



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Agenda – FINAL

Madison Central Business Improvement District (BID) Board of Directors

January 3, 2013

Noon-1:30 pm

122 W. Washington Ave.
1st Floor Board Room

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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Madison Central Business Improvement District (BID): (608) 512-1340

Approx. Time

- | | |
|---|------------|
| 1. Call to Order — Jeanette Riechers, Chair | (12 noon) |
| 2. Approval of Minutes from Dec. 6, 2012 meeting | (12:01 pm) |
| 3. Disclosures and Recusals –
Members of the body should make any required disclosures or recusals under the City’s Ethics Code | (12:02 pm) |
| 4. Public Comment (3 min. per speaker) | (12:03 pm) |
| 5. Chair’s Report – Jeanette Riechers | (12:05 pm) |
| 6. Central District MPD Update – Capt. Carl Gloede | (12:10 pm) |
| 7. Informational Presentation - Block 100 State Project Update
Michael Huffman & George Austin | (12:20 pm) |
| 8. DMI Update – Susan Schmitz | (12:35 pm) |
| 9. Treasurer’s Report – Stacy Nemeth
BID Budget – 4 th quarter 2012 update | (12:40 pm) |

- Approx. Time*
- 10. BID Staff Reports**
- Mary Carbine, BID Executive Director (12:45 pm)
Tim Jenquin, BID Programming Coordinator
- a) Holiday Season recap:
 - Trolley, Ambassadors (Tim)
 - Marketing, merchant feedback (Mary)
 - b) Early 2013:
 - Marketing (Mary)
 - Welcome Programs (Tim)
 - c) Map Ad Sales to date (Tim)
 - d) Business Turnover Update (Tim)
- 11. Board Discussion – Jeanette Riechers** (12:55 pm)
- a) 2012 Year in Review
 - b) 2013 Forecast: BID Areas of Focus, Goals
- 12. GSSBA Update – John Hutchinson, Hawk Sullivan** (1:10 pm)
- 13. City of Madison Update** (1:15 pm)
- a) Matt Mikolajewski, Office of Business Resources
 - b) Ald. Mike Verveer
- 14. New Business** (1:25 pm)
- 15. Next Meeting – Feb. 7, noon-1:30pm**
- 16. Adjournment** (1:30 pm)

If you need an interpreter, materials in alternate formats or other accommodations, please contact the Madison Central BID office at 608-512-1340 or mcarbine@visitdowntownmadison.com. Please do so at least three business days prior to the meeting so that proper arrangements can be made.

December 19, 2012

MADISON CENTRAL BID 2013 –Forecast: Areas of Focus, Goals

BLACK – 2012 Goal, done or significant progress

BLUE – 2012 Goal, in process or not yet addressed, roll over to 2013

RED – New goals for 2013

Priority	Goal Description	Deadline
1	<p>FUND DEVELOPMENT:</p> <ul style="list-style-type: none"> • Develop a fund development program, encompassing sponsorships, in-kind donations, cash fundraising and other possible fund-raising programs. • Engage Board members in the implementation of the fund development program. • Continue re-assessment of Assessment Occupancy Policy. • Focus on upgrading website to accept online advertising as way to increase revenues. Develop online advertising program for 2013-14 map ad sales cycle. • Interface with city’s Payment in Lieu of Taxes (PILOT) task force regarding tax exempt properties within the BID. 	ONGOING
2	<p>ADVOCACY:</p> <ul style="list-style-type: none"> • Periodic evaluation of advocacy protocol • Focus advocacy efforts on BID-specific issues, and collaborate with/support efforts of partner organizations on issues of common interest. • 2013 BID issues <ul style="list-style-type: none"> ○ ALDO, sunsets July 5, 2013 ○ Outer Loop construction ○ Planning for 2014 reconstruction of State St. 700-800 blocks (Library Mall) and 100 blocks King St./E. Main. ○ Signage next steps 	
3	<p>STRATEGIC PLANNING:</p> <ul style="list-style-type: none"> • Created “vision” for BID area through Downtown Plan advocacy. • Conduct strategic planning, develop vision for future of the BID. • Engage Board members in Board leadership and development. 	
4	<p>MARKETING:</p> <ul style="list-style-type: none"> • Continue to update BID strategic marketing plans, with particular emphasis on social media marketing and key BID events. • Utilize all current applicable research on the BID in developing marketing plans, such as GMCVB survey results. • Continued development of Gift Certificate sales marketing • Utilize Mobile apps (e.g., QR Codes) on map and signage • Increase Facebook fans 	DONE/ONGOING

