safety Initiative report).

This will separate out the high volume of daytime calls more likely related to chronic inebriates and packaged alcohol consumption (documented in analysis done by Madison Police, the UW Law School and United Way in 2008, and currently addressed by the proposed "ban list" ordinance). Calls for service for chronic inebriate problems are often clustered in certain locations in sector 403. Filtering this data will give policy makers and the public a better picture of what problems are related to chronic inebriate/package alcohol consumption vs. bar time and Class B licensed establishments.

Also if possible, filter calls data by whether incidents are directly related to an establishment, or simply occurred near the address.

6. Crime Mapping: Map Class B licensed establishments and capacities within the plan area onto the annual mapping of the calls for service (filtered to exclude daytime calls). Indicate location of establishments subject to disciplinary action within a given year.
7. Calls for Service Data: Separate call data for large "exceptional" events (Halloween, Mifflin Street block party, UW graduation, and UW football games) into distinct categories.

To help reduce expenditure of public resources (policing) on alcohol-related disorder, it is important to understand when peak expenditures occur. According to the 2010 Downtown Safety Initiative (DSI) Report, 33% of total dates scheduled for extra policing fall into the above four categories, with 25% associated with UW football games. DSI Report: <http://legistar.cityofmadison.com/attachments/f2fe0c98-4097-4875-bc8b-6cbba38a1f36.pdf>

We look forward to seeing the data and to further participation in discussions of the ALDO.

On behalf of the BID ALDO Subcommittee,



Mary Carbine
Executive Director, Madison's Central Business Improvement District (BID)
P.O. Box 2136, Madison, 53701
t: (608) 512-1340 f: (608) 204-9028
mcarbine@visitdowntownmadison.com

Comparison of # of alcohol licenses for sectors 403, 404, 405, 406*

Year	Holders	Beer, Class A	Beer, Class B	Beer, Wholesale	Beer, Class A (Grocery)	A Liquor	C Wine	Liquor & Beer, Class B	Total Licenses
2006	112	8	9	2	5	8	7	89	128
2010		9	17	1	2			125	154
Increase								40%	20%

2006 License numbers provided by Joel Plant, 1/30/07

2010 License numbers compiled by Mary Carbine, BID, as of 5/12/10, from City Clerk's database <http://www.ci.madison.wi.us/clerk/searchAlcoholLicensing.cfm>

NB: Neither source indicates whether a Class B Combo is a bar or restaurant.

*The ALDO area also includes part of Sector 402. Sector 402 licenses were not included the 2006 data. For comparison purposes, Sector 402 licenses are also excluded from above 2010 data.