



June 28, 2024

Downtown Property Owner,

Today, in our 25<sup>th</sup> year, Madison's Central Business Improvement District continues to play an important role in supporting downtown commercial property owners and businesses on Capitol Square, State Street and King Street. As we reflect on an incredibly dynamic past few years, we wanted to share some updates on strategic initiatives that are setting the stage for future growth.

The BID staff, our Board of Directors and an incredible community of downtown stakeholders are collaborating daily to create the most vibrant downtown possible. Our role is critical to a growing, dynamic community. The challenges of 2020 and 2021 – for downtown businesses, property owners and the broader Madison community – were real and had a significant impact. But our resilience is reflected in a strong return of activity levels and pedestrian traffic. Today, properties in the BID are 92.6% occupied, essentially the same as pre-Covid levels. In fact, the BID boasts twelve new businesses that have recently opened, or are opening soon, with many more reportedly in the pipeline. In true Madison fashion, together we are building something special.

The BID's important work remains focused on our stated mission to increase the vitality and health of the District and to promote business within it. We do that by marketing the District as a whole; creating a welcoming environment; developing programming that attracts visitors and residents; reaching out to stakeholders on issues impacting the District and developing community relations.

The current BID authorization ends on December 31, 2024, and today we're seeking your support to continue the District from 2025-2029. Because the BID is a special assessment district with a five-year sunset, it must be reauthorized with a majority 'yes' vote of the property owners.

To best position our downtown for future growth, we've established 3 new committees that are bringing together BID staff, our board members and downtown stakeholders to collaborate on new strategic initiatives:

**Marketing Committee:** Development and execution of a new digital marketing strategy to grow our communications channels and strengthen marketing outreach in support of BID businesses.

**Events Committee:** Planning and creation of BID events and programming, including development and expansion of new Downtown Community Partnership and Event Sponsorship programs.

**Real Estate Committee:** Serving as an organizing and action forum for real estate related topics in the BID, including maintaining a welcoming environment and safety and security protocols for BID properties.

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While our committees help us drive new projects forward, it's also important to recognize the ongoing initiatives we're working on with community partners:

- Consistent communication with **Madison Police Department (MPD) Central District** to support downtown safety and security, including MPD attendance/updates at monthly Board meetings.
- Close coordination with **Downtown Madison Inc. (DMI)** on policy advocacy and quality of life issues that directly impact the BID and its businesses.
- Partnership with **Public Health Madison & Dane County** on the federally funded Isthmus Safety Initiative, which coordinates downtown stakeholders to prevent gun crime and sexual violence in the State Street area of Madison.
- Collaboration with **MPD and Dane County Health and Emergency Services** on new SafeGrowth projects, which are integrating community development and crime prevention to build neighborhoods of imagination, livability and safety for 21st Century cities.

Finally, we want to share that our new Downtown Madison Community Partnerships and Event Sponsorships are gaining momentum. These programs were developed to provide the BID with additional revenue to supplement the property owners' assessment revenue and our annual programming contract with the City of Madison. To date in 2024, several businesses have invested in the energy and vitality of our downtown, including, MG&E, Steve Brown Apartments, Don's Home Furniture, Bubblr and CRG Realty. We expect this program to continue to grow in the years ahead, along with other revenue growth from Downtown Map ads, event participation fees and targeted grant funding.

Enclosed you will find statements of support from important downtown stakeholders and partners. In addition, we're sharing some facts and figures that not only highlight the BID's work in 2023 but also show year-over-year growth in downtown visitors. Together, we're building something special in downtown Madison.

**All property owners will receive a paper ballot from the Madison City Clerk in the days ahead. On behalf of the BID staff, our Board of Directors and our community partners, we strongly urge you to vote 'yes' for another five-year term.**

Respectfully,



Matt Tramel  
Executive Director



Peggy Gunderson  
BID Board Chair



## **2024 BID Board of Directors**

**Peggy Gunderson (Chair)**

*DMI Representative*  
President, Strategic Brand  
Marketing

**Mead Bradley (Vice Chair)**

*Capitol Square Property Owner*  
Director – Property  
Management and Operations,  
Urban Land Interests

**Vic Villacrez (Immediate Past Chair)**

*Downtown Resident*

**Jason Salus (Treasurer)**

*Capitol Square - Property Owner*  
General Manager, Best Western  
Premier Park Hotel

**Kirstin DeMartino (Secretary)**

*UW Madison Chancellor's  
Representative*  
Director, UW Madison Campus  
and Visitor Relations

**Jason Ilstrup\***

President, Downtown Madison  
Inc.

