



Leveraging Your Investment

Madison's Central BID: 2004-2009

Executive Summary

- **Advocacy**

Construction – Construction Updates, liaison to city, business-friendly provisions in contracts.

Parking – Business needs on the table, parking on the Square, meters that take credit cards.

Halloween – Now a safer, ticketed event with entertainment.

Alcohol License Density Ordinance – BID advocacy had significant impact on ordinance.

Safety & Quality of Life – Safety alerts, ReachOut Program, liaison with Neighborhood Officer.

- **Supporting Businesses**

Downtown Map & Guide – 200,000+ distributed annually.

BID Website “visitdowntownmadison.com” – Traffic up 600% since 2006.

Marketing– Subsidized cooperative advertising saves businesses money (avg. \$375 per ad).

Downtown Madison Gift Certificate Program – Avg. annual sales: \$67,000.

BID Update – Weekly e-newsletter with timely news for District businesses.

- **Downtown Welcoming Environment**

Information Ambassador Program – 28,000 downtown customers helped in 2008.

Planting Program, Hanging Baskets, Holiday Lights – Physical environment enhanced.

- **Business Recruitment**

Co-funded the *Downtown Madison Market Analysis Study* (2007)

Business Marketing Piece (2008). Supports business recruitment and planning.

Commercial Real Estate listings (retail, office) on BID website.

- **Added Value**

Increased services *without increasing assessment* since inception of BID (10 years)

Assessment leveraged to bring in *additional funds and services* to benefit the District.

- **New Initiative for 2010**

Downtown Visitor Center in renovated Peace Park.



BID Services and Results



The Business Improvement District (BID) is a flexible tool that enables property and business owners to work together to invest in the District and promote its business health and vitality

“Thanks again for all your hard work for the downtown. We are lucky to have you working for us.” Sandi Torkildson, A Room of One's Own Bookstore.

Advocacy

The BID works closely with city staff and elected officials to advocate for the needs and interests of the district as a whole. Key areas and impacts include:

- **Construction**

During major projects, BID staff attend construction meetings, issues weekly updates, advocate for business needs, and help businesses liaise with contractors and city staff.

As a result of BID advocacy

- Provisions in major downtown construction contracts:
 - Access to businesses maintained
 - “All businesses open” signage
 - No work during Maxwell Street Days, UW graduation, student move-out/move-in.
 - Regular meeting with city, contractors, businesses.
- State Street 500-600 blocks reconstruction rescheduled to 2008 when delay of 2007 start date threatened to extend construction through November, with severe negative business impacts.
- 200 block West Gilman reconstruction rescheduled to 2010, so as not to impede access to the Buckeye parking lot.



- **Parking**



BID advocacy helped achieve:

- Return of metered parking on the Square (2005).
- Customer-friendly multi-space meters that take credit cards (coming fall 2009).
- No increase to the Special Event Parking Rate (2009).

- **Halloween**

In 2006, BID advocacy and involvement was key to converting Halloween into a safe, gated, ticketed event with entertainment—*without* levying a “Halloween” special assessment on downtown properties (as originally proposed).

BID continues active role in Halloween, as liaison to downtown businesses, ensuring that business and property owner interests are represented.

“You’re doing an excellent job of serving the BID members on issues ranging from promotion to safety and all things in between. Your collaborative style is very effective and much appreciated.” Jim Bradley, President, Home Savings Bank

- **Safety & Quality of Life**

Recognizing that safety is important to economic vitality and quality of life, the BID partners with the city and downtown organizations to maintain and improve downtown safety.

- Co-funded 2008 re-launch of the “ReachOut” program which aims to curb panhandling while encouraging donations to organizations that help the homeless and those in need.

24-Hour Hotlines

United Way Help line
Land Line: 211
From a cell phone: 608.246.4357

Mental Health Center
608.280.2600

Domestic Abuse Intervention Services
608.251.4445

Teen Crisis line
608.251.1126

Tips for Dealing with Panhandling

Panhandling can become a way of life for some. While many people are truly in need, giving spare change to a person panhandling is only a short-term solution. Your kindness may only reinforce negative behavior.

- Instead of giving money to panhandlers, try the following:
- Pass this card on! Educate others about how to give and get help to Madison's street community.
- Give a gift of cash. Make a tax-deductible donation directly to the non-profits who are trained to work with those in need.
- Give a gift of time. Madison's service agencies could not survive without the help of volunteers.
- Walk with confidence—the streets of Madison belong to all of us.
- Above all, PLEASE do not give directly to panhandlers. Data show that the money received from panhandling goes to alcohol, drugs and cigarettes—NOT to food and shelter.

