

BID Survey 2007 – Results Summary

April 12, 2007

There were 95 responses (22%) to 425 surveys sent out in late February. Of those responses, 68% were business owner/operators, and 32% were property or property/business owners.

A. PROGRAMS:

How important/useful are these BID programs and activities to your business and/or property?

Ranked as either Very Important or Important:

Program	% responses
Advocacy for BID Property and Business Owner Interests	85
Downtown Map & Guide	82
Winter Holiday Decorations (snowflake lights evergreen boughs)	79
Fundraising (to sustain BID programs without increasing assessments)	77
Floral Programs (hanging baskets planters beds)	76
BID Construction Updates (e-mail)	75
Downtown Ambassadors	66
BID Promotion Opportunities (New Resident Packets Trolley Gift Bags etc.)	62
BID Cooperative Advertising Opportunities	56
Weekly BID Updates (e-mail)	56
Downtown Madison Gift Certificate Program	52
Holiday Trolley	41

[Top four responses for property owners only were same as above.]

The following received mixed responses:

	Very Imp.	Important	Not Imp.
Holiday Trolley	11%	29%	49%
Downtown Madison Gift Certificate Program	18%	34%	40%

Notes: The Holiday Trolley is the means of delivery for the Trolley Gift Bag program, which 62% indicated as either important or very important. About half of district businesses participate in the Gift Certificate program.

Which program is the MOST important or useful to your business or property (top 3):

Advocacy
Downtown Map & Guide
BID Promotion Opportunities

[Top three for property owners (of 22 responses) were Advocacy, Fundraising and Winter Holiday Decorations.]

What programs would you like to see offered that are not currently offered?

Additional marketing, more co-op advertising
Additional Marketing Concept: Tie-in programs (e.g., Overture Ticket = 10% off, etc.)
Ads in the newspapers of visiting football teams and Milwaukee papers 2 weeks prior to home games (boosting the Madison experience, even if you don't have a ticket).
Marketing on events of interest to employees who work downtown.
More events that bring people to the street, i.e., parades, fairs (more winter events!!)
Events to draw Farmer's Market crowd down State Street

Handout to help sell the benefits of locating office space using businesses downtown.
Downtown business neighbor discount(s) program
BID as meaningful go-between small business and City.
Historic preservation downtown, integrity of architecture, more bike racks, more support for buy local.
Workshops/trainings such as window display workshop
Staff training programs re: customer service & motivation
Better information about gift certificates/switch to gift card
Orientation program for businesses about other businesses in the district
Extend holiday decorations and floral programs to BID areas currently not included. [NOTE: Ability to extend holiday lighting is determined by light pole location and wiring.]

Comments / feedback on Programs:

Downtown Map & Guide. [It] lets people know what businesses are downtown. Great map for the new person in Madison or an out-of-towner.

Additional advertising for Maxwell Street Days last summer was wonderful.

Holiday decorations & activities are important to me as well as the hanging baskets and floral programs - basically anything to beautify the street

BID Promo Opps - LOVE THIS!! It enables us to get students acquainted with our agency

Love the Ambassadors!

I never see Ambassadors in our store. They have not asked how we would like to be talked about, so I do not know if they send us business or when they do why. [NOTE: This business has been contacted to arrange an Ambassador Staff Tour, done on regular basis to acquaint Ambassadors with businesses in the district.]

This service is very helpful for new businesses

All programs are useful & important!

I see very little tangible benefit from the BID as far as apartment rentals go. I have not heard of any benefits from my commercial tenants. The last thing I want is to pay more for a service that I have no choice in.

While many of these programs are of more benefit to retail businesses than to our business directly, I think the programs help keep a healthy central business district.

Weekly emails are nice! It helps keep us informed and gives us info on upcoming events.

B. ISSUES

How important/useful are the following issues to your business and/or property?

Ranked as either Very Important or Important:

<u>Program</u>	<u>% responses</u>
Safety	97
Parking - Availability	91
Construction in the district	84
Parking - Price	78
Business recruitment and retention	74
Parking - Parking tickets/fines	72

The following received mixed responses:

	<u>Very Imp.</u>	<u>Important</u>	<u>Not Imp.</u>
Halloween	31%	22%	46%
Parking - Special event parking	27%	25%	44%
Parking - Meters that could take credit cards	20%	31%	40%
Parking - Parking tickets/fines	30%	42%	24%
Alcohol License Density Plan	28%	18%	44%

[Ranking of issues by property owners mirrored that above except that 56% of property owners ranked the Alcohol License Density Plan as either very important or important.]

Which issue is the MOST important or useful to your business or property? (top 3)

- Parking (in general)
- Parking – Availability
- Tied for #3: Business Recruitment and Retention, Safety

[Top issues for property owners (of 23 responses) were Safety, Business Recruitment and Retention, Parking and the Alcohol License Density Plan.]

Are there are other central downtown issues that are important for your business and/or property?