**Heather Ewing**

*At Large Central Downtown  
Representative*  
Abstract Commercial Real  
Estate

**Emily Gruenewald**

*Tax Exempt Entity  
Representative*  
Chief Development and  
Communications Officer,  
Overture Center for the Arts

**Jacqueline Iribarren**

*State Street Business Owner*  
Owner, ReThreads

**Angela Titus**

*Capitol Square - Property Owner*  
Chief Program Officer,  
Wisconsin Historical Society

**Mike Verveer\***

*District 4 Alder*  
Madison Common Council

**Juliana Bennett\***

*District 2 Alder*  
Madison Common Council

**Josey Chu**

*State Street Business Owner*  
Owner, Madame Chu Delicacies

**Nick Newlin**

*At Large Member*  
Principal/Vice President, Shine  
Advertising

**Saran Ouk\***

*City of Madison Office of  
Business Resources*  
City of Madison Economic  
Development

**Stacey Scannell**

*State Street - Property Owner*  
Owner, The Soap Opera

**Brad Werntz**

*West Main Street - Property or  
Business Owner*  
Owner, Boulder's Climbing Gym

**Vernon Ziegler**

*University of Wisconsin Student*  
University of Wisconsin –  
Madison

**Josh Berkson**

*King Street Business Owner*  
Founder and CEO, Rule No. One  
Hospitality

***BID Committees meet quarterly, or more frequently as necessary. If you would like to join any or multiple committees, please reach out to Matt Tramel, [mtramel@visitdowntownmadison.com](mailto:mtramel@visitdowntownmadison.com).***

#### **EVENTS COMMITTEE**

Emily Gruenewald	Committee Chair/BID Board Member, Chief Development and Communications Officer, Overture Center for the Arts
Peggy Gunderson	BID Chair, President, Strategic Brand Marketing
Grant Frautschi	Former BID Director/Treasurer, Property Owner 111 N. Fairchild
Jen Stevenson	Marketing Specialist, Wisconsin Veteran's Museum
Stacey Scannell	BID Board Member, Owner, The Soap Opera/319 State St.
Kirstin DeMartino	BID Secretary/Board Member, UW Madison Campus & Visitor Relations
Brad Werntz	BID Board Member, Founder, Boulders Gym
Corey Kautzky	Vice President – Property Operations & Leasing, Fiore Companies
Liz Vang	Owner, Ardorposh - 444 State St.
Matt Tramel	BID Executive Director
Tim Jenquin	BID Operations Director
Kris Gabert	BID Events & Program Manager

#### **MARKETING COMMITTEE**

Nick Newlin	Committee Chair/BID Board Member, Principal, Shine United
Josh Berkson	BID Board Member, CEO, Rule No. 1 Hospitality
Stacey Scannell	BID Board Member, Owner, The Soap Opera/319 State St.
Angela Titus	BID Board Member, Chief Program Officer, Wisconsin Historical Society
Jason Salus	BID Board Director/Treasurer, General Manager, Best Western Premier Park Hotel
Peggy Gunderson	BID Chair, President, Strategic Brand Marketing
Josey Chu	Owner, Madame Chu Delicacies
Amy Moore	Owner, Little Luxuries
Joan Herzing	Marketing Director, The Madison Concourse Hotel
Matt Tramel	BID Executive Director
Tim Jenquin	BID Operations Director
Kris Gabert	BID Events & Program Manager

#### **REAL ESTATE COMMITTEE**

Mead Bradley	BID Board Member, Director, Property Management and Operations, Urban Land Interests
Heather Ewing	BID Board Member, Owner, Abstract Commercial Real Estate
Vic Villacrez	BID Board Member, Immediate Past Chair
Brad Werntz	BID Board Member, Founder, Boulders Gym
Corey Kautzky	Vice President, Property Operations & Leasing, Fiore Companies
Jason Ilstrup	President, Downtown Madison Inc.
Matt Tramel	BID Executive Director





