



Madison's Central Business Improvement District

Property Owner Update

March 2, 2010

Presentation Outline

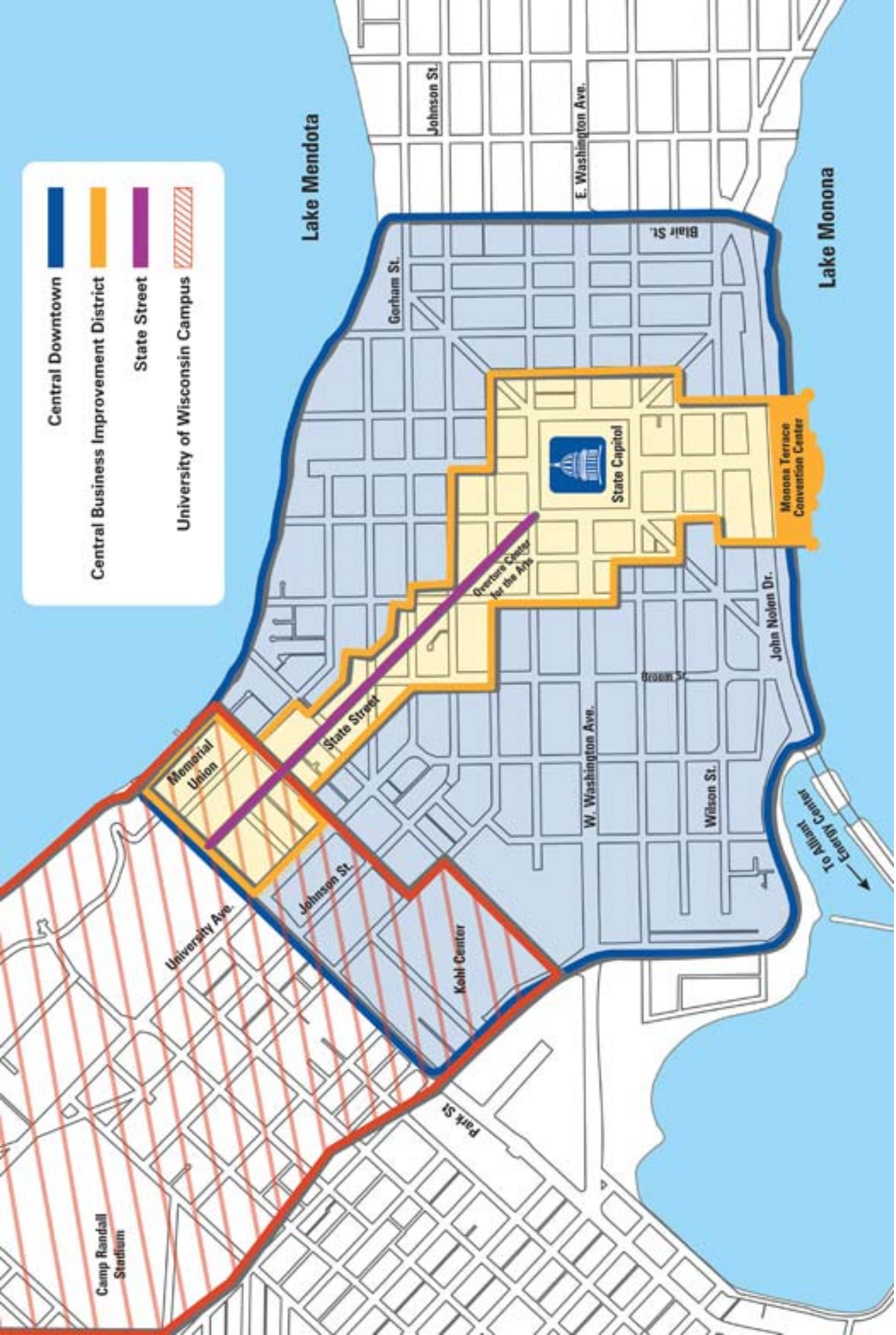
- **2009 Year in Review**
- **Updates on BID work:**
 - Alcohol License Density Ordinance (ALDO)
 - BID Assessment Review Subcommittee
- **2010 plans & priorities**
 - Capitol Square Streetscape Upgrades
 - Visitor Center – fall 2010
 - Programs: Ambassadors, Plantings, Marketing

BID Mission

- The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it.
- The CONSTITUENTS are the property and business owners within the district.

BID Mission

- The **ACTIONS** of the BID are to:
 - **MARKET** the district as a whole
 - create a **WELCOMING ENVIRONMENT**
 - **ADVOCATE** for the needs and interests of the district
 - develop **COMMUNITY RELATIONS**



BID Area = yellow

2009 in Review

Organization:

- BID reauthorized 2010-14, by affirmative vote of 75%, with 80% voter “turnout”
- Updated voting process
- 100 block King St. area added

2009 in Review

District:

- Net gain of 4 businesses (retail, restaurant)
- Retail vacancy rate about 7%

2009 in Review

Advocacy:

- Capitol Square streetscape upgrades – kept in city budget (TIF funded), includes amenities for “spoke streets”
- Parking – NO increase to special event rate, meters that take credit cards now being installed.
- Peace Park/Visitor Center

2009 in Review

Advocacy:

- Construction – schedule, signage, “Downtown Get Around Guide”
- Encroachment Fee Exemption
- Halloween – city’s net cost down 88% from 2006, arrests down almost 100% since 2004 (from 578 to 52).