	<p>MARKETING continued</p> <ul style="list-style-type: none"> • Upgrade BID website to new content management system to enable optimization for mobile and accepting advertising. Redesign/refresh site, update/reformat content • Work with GSSBA on framework to ensure sustainability of key GSSBA events, i.e., Maxwell Street Days, Cars on State 	
5	<p>BUSINESS RECRUITMENT:</p> <ul style="list-style-type: none"> • Continue to develop and update the downtown business recruitment marketing toolkit as a resource for property owners. • Define BID role/strategic partnership with DMI on the downtown metrics initiative (State of the Downtown) 	DONE
6	<p>PROGRAMS AND CONSTITUENT SERVICES</p> <p><u>Ambassador Program:</u></p> <ul style="list-style-type: none"> • Visitor Center: While completing first year of operations in new facility, continue ongoing assessment of staffing needs, seasonal operations, and customer feedback. Implement changes and improvements necessary to maintain excellent customer service. • Volunteer program development. • Expand selected convention partnerships as possible. • Expand Visitor Center hours [if budget permits] <p><u>Business Services</u></p> <ul style="list-style-type: none"> • Partner with city's Office of Business Resources (OBS) to create updated Downtown "How to Do Business" manual. • Strengthen outreach to new businesses to connect them to the BID and its services. Engage Board members in new business outreach. 	<p>DONE</p> <p>ONGOING</p> <p>To pursue when mutually feasible</p>
7	<p>ADMINISTRATIVE</p> <ul style="list-style-type: none"> • Assess staff resources to respond to increased demands and program expansion (Ambassador program, Gift Certificate sales processing, marketing, administrative support). Identify staffing needs and opportunities, potential costs. 	ONGOING

These goals expand or are in addition to the regular ongoing activities as described in the BID Operating Plan.

From 2013 BID Operating Plan:

A. Plan Objectives

In the year 2003, Madison's Central BID underwent a strategic planning process which led to the formulation and articulation of the District's vision and mission. In 2006, the BID Board revisited and updated the Strategic Plan. The VISION of Madison's Central BID is to be a powerful BID that is respected in the Community for getting things done. The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it. The CONSTITUENTS are the property and business owners within the district. The ACTION by the BID to achieve the goal is to market the district as a whole, create a welcoming environment, develop community relations, and advocate for the needs and interests of the district.

II. Proposed Activities

Four areas of strategic focus will move Madison's Central BID into the future. Specific objectives within each strategy state Madison's Central BID's priorities for the coming year. The four strategic directions that will be pursued by Madison's Central BID are to Maximize Marketing and Promotion of Downtown, provide a Welcoming Environment, develop Community Relations, and Advocate for the district.

Maximizing Marketing and Promotion of Downtown

Promote the benefits of the Madison's Central BID area as an important community asset and a unique place to shop and recreate to residents and visitors. This includes:

- Maintain Downtown Madison website (www.visitdowntownmadison.com) and social media presence
- Develop and distribute Downtown Madison map and guide
- Offer high value cooperative advertising opportunities for District businesses
- Provide positive downtown public relations
- Promotion of downtown as a great place to shop, dine, play, live and work.
- Creation of a consistent message between marketing strategies, public relations and programming
- Support for downtown events

Welcoming Environment

Provide a friendly, welcoming, accessible and unique environment within the District through:

- The Ambassador program, including Ambassador staffing of the city's Visitor Center at 452 State St. in cooperation with Madison Parks.
- Holiday decorations
- Planting program