*As your community energy company, Madison Gas and Electric (MGE), believes in the power of working together. Madison's Central Business Improvement District (BID) is a partner in enriching our downtown community, helping maintain its health and vitality for all to enjoy.*

**Pam Christenson, Director – Customer and Community Relations, Madison Gas and Electric and  
Downtown Madison Inc. Board of Directors Co-Chair**

*Madison's Central Improvement District is a great benefit to visitors. The music events, Madison Night Market, holiday programming and more that they produce are critical to the visitor experience and help boost downtown businesses. In addition, the downtown information booth is an important resource for visitors and residents alike. The BID makes our job of presenting Madison as a premier leisure and meetings destination easier and more exciting.*

**Ellie Westman Chin, President & CEO, Destination Madison**

*Madison's Central Business Improvement District (BID) is absolutely vital to the economic strength, inclusiveness, and vibrancy of Downtown Madison. The passion, energy, hard work, and positive spirit of the BID Board and its staff create an atmosphere where local business can succeed, our community can enjoy connecting, and memorable experiences are created for everyone Downtown.*

**Jason Ilstrup, President, Downtown Madison Inc.**

*The Madison Police Department's partnership with BID is invaluable. BID has done an amazing job highlighting our vibrant downtown area and has been instrumental in developing positive relationships between the police department and the area property and business owners. We look forward to continuing our collaborative partnership with BID to provide a thriving and safe downtown for all to visit and enjoy.*

**Captain Angela Kamoske #2878, Central District, City of Madison Police Department**

*The BID's mission is important to downtown Madison because they provide resources, advocate for a viable downtown, and put on important events that increase downtown visitors. Without the BID working towards a strong and vibrant downtown community businesses would be less likely to remain in downtown Madison.*

**Elizabeth Ganser, President, Greater State Street Business Association (GSSBA), Owner, Fontana Sports**

*As a downtown business owner, I see firsthand how the BID's marketing, business recruitment, and community enhancements create a unified, welcoming environment that supports all businesses, fostering economic growth and cultural richness. A vibrant downtown is the heartbeat of Madison, and the BID's work is crucial to sustaining this dynamic ecosystem.*

**Joshua Berkson, CEO, Rule No. One Hospitality, Owner, Lucille's, Merchant, Todofresco, Amara**

*As downtown stakeholders, we recognize the vital role the BID plays in enhancing our community through programs and events like the Madison Night Market and Shine On Madison. These initiatives contribute to a vibrant downtown, allowing our students, faculty/staff, and alumni to enjoy and create memories that weave into their UW experience. Additionally, these events drive economic growth, support local businesses, and foster a stronger connection between our UW community and the broader Madison area. Supporting the BID for another 5-year period is essential for sustaining this positive impact.*

**Kirstin DeMartino, PhD, Director of Campus and Visitor Relations and Brenda González, Director of Community Relations,  
University of Wisconsin - Madison**

*All of us at Overture Center love how the Central Business Improvement District makes downtown Madison a must-visit destination! Their events, like the Madison Night Market and Family Halloween, are not just fun—they're a perfect way for everyone to discover and enjoy what downtown – and Overture Center – has to offer. Thanks to BID's fantastic work hosting events, providing visitor services, and keeping everyone connected, they foster stronger ties between residents, businesses, and tourists, making our community a vibrant place to live, work, and play.*

**Emily Gruenewald, Chief Development and Communications Officer, Overture Center for the Arts**

*Fiore is pleased to support the BID and its' impactful efforts to maximize the experience of visiting, living and working in downtown Madison. The resources provided to retailers by the BID are vital to their success, and fabulous events, such as the Madison Night Market, draw thousands of visitors to our downtown every year. All these efforts increase the vibrancy of our city and add value to our properties.*

**Stacy Nemeth, Chief Operating Officer, Fiore Companies**

*Madison's Central Business Improvement District has been a vital part of the downtown community since its inception by helping to bring cool new events and experiences to neighbors in downtown Madison. Neighbors love having the opportunity to go out into their neighborhood and know that there are low-barrier-to-entry and free events to bring them to State Street, Capitol Square and King Street. It gives us new opportunities to explore new local businesses and to visit our favorite ones. We are lucky at Capitol Neighborhoods Inc. to live in such a vibrant downtown and are very appreciative of the Central BID in playing a big part of enhancing our beautiful downtown. We thank the Central Business Improvement District for their continued commitment to the people of downtown and greater Madison area in making downtown Madison the best place to live, work, and have fun!*

