

BID Member Survey - July 2010		Results, August 4, 2010	
Surveys Sent	425		
Responses	42 (10%)	37 paper; 5 online	
Contact info provided	20 (48%)		

1. I am a (select one):		
	Response Percent	Response Count
BID business owner or operator	46%	19
BID property owner	32%	13
Both	22%	9

2. The BID has identified the following options to close the projected 2011 funding gap. Which options do you support or not support? Please check one box per option.				
Options	Support/ Strongly Support Cuts	% answers	Oppose/ Strongly Oppose Cuts	% answers
Floral Programs: Cut Spring Pansies, April-June in planter tubs on State St. & Cap Square radial blocks. Result: Planters tubs empty except for summer annuals late June-Sep. (NB: Hanging basket program has already been cut, with number of baskets reduced from '09).	19	49%	20	51%
Holiday Trolley: Cut trolley which runs on State St. & Cap Square weekends Thanksgiving to Christmas & during Holiday Open House. In '09, trolley had 3,000 riders (13% increase over '08) and generated \$18,500 value in public relations ad equivalency.	19	54%	16	46%
Marketing: Reduce subsidized co-op ads available to businesses, and cut support of events such as Maxwell Street Days and Holiday Open House. (Marketing budget was cut in '09 and '10. Number co-op opportunities now half that of '08).	20	56%	16	44%
Ambassador Program: Cut staffing and projected hours in new year-round Visitor Center by 30%.	17	52%	16	48%
Business Recruitment Marketing Piece: Cancel update of '07 data with '10 census & other data.	20	65%	11	35%
	Support/ Strongly Support Increase	% answers	Oppose/ Strongly Oppose Increase	% answers
Increase to BID assessment not to exceed 4%.	16	55%	13	45%

3. Please list any suggestions (and contacts) you have for other outside funding sources:

(6 responses)

I would like to work towards building a stronger bond between all the downtown businesses. Building our own community where we all work together will help us all. If we could create a downtown event to help downtown businesses and also provide big businesses an opportunity to use the event as a sponsorship to raise money for a charity. People in Madison are big on helping local businesses and the environment. Also, I think doing something related to parents of students here...something we do to support them and their children.

Have a donation jar at ambassador locations. NOT a "tip" jar, but giving an opportunity for those who choose to give a little something. Make sure it is optional and not "in your face."

Have you considered having an annual raffle event?

Disband & quit.

Donation from "Bodies" exhibitor. Reduce expenses.

Recognition for sponsors may help, such as small placard for donating.

4. Other Comments and Suggestions

(19 responses)

What if we did a fund raiser to make the planters and all of downtown more attractive by going to each business and asking for a donation of just a few dollars and then sending a list of options to all those who donated to vote on how to use the money after we find what the total is? We could do a raffle for businesses. We could host a Fall Student unique benefit where they get to come to all participating businesses and get something free. Just little neat things they could use - food, coupons, little things like pens or pencils, necessities - kleenex, paper towels, notepads, coffee all kinds of things. It would get them in all our stores and they could meet the owners and managers to feel more at home and give us a chance to bond with them. I think we really need to improve the look & appeal of State Street. Our patios are so restricted it is hard to make them really nice. I would like the opportunity to work together to come up with new ideas. Lets be a downtown that does things no other downtown has thought of and be a strong community who works together and supports each other. That will help us all dramatically!

Too new to add, but I will be soaking up the State Street experience this year.

Trolley - do just Saturdays. Ambassador Program: modest cuts.

*If we cut out flowers in planters for the majority of the year, then remove planters. They become a catch-all for garbage and cigarettes. Empty planters are not attractive. Hanging baskets are very important. The trolley is a questionable asset for the street. It is nice but not totally necessary in my opinion. Holiday Open House not effective. Is newspaper advertising as important as years ago since newspaper readers are decreasing?

Keep up the good work!!

Available parking as a reasonable cost. Ramps should cost less at night. Safe environment - ban panhandling. Clean environment. Focus on promos for everyday shopping that enhance the special events that you do a good job with already.

Apologize after dissolution.

State Street is probably the most famous street in the state of Wisconsin. Continuously marketing events on State Street seems unnecessary for their success.

[re: BID assessment] Cheap!! A great deal!! Keep up the good work. I remember when no organized voice spoke for downtown and especially State St. Everything you do for us is valuable and much appreciated!

Billboards on beltline for downtown businesses. They have the rotating ones that are not as expensive that we can [illegible] businesses together. Construction is way out of control. This is the third year in a row that Gilman St. has been torn up. They still have never replaces the grass in front of Samba. Our business is down this June by over 40%. It is a struggle right now. Let's please try to do something about repeated construction.

Support for increase to BID assessment provided: 1) One-time increase, not annual; 2) No change to assessment method.

Mary - You are great!

Request major BID property owners such as ULI, Fred Mohs, Marty Rifken, Rifken Management, etc. to contribute additional funds & contributions to help defray cost increases in the BID Operating Budget. Small businesses are already tapped out.

Make BID voluntary

BID is a waste of money!!!

You all do a fantastic job. Thanks!

I support the increase as long as it does not become an annual occurrence, is it becomes harder to sell to tenants. I support increase to be used to compensate Mary Carbine who works very hard. Are there plants that can be used for both seasons?

Consider discussing shortfall with GSSBA and Tax Exempt property owners to see if they can help make up shortfall. BID has in many ways taken over GSSBA functions without financial contributions from GSSBA. The contribution from off-State Street and the Office Buildings is already more than acceptable to many. You cannot do any increase in assessments to office buildings at a time when vacancies and non-payment by office tenants are at an all time high. Keep up the good work. You are doing a lot of good and your efforts are appreciated.

It would be nice if downtown permanent merchants didn't have so much outside competition whenever there is an event downtown. What would it be like if people came down to a bunch of empty storefronts?