

**Madison's Central Business Improvement District (BID) Board  
Peace Park Subcommittee**  
Meeting Report, March 24, 2009

**Executive Summary: Subcommittee Recommendations**

The Subcommittee supports active BID role in Visitor Center and planning process.

**1. BID role in Visitor Center** (projected opening: 2010)

- Primary co-tenant, providing Ambassador staffing to the Center throughout the year.
- The BID will not take on:
  - Operating the building
  - Coordinating ongoing programming in Peace Park
  - Maintaining/monitoring the public restrooms

**2. Annual Cost/Staffing Scenarios:** The Subcommittee recommends Scenario 2.

Scenario 1: Year-round staffing of Visitor Center (hours adjusted seasonally)  
Two additional Information Booths in the district (seasonal)  
Addition of half-time Ambassador Coordinator  
Estimated additional annual cost to BID: \$19,600

Scenario 2: Year-round staffing of Visitor Center (hours adjusted seasonally)  
One additional Information Booth in the district (seasonal)  
Addition of half-time Ambassador Coordinator  
Estimated additional annual cost to BID: \$11,900

Scenario 3: Year-round staffing of Visitor Center (hours adjusted seasonally)  
One additional Information Booth in the district (seasonal)  
Addition of part-time (10 hrs/wk) Ambassador Coordinator  
Estimated additional annual cost to BID: \$6,700

**3. Funding:**

Fund BID role within the current budget, without increasing assessments. Ambassador presence in a year-round visitor center is important enough to entire district to consider budget trade-offs. Revisit once the Visitor Center and benefits to the district are established.

Suggested Budget Tradeoff: Winter evergreen decorations in planters, State Street area.  
Annual cost: \$11,800 (i.e., Scenario 2)

**4. Initial Design, Programming recommendations:**

- Police: Supports police co-tenancy in Visitor Center; recommends separate police, Ambassador spaces
- Bathrooms: Self-cleaning bathrooms, access regulated by money or token
- Parking: Recommends not removing Gilman street parking spaces; encourages exploration of how design goals can be accomplished without the bump-out.