More info at: www.madisonreachout.org

REACHOUT
Downtown Madison
Resource Guide
Working together to help people on the streets.

www.madisonreachout.org

ReachOut Resource Guides distributed to BID businesses and at BID Ambassador Booths.

- Partnered with the Mayor's Office to sponsor a Late Night Taxi Stand Pilot Project to improve transportation options for district patrons.
- Circulates "safety alerts" and information on crime prevention for business owners.
http://www.visitdowntownmadison.com/news/index.php?category_id=2553
- Participates in the Downtown Hospitality Council, a new partnership with the city, the hospitality industry, the UW and Downtown Madison, Inc.. Initiatives include voluntary "Best Practices" for licensed establishments, increasing late night transportation options, and identifying business opportunities to diversify downtown's late night entertainment economy.
- Liaison with State Street/Capitol Square Neighborhood Officer.
- Supported the Central District Police's "Downtown Safety Initiative," with increased late night weekend police presence and downtown cameras.

- **Alcohol License Density Ordinance**

In 2007, the City Council passed an Alcohol License Density Ordinance for the central downtown.

The BID Board supported the intent of the Alcohol License Density Plan: to decrease alcohol-related problems, and to foster a business mix that contributes to economic vitality and quality of life.

The BID Board opposed the Alcohol License Density Plan as an effective way to achieve these goals.

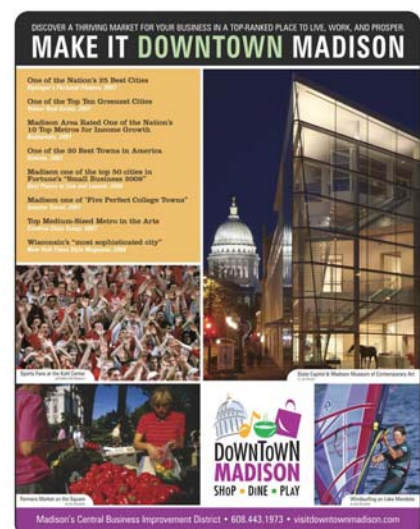
Due to BID Board engagement and advocacy, the final ordinance was modified significantly. BID-supported amendments included:

- Extending the "grace period" from 60 days to one year (for filing a new alcohol beverage license application for a location where a previous establishment has ceased operations)
- Reducing the ordinance sunset from seven to three years.

Business Recruitment & Retention

- Created **Business Marketing Piece** (2008) to support business recruitment and planning.
 - Market and demographic research
 - Available free of charge to BID members
 - Provided to prospective downtown businesses
- Co-funded the Downtown Madison Market Analysis Study
- Commercial Real Estate listings on BID website.

"This will be really helpful is getting new retail and other commercial business into downtown Madison. Thank you." - John F. Bergh, Senior Vice President, Siegel-Gallagher, Inc.



Supporting Businesses in the District

- **Downtown Madison Map & Guide**



- Detailed walking map of district. Lists 370 retail, restaurant, service, and entertainment businesses; cultural and visitor destinations; parking and transit information.
- 200,000+ distributed in Madison, around Wisconsin, nationally and internationally.
- Number of maps distributed to area hotels and at the Dane County Airport doubled in 2008.

“I am so impressed. Thank you so much for sending my Downtown Madison Map & Guide so quickly! . . . I am looking forward to being in Madison next week for a conference and some sightseeing.” Dr. Christine Latulippe, Professor, Cal Poly Pomona

- **BID Website:** www.visitdowntownmadison.com

- District business directory, events, parking, commercial real estate, and district news.
- Traffic: Increase of 600% since redeveloped/re-launched in August 06.
- Current: 192,000 unique visitors/year

- **Marketing, Advertising, Public Relations**

- Markets District as a whole; brands downtown as a shopping, dining, entertainment destination.
- 2008 marketing/ advertising circulation: 13.4 million.



This BID advertisement at the Dane County Airport boosted Downtown Map & Guide distribution.

- **Cooperative Advertising**

- Allows member businesses to buy subsidized advertising at reduced rates, advertise within an overall downtown identity, and stretch their advertising dollars.
- 2009 BID plan includes twenty-four (24) opportunities in print and online, with average savings of \$375 per ad, and savings of up to \$880.
- By participating in three cooperative ads per year, a BID business could save \$1,125.

- **Public Relations and Media Coverage**

- 2008 BID media relations generated press coverage with circulation of 2.5 million (over and above paid marketing) and \$50,000 value in advertising equivalency.

- **Holiday Campaign**

- The BID launched the “Downtown Madison Holiday Open House” promotion in 2008.
- Despite a weak economy, more than 40 business participants reported sales equal to or exceeding those of the same day in 2007. Holiday shopping trolley ridership nearly tripled (right).