Community Relations

Work in a leadership role to enable communications and maximize compatibility among user groups of the downtown. This includes:

- Communication with district property owners regarding BID involvement and initiatives
- Communication with business owners to keep them aware of issues and/or opportunities as they relate to their businesses
- Collaboration with the University of Wisconsin Campus Visitor and Information Programs and Greater Madison Convention and Visitors Bureau
- Attend and provide reports at the Downtown Coordinating Committee monthly meeting
- Work with the City of Madison and attend various city meetings, including the Parks Department, Planning & Development, and Engineering for orchestration of physical environment programs and State Street reconstruction; the Police regarding downtown safety; and the Mayor's Office and other agencies on relevant issues.
- Coordinate efforts with Downtown Madison, Inc. and participate in DMI committees as relevant to BID work;
- Attend and provide reports at the Greater State Street Business Association (GSSBA) monthly meetings.

- Work with various downtown groups and other organizations in the business community in event planning and joint partnerships, including arts and cultural groups, the GSSBA, Greater Madison Convention and Visitors Bureau, University of Wisconsin, Overture Center, Jazz at 5, Farmer's Market, Madison Winter Festival, Ironman, Dane Dances, Capitol Neighborhoods, etc.

Advocate for the District

To advocate for the needs and interests of the district as a whole, working closely with city staff, elected officials, and partner organizations and stakeholders, on areas including but not limited to:

- Construction
- Proposed Policies for the central downtown business district
- Mall Maintenance services
- Parking
- City of Madison Downtown Plan, downtown alcohol license management and business development plan, Development Process Improvement Initiative implementation, Economic Development Plan implementation, and other similar initiatives;
- Halloween
- Downtown Safety
- Business Recruitment & Retention

The BID will conduct other activities similar to those above, to carry out the objectives identified above. The BID may not achieve full completion of all of the activities outlined above. In addition, the BID shall have all powers granted under the BID Law, including to collect the assessments provided herein, and to carry out the purposes of this Operating Plan.

DRAFT December 12, 2012

Madison's Central Business Improvement District 2012 – Year in Review

Highlights:

- *Ambassador Program:*
 - Held extended hours until 6pm Fridays and Saturdays during the summer.
 - People helped: 41,377 (As of 12/10/12)
 - Distributed 148,398 maps and brochures (As of 12/10/12)
 - Saved the BID \$6,566 in hourly wages using volunteer Downtown Ambassadors
 - Second annual "Ambassador of the Year Award": Peter Olson
 - Hosted a record number of Downtown Holiday Trolley Riders 2,331 (As of 12/8/12)
 - Increased Involvement with UW Activities
 - New Info Table at the Wisconsin Science Festival
 - Key conventions/special events:
 - WPT Garden Expo, Feb. 10-12: 1,475 people helped
 - World Dairy Expo, Oct. 2-6: 1,066 people helped
 - Midwest Horse Fair, April 20-22: 833 people helped
 - WPT Quilt Expo, September 6-8: 705 PR's

- *Downtown Map & Guide:*
 - Exceeded map advertising revenue goal (13% increase over 2011).
100% collections.
 - Implemented QR codes to integrate with smartphone use

- *Gift Certificate Sales:* [\$79,092 through Dec. 13] Increase over 2011: [35% through Nov.]

- *Sponsorships secured:* 83% increase over 2011
 - Market Data Factsheet: Fiore Companies, The Mullins Group, Urban Land Interests, John Bergh at Siegel Gallagher, Hovde Properties, and CBRE.
 - Downtown Family Halloween: DreamBank-American Family Insurance (new); University Book Store; UW Visitor & Information Programs (new)
 - Holiday Trolley Welcome Bags: DreamBank-American Family Insurance (new)
 - Media Partnerships secured: Isthmus, Madison Newspapers, and WOLX (multiple events).