- Transportation alternatives
- Stop loss of/foster more unique, independently owned/operated businesses
- Escalating rent/property taxes
- Absentee ownership
- Panhandlers, loiterers, crime, safety/image of downtown
- Better maintenance and snow removal (including cross streets for State St.)
- Law enforcement priorities – should focus on violent crime rather than underage drinking
- Office business recruitment and retention
- Parking of beer/other delivery trucks on State St.
- Need more retail variety / too many restaurants, food/alcohol establishments
- Availability of monthly parking for employees in parking structures
- Blocking of storefront for special events

Comments / Feedback on Issues:

Parking

Many people drive down here to come to our business specifically, so easy parking access is crucial!

Lack of available parking deters business.

Customers getting a \$20 ticket will not be back!

Parking - too little, too expensive.

Parking x 100000

Work on parking would help us tremendously; parking is the #1 reason we might change locations.

My customers must endure long waits and a higher parking fee every time a Kohl center event takes place. It is insane to expect some one to pay more when they are NOT attending an event there. When strip malls offer free, clean, close parking, that is a competition we all lose on in the down town area. Why must the city make more money at the cost of all businesses in that area?

The \$20 parking ticket may be the main reason why our parking revenues are down.

I do not have a problem finding parking, however many people tell me they don't visit State St. because there is no parking. We need to solve this problem.

Safety

ALL your efforts should be focused on downtown safety, and any work you can do with the police dept. to advocate this before our reputation is hampered even more this year, should be first and foremost.

I've been working downtown for 16 years. There are some real problems with the type of people hanging around the top of State Street, and it's getting worse. I'll bet once every other week, in the three minutes that I'm outside walking from our building to a lunch spot or some other place, I hear a loud encounter laced with profanity. I bet I've seen at least three-four women verbally accosted in the last year. I happen to see it this often in the 5-10 minutes I'm outside a day, then how often is it occurring? I used to chide people that would say downtown Madison is not safe, but I'm finding myself wondering more and more about that.

[We need] A beat cop at the top of State / around the Square.

[We need] More cops on the street .

I am concerned about the safety of my residents both outside of my buildings and also inside common areas. We try to secure the buildings and educate tenants, but there is only so much we can do.

Making the downtown area more attractive to shoppers is all well and good, but until the area police can do a better job this year of patrolling the downtown and keep people safe from violent attacks, almost all your efforts are pointless.

The influx of drugs, drug dealing, and gangs on the street - our image has slipped as a family-friendly environment to visit!

Safety is most important issue because of public perception of a safe place to visit is critical.

Business Recruitment and Retention

I am concerned about the loss of unique businesses on State Street. More and more it appears that State Street is turning into a giant food court being national chains. Why would people come downtown to see things that they could see any where?

It seems as though not much is being done to increase retail sites. We have plenty of restaurants but not a lot of variety in the retail area.

We've lost a lot of good stores, and there are misconceptions about doing business on the street.

Too many restaurants, I feel downtown is becoming one large food court. Fewer liquor licenses would help.

Alcohol License Density Plan

Alcohol license density plan will gravely affect future businesses that want to locate downtown if the plan places too many restrictions on property owners.

I'm interested in the alcohol license density plan as a possible tool to reduce assault and use of police resources.

Alcohol Density Plan is discriminatory/not business friendly.

Construction

Our sales drop significantly when there is construction on the street; people don't like to go through the mess.

The construction killed our business last year.

Construction on State St. for us thru October is a one-time concern.

The BID itself:

Thanks for all your hard work!

Please terminate the BID immediately.

Outside of Madison/Dane Co. area I feel Downtown Madison BID is STILL one of our best kept secrets when trying to recruit new businesses.

Abolish BID. From day one, it has been a coercive use of state powers to tax all businesses for the benefit of a few. Business associations should be voluntary.

I think you accomplish a great deal and am pleased with our affiliation.

Keep up the good work!!

3. HALLOWEEN

Regarding Halloween the City has begun planning for 2007 and exploring the potential role of partners including the BID. Do you think the BID should:

Reponses (in order):

Stay involved at the current level (liaison to BID businesses, contribute to planning, facilitate business participation, help businesses get tickets, gather feedback) 61%

Don't know/have no opinion. 18%

Decrease involvement. 12%

Increase involvement (e.g. formally sponsoring the event, pulling permits for the entertainment, devoting significant staff time to event production) 10%

Comments:

Halloween is "one day in our lives"-I think the event would be improved on by cooperation of city, State St. businesses, BID, University and student population -- positive promotion necessary.

Always a concern - Halloween.

Re: Halloween, I feel the whole issue is overblown. We have more broken windows on a regular basis at bar time than anyone does at Halloween. The city has punished the whole population for a small group of offenders.

BID should not "promote" Halloween. If the size would be cut in 1/2 it would still provide good business but be manageable.

I oppose charging people to use public streets. I would like to see City advocate for special bar time for Halloween (or even eliminate bar time altogether) at state level.

4. WANTED TO LEARN MORE

46% of respondents asked to be contacted about BID cooperative advertising, the gift certificate program, and BID promotion opportunities.