What a great day. You did a wonderful job on publicity, lots of people were on the street and in the stores that I visited, and the overall mood was festive (customers and our employees!). Our store was busy all day and we are happy with the sales we did. . . . Based on this event, we'd love to see the Open House become a downtown holiday tradition. – Jeanette Riechers, Madison Sole



- **Event Sponsorships**

- Financial and marketing support for key events which drive customer traffic downtown, such as Maxwell Street Days (left) and the Cars on State Classic Car Show.

- **Promotions:**

- Includes “New Resident Welcome Bags” to promote district businesses to new downtown home and condo owners.

- **Students & UW Partnerships:**

- Admitted Student/Parent Visits, First-Year Parents Weekend, and the Badger Family Spring Visit (500 visiting families).

- ***BID Update***

- Weekly e-newsletter for businesses and property owners, with timely information about BID activities, marketing opportunities, safety, construction, events, and relevant city news.

- ***Downtown Madison Gift Certificate Program***

- Drive dollars to downtown businesses.
- Sales average \$67,000 annually—revenues returned directly to businesses
- Can be purchased at two downtown locations or by phone.
- More than 150 BID businesses participate.

- ***Business Education and Resources***

Talks, panels, resources include:

- Business Financing & Assistance (panel and website resources)
- How Customers Define Value Now: Finding your advantage in today's economy (talk)
- Local Strategies in Today's Business Economy (breakfast panel)

Downtown Welcoming Environment

- ***Information Ambassador Program***

- Downtown Information Ambassadors work as concierges in outdoor information booths and at major conventions and special events throughout the year
- Ambassadors create a welcoming environment for downtown customers, employees and visitors, and drive customers to District businesses.
- In 2008, Ambassadors helped nearly **28,000** downtown customers (an increased service volume of 25% over 2007) and distributed 167,000 maps and brochures.
- The Ambassador volunteer program supplements paid seasonal staff with nearly \$5,000 value in wage equivalent per year, stretching BID dollars.



“Your [Downtown Ambassador] program is just terrific, a huge boon to the Madison Museum of Contemporary Art and downtown Madison. And your service could not be more responsive or friendlier.” Katie Kazan, Director of Public Information, Madison Museum of Contemporary Art

- **Physical Environment Enhancements**

BID Planting Program



The BID enhances the District's physical environment for downtown customers and employees with planting programs and services.

- Flowers in 70 planters
- Flowers in garden beds on Capitol Square & State Street
- Hanging flower baskets throughout the district.
- BID partners with City Parks on plants, installation and care, stretching both BID and City dollars.
- Funding for the hanging baskets contributed by Madison Gas & Electric.



BID Holiday Lights

Holiday Decorations help the District compete and attract customers during the holiday season.



- BID purchased and coordinates more than 200 holiday snowflake lights throughout the district
- Partners with the city on installation to reduce costs.
- When rising energy costs threatened the program in 2006, the BID obtained grant funding from Madison Gas & Electric and the Wisconsin Department of Energy to convert holiday lighting to energy-saving LEDs.

This saved the program plus generated positive press coverage about downtown.

New Initiatives: How the BID Will Add Value in the Next Five Years

The BID plans several new initiatives while remaining committed to efficient delivery of current high-quality programs and services.

- ***Downtown Visitor Center in renovated Peace Park***

- The BID is partnering with the City of Madison on the planned 2009-2010 renovation of Peace Park in the 400 block of State Street, including construction of a Visitor Center to open in 2010.
- Downtown Ambassadors will staff the Visitor Center year-round, creating a visitor destination in the district. This will boost our ability to market the entire district and create positive experiences for downtown customers, employees and visitors.
- The BID is exploring partnerships with other stakeholders and potential co-tenants to maximize resources while controlling costs.

The BID has worked within the existing resources to create a budget that can inaugurate year-round Ambassador presence in a Visitor Center—plus maintain a seasonal downtown information booth in another location in the district—***without raising the assessment.***

- ***Lighting Improvement Grant Partnership***

The BID is exploring partnership with the City on a new program, lighting improvement grants to help property owners enhance safety with additional lighting for mixed-use and residential properties.

The model is similar to that of the successful Façade Improvement Grants, which provides financial assistance to property owners to upgrade their properties.

