

June 5, 2008

Madison's Central Business Improvement District (BID) Supports Downtown Safety

Madison's Central Business Improvement District (BID) serves property and business owners in the greater State Street and Capitol Square area. Recognizing the importance of safety for the economic vitality and quality of life in the district, the BID Board and staff works in partnership with the city and downtown organizations to maintain and improve downtown safety in numerous ways.

The BID Board actively supported creation of the Central District Police's "Downtown Safety Initiative," which includes increased late night weekend police presence and other measures to increase downtown safety.

Additional BID activities and initiatives include:

- Serving as a liaison between the State Street/Capitol Square neighborhood officer and BID Business and property owners to improve communication on safety issues.
- Developing and circulating information on crime prevention for business owners. See the BID website's "Downtown Safety" page for examples:
http://www.visitdowntownmadison.com/news/index.php?category_id=2553
- Sponsoring the 2007-08 UW-Madison Neighborhood Watch Program, and helping the ASM group secure additional downtown business sponsors.
- Contributing to planning and execution of the Mayor's Plan for Halloween, which successfully transformed Halloween into a gated, ticketed event with entertainment, and reduced violence and property damage in the district.
- Working with Central District Police to develop and secure donated services for a planned Safe Drinking marketing campaign.
- Participating in the current "Hospitality Zone Assessment," a project of Downtown Madison, Inc. with the Responsible Hospitality Institute.
- Partnering with the Mayor's Office to support the Taxi Stand Pilot Project to improve late night transportation options for district patrons.

Formed in 1999, Madison's Central Business Improvement District (BID) is an assessment district encompassing the State Street and the Capitol Square area, including more than 350 retail, restaurant, entertainment and service businesses. The BID works to market the district as a whole, create a welcoming downtown environment, further community relations, and advocate for the needs and interests of the district. BID funds are used for marketing, business recruitment and retention, and for enhancements such as downtown holiday lights, planters and hanging baskets, an Ambassador program and a Downtown Map & Guide.

For more information, see www.visitdowntownmadison.com, or contact Mary Carbine, BID Executive Director, (608) 443-1973 or mcarbine@downtownmadison.com.