2009 in Review

Program Highlights:

- Ambassadors: Helped 32,500 people (up from 27,900 in '08)
- Cooperative Ads: 24, average savings of \$375 per ad per business
- Promotions: Downtown Holiday Open House, Family Trick or Treat, Badger Family Spring Visit
- Gift Certificates: Online sales

Updates on BID work:

Alcohol License Density Ordinance (ALDO)

- BID opposed ordinance
- Had significant impact on version implemented in 2007
- Ordinance sunset: October 2010

BID & ALDO

Currently advocating for amendments (pre-sunset):

- Exceptional Circumstances: more flexibility; not by percentage
- Suspend 365 day window
- Capacity increases

BID & ALDO

**Next ALRC Subcommittee on
Downtown Alcohol Issues &
Ordinances:**

- **Thursday, March 4, 4:00 pm**
- **Parks Conference Rm., City-
County Building Rm. 108**

Updates on BID work:

Assessment Method Review

Subcommittee:

- Reviewed current BID assessment method
- Examined other models
- Made recommendations

BID Assessments

- Annual BID “special assessment” collected by city along with property taxes.
- Funds held by City Comptroller’s Office.
- Disbursed as directed by BID staff, BID Operating Plan to fund BID programs and services.



Current Method of Assessment

- Assessed:
 - Commercial & partially commercial properties (includes mixed-use)
- Not Assessed:
 - Manufacturing
 - Tax-exempt (donation expected)
 - Exclusively residential properties

Current Method of Assessment

- Based on lineal frontage
 - Primary lineal frontage* - \$15/ft.
 - Secondary lineal frontage(s) (if applicable) at 50% (i.e., \$7.50/ft.)
- CAP: Total assessment not to exceed \$0.30 per square foot of primary (finished) building area.

*Primary = where main entrance is.

Current Method of Assessment

- Based on frontage, so does not change from year to year (unless frontage changes).
- Chosen as appropriate for retail & storefront-oriented BID.
- In 11 years of operation, the BID has increased funding and service levels, without increasing the BID assessment.

Assessment Method Review

Subcommittee:

- Met 5 times (publicly noticed meetings)
- Reviewed examples of methods in 20 other BIDs
- Ran numbers for 6 methods to see how would impact our BID

Assessment Method Review

Subcommittee:

Other Methods Considered:

- Assessed Value
- Square Footage
- Blends of current method & other methods
- Variations of current method & other methods
- Zones, property uses

Assessment Method Review

Subcommittee:

RECOMMENDATION:

**Maintain the current
assessment method.**

Why retain current method:

- Believed to be best fit for our BID.
- BID reauthorization vote affirmed current method.
- Alternative methods result in extreme variations in assessments.

Why retain current method:

- Lineal frontage: transparent, objective, measurable.
- Assessments are consistent and predictable (e.g., do not change when parcel assessed value changes).

Why retain current method:

- Current method spreads “voting power” and priority-setting among many property owners, large & small.
- Alternative methods concentrate voting power among fewer large property owners and the Capitol Square. BID priorities would shift from retail to office users, hotels, banks.

2010 plans & priorities

- ALDO
- Capitol Square Streetscape Upgrades
- Visitor Center – fall 2010
- Programs: Ambassadors, Plantings, Marketing

ALDO

BID will advocate for:

- Amendments to current ALDO (as discussed)
- Sunset of ALDO in October 2010

Capitol Square Streetscape

May – Sep.

On Square: S. Pinckney, E. & W. Main,
E. Mifflin, S. Carroll.

- Sidewalk & planter curb repairs
- Replace brick benches
- Replace dying trees, replace old shrubbery (yews) with grass

Capitol Square Streetscape

- New irrigation systems (E. Wash)
- Preparation for “Rotary Plaza” near new Children’s Museum
- Streetscape amenities for radial streets: garbage cans, planters, banners

Downtown Construction Information Meeting

**Overview of 2010 projects
Monday, March 15, 3:00 pm
Location: Overture Center,
Rotunda Studio, 201 State St.**

Visitor Center

- Location: Renovated Peace Park
- Construction: Spring/summer 2010
- Opening: Fall 2010
- BID Ambassadors to staff year-round, benefits entire district.
- Collaboration with Madison Parks.

2010 Planting Program

BID & Parks will add summer plantings & care for new Cap Square planters.

Holiday evergreen boughs in planters will be scaled back or cut to fund increased Ambassador hours (Visitor Center) without increasing BID assessment.

2010 Planting Program

Hanging Baskets:

- MGE is scaling back funding.
- Will be fewer baskets in 2010.
- BID has established fund for tax-deductible donations to sustain program. See info sheet for details on how to donate!

2010 Marketing

- Focus, prioritize budget
- Maintain high-value cooperative advertisements
- Sponsorship for events with business-generating impact
- Social Media Marketing

2010- New Office Location

We're moving – to the BID!

As of April 1: 122 West Washington

(Watch for change of address info by mail)



IT'S YOUR BID!



We represent YOU,
YOUR Tenants and
YOUR Businesses!

We welcome your
questions, feedback and
involvement.

Contact BID Staff

Mary Carbine, BID Executive Director
(608) 443-1973
mcarbine@downtownmadison.org

Mitch Freund, BID Programming Coordinator,
(608) 443-1976
mfreund@downtownmadison.org

Address through March 2010:
615 E. Washington Ave.
Madison, WI 53703