- ***Maximizing Marketing***

- The BID regularly adds to the marketing opportunities available to downtown businesses, often through partnership with the UW-Madison and other organizations.
- Recent initiatives (with free participation for BID businesses) in the last year include:

- Downtown Holiday Open House – holiday shopping/dining kickoff
 - UW Badger Family Spring Visit – coupon book & promotion
 - Downtown Works Week – promotional partnership

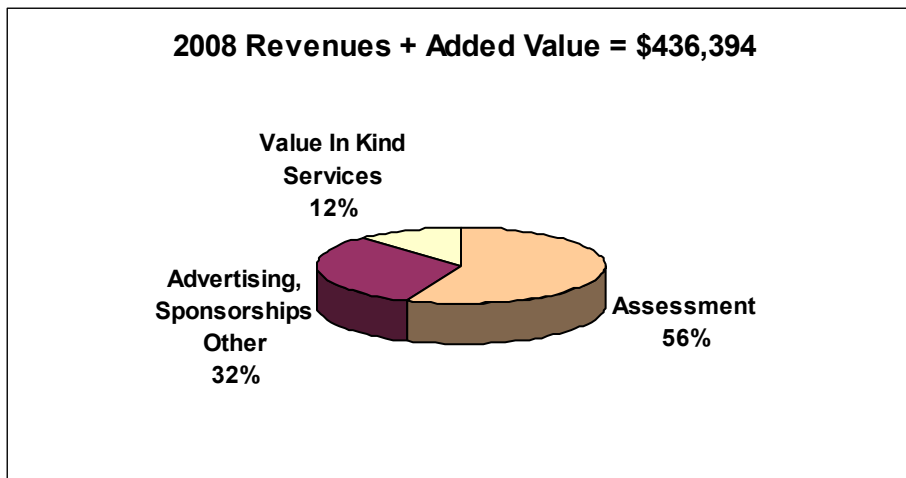
- New initiatives in the works include expanded partnership with the UW-Madison on a downtown event during their fall “Welcome Week” for new students.
- The BID is actively working on social media marketing to a new generation of downtown customers, including adding features to the BID website which make it easier for our content to be shared on social networking sites such as Facebook or Twitter.

Leveraging Your Investment: BID Budget

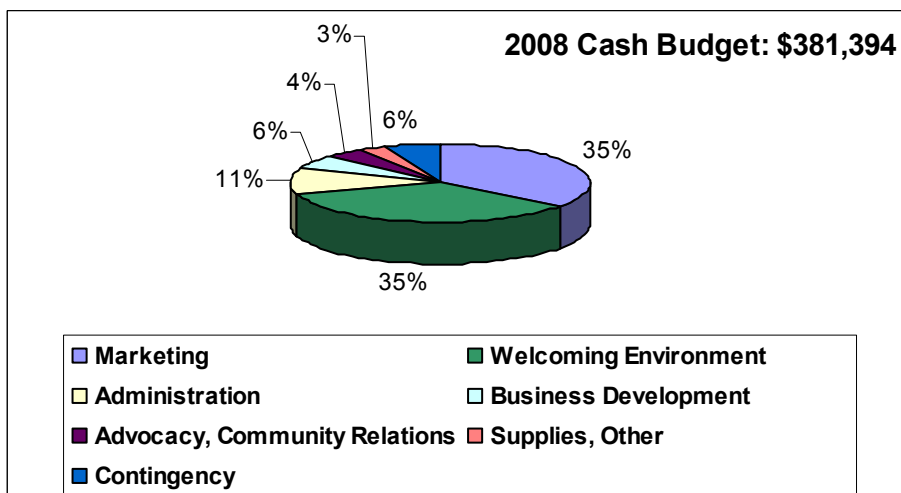
- **Revenues and Added Value**

- The BID leverages the special assessment to bring in additional revenues (from map advertising, grants and sponsorships) to invest in programs and services to the District.
- The BID leverages added value through in-kind services, such as Volunteer Ambassador wage equivalency, or the ad equivalency value of media coverage generated by BID public relations.

2008 – Revenues and Added Value		
Assessment	\$242,217	Cash
Advertising, Sponsorships, Other	\$139,177	Cash
Total Revenues	\$381,394	
Ad Value Equivalency (media coverage)	\$50,000	In Kind
Volunteer wage equivalency (Ambassadors)	\$5,000	In Kind
Total Added Value	\$55,000	



- **Allocation of Budget to Programs and Services**



How Does Madison's Central BID Compare?

- Downtown BID assessments in other cities**

The Madison Central BID annual overall assessment remains modest in comparison to those of downtown BIDs in other comparable or Wisconsin cities:

Madison Central BID
City population: 224,810
Downtown BID – Annual Assessment: \$258,514

Boulder, CO
City population: 92,350
Downtown BID – Annual Assessment: \$983,000

Lincoln, NE
City population: 236,979
Downtown BID – Annual Assessment: \$1 million

Austin, TX
City population: 680,748
Downtown PID* – Annual Assessment: \$2.6 million

**Public Improvement District (BID equivalent)*

Milwaukee, WI
City population: 650,000
Downtown BID #21 – Annual Assessment: \$2.9 million