**Elias Tsarovsky, President, Capitol Neighborhoods Inc. (CNI)**

*We are proud to be a financial partner with downtown Madison's BID. It is incredibly important to us to support events and programming for all who work, live and play in downtown Madison. We feel strongly about the importance of providing events and programming that continue to bring our community together.*

**Blaine Neupert and Tina Neupert, Owners, Don's Home Furniture**

*The Downtowners Social Club supports the recertification of the Downtown Madison Business Improvement District (BID). The Downtowners Social Club exists to bring people together to explore downtown establishments, form connections between people, and showcase the things that make Downtown sparkle. The BID plays an integral role in keeping our Downtown vibrant and providing great events for our members to enjoy. It provides a voice for the businesses who have persevered in the face of a myriad of challenges and offers services to the visitors who come to our Downtown. If you haven't spent time at the Madison Night Market, enjoyed some free music at Lunchtime Live, or experienced the frosty fun of Shine on Madison – you're missing out. In times of need the BID stepped up and helped organize support for the businesses truly suffering during the challenging summer of 2020. The Downtowners believe that the BID provides great service to our community, and support the continuation of their important work and partnership.*

**Vic Villacrez and Carole Schaeffer, Founding Members, The Downtowners Social Club**





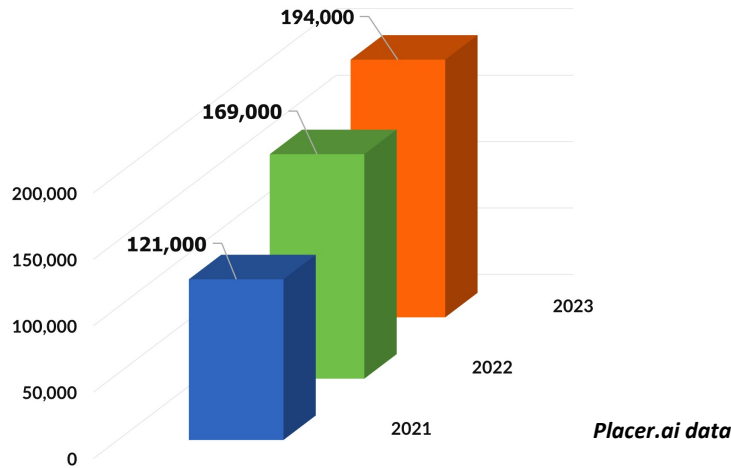
Madison's Central Business  
Improvement District



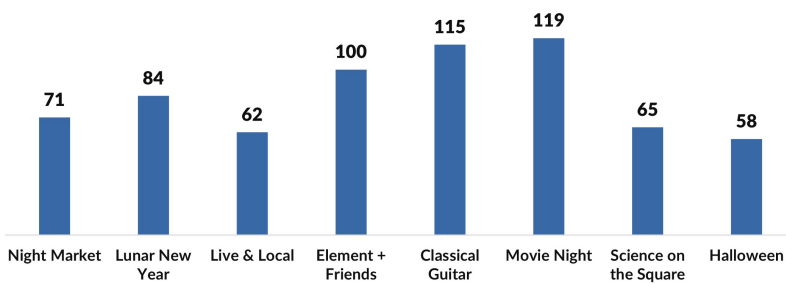


# BID events drive traffic

Visitor Growth to BID Events (2021-2023)



Average (mins.) Dwell Time for 2021-23 BID Events



## The BID By-the-Numbers in 2023



**67**

public programs  
and events



**112**

participating event  
businesses  
(brick and mortar)



**153**

participating event  
vendors



**6,857**

Ambassador-to-  
Business contacts



**60,300**

Downtown Map &  
Guide copies  
distributed



**194,000**

event visitors  
(Placer.ai + hand count)



**49**

participating event partners  
(i.e. non-profits, museums, city departments, UW Health)



**26,398**

public support interactions  
(Visitor Center, Info Booth, event tables)