

THE BID PROCESS FOR MADISON'S CENTRAL BUSINESS DISTRICT

1997

- A group of downtown business people started talking about the need for central management in Downtown Madison.
- The possibility of a Business Improvement District (BID) was raised.
- A group of interested people (paying their own way) attended an International Downtown Association Conference in New York City to learn about BID formation and various assessment methods.
- Downtown Partners was formed. Downtown Partners became a forum for discussion about a BID for Central Madison.
- July of 1997 Chamberlain Research conducted a survey of State Street property owners and Dane County residents to gather data on their attitudes about the downtown.

1998

- A BID committee was formed. The committee was/is comprised of business and property owners within Central Madison.
- Information was gathered from Chuck Law at the UW Extension and from existing BIDs in Wisconsin and around the Country, including various options for assessment methods.
- The BID committee reported to Downtown Partners meetings. Discussion continued among the people attending the Downtown Partners meetings.

1999

- The formation of a BID is one of the recommendations of the State Street Strategic Plan.
- Greater State Street Business Association (GSSBA) meetings and Downtown Partners Meetings became forums for feedback on the proposed BID programs.
- Using the results from the Chamberlain Research Study and the feedback gathered from GSSBA and Downtown Partners, the BID committee put together a **proposed** operating plan for Madison's first Business Improvement District. Based on what was learned, the BID committee discussed assessment methods and decided on lineal frontage.
- BID committee members began contacting property/business owners within the **proposed** BID District for support and/or additional feedback starting July.
- BID committee set up three information sessions for property/business owners with a power point presentation and a question/answer session. The sessions took place at the Civic Center **August 26th, 31st and September 1st.**
- A presentation was given to GSSBA on **September 7th.**
- A presentation was given to the King Street Association on **September 16th.**
- Downtown Madison, Inc.(DMI) put together a panel on BID information at one of their monthly breakfast meetings on **September 23rd.**
- **September 27th** UW Professor Chuck Law addressed the Plan Commission to inform the commission on BIDs.

- A presentation was given to Capitol Neighborhoods Association on **September 30th**.
- A presentation was given to Downtown Partners **October 6th**.
- BID committee has spoken with tax exempt entities to line up financial support.
- **September 8**—BID committee petitioned City to create BID
- **September 20**—Plan Commission scheduled hearing for October 18.
- **September 21**—Common Council referred BID to Plan Commission and Board of Estimates(BOE)
- **September 27**—BOE voted unanimously to approve formation of the BID
- **October 4**—BID proponents presented BID plan to Plan Commission and interested others
- **October 13**—Presented proposed BID operating plan to the Mall Concourse Advisory Committee(MCAC). Constructive feedback was received from this presentation that resulted in positive amendments to the proposed operating plan.
- **October 18**—Plan Commission held a public hearing and voted unanimously in favor of the proposed operating plan (along with amendments presented at the meeting).
- Feedback from property owners supported the assessment method except for a few of the corner, 2-story buildings with long lineal frontage on both sides. The initial Operating Plan mentions that there will be further work on the calculation of assessment.
- **October 18 thru November 18**—30 day waiting period
- **December 7**—Common Council hearing and vote to approve the BID and the Year One Operating Plan. No one testifies opposing assessment method.
- **October 5, 2000**. The BID Board square footage cap is approved to address the aforementioned feedback from property owners on the assessment method. All affected parties agree with the cap.