- *Marketing:*
 - Produced updated Downtown Market Data Factsheet (2nd edition) to support retail and restaurant tenant recruitment and business development.
 - Social Media: "Downtown Madison" Facebook page, now 1,000 fans, BID businesses encouraged to post.
 - Cooperative Advertising: 30+ subsidized opportunities; average savings \$450 per ad.
 - Events, Promotions, Partnerships

- Madison Winter Festival
 - My UW Day (started 2007 as “Admitted Student/Parent Visits)
 - Badger Family Spring Visit (UW Parent Program, started 2009)
 - New Resident Welcome Bags (spring & fall)
 - Cars on State (started 2007)
 - Solstice Stroll (with DCBL) - NEW
 - Maxwell Street Days Summer Sidewalk Sale
 - UW Madison Homecoming
 - Downtown Family Halloween (started 2009, major event expansion 2011)
 - Downtown Holiday Open House (started 2008) – EXPANDED to 2 days
- *BID website*: Traffic [288,395 through Nov.] unique visitors, a 9% increase over 2011 [through Nov.]
- *Planting Program*:
 - Successfully coordinated with Parks/Mall Maintenance to facilitate Parks hiring of outside contractor to significantly improve condition of downtown planting beds at no additional cost to BID.
 - *Safety*
 - Worked with Neighborhood Officer to launch pilot of Collective Community Ban program in partnership with other downtown organizations.

(See also Advocacy)
 - *Staff*
 BID Programming Coordinator Mitch Freund and Ambassador Coordinator Hannah Curtes moved on to other cities and opportunities. We promoted Tim Jenquin to Programming Coordinator and welcomed BID Office Assistant Dan _____.

Advocacy:

- *Downtown Plan*
 Successfully advocated for significant changes to the Downtown Plan to improve support for a healthy retail environment, encourage higher density to support businesses and tax base, and balance preservation with development.
- *Business Signage*
 - Successfully coordinated a business coalition to respond to the city’s business signage enforcement initiative.
 - Spearheaded working group of city staff and business representatives to review business signage code and suggest changes supportive of both business needs and a safe, quality downtown environment.
- *Taxis*
 Successfully advocated to preserve taxi access to State Street.

- *Safety*
 - Supported strengthening panhandling ban in central downtown; worked closely with sponsors and city to ensure that BID area was fully included.
 - Coordinated meeting of city officials and affected stakeholders to address issues in problem areas.
 - Provided input to the Ped/Bike/Motor Vehicle Commission regarding issues with pedestrian and bicyclist safety, including pavement markings and bikes on sidewalks.

- *Parking*
 - Advocated against the 2012 city parking rate increase, advising instead to try to increase the parking customer base and revenues by improving a) the special event parking system, b) the customer experience and c) marketing & signage.
 - Assisted Parking Utility with communications on pay-by-cell pilot.

- *Construction*

Staff liaison/advocacy on 2012 Outer Loop, Gorham/Henry/Frances and Block 101 Alley reconstructions, plus future city projects.

- *Vending*

Advocated for a policy of careful consideration of the placement, number, and quality of street vendors so as not to adversely affect the economic vitality of in-line storefront businesses or the ability of property owners to lease brick and mortar establishments.

- *2012 City Budget*

Participated in coalition of downtown and business groups to advocate for restoration of Overture Center funding.

BID 2012 Budget Update							
Dec. 18, 2012							
SUMMARY		Forecast	Avail. Funds				
Starting Balance		\$10,721	\$10,721				
Deposits/Revenues		\$345,939	\$336,735				
Fund Total		\$356,660	\$347,456				
Expenses to date		\$325,475	\$325,475				
Fund Balance		\$31,185	\$21,981				
Encumbrances		\$19,627	\$19,627				
Unencumbered Bal		\$11,557					
REVENUES, FUNDS							
<u>Code</u>	<u>City Category</u>	<u>Description</u>	<u>2012 Original</u>	<u>Forecast March/April</u>	<u>Forecast Nov</u>	<u>Avail Funds</u>	<u>Notes</u>
72190	Special Assessment	Income from tax assessment	\$265,439	\$265,439	\$265,439	\$265,439	
78110	Interest on Investment	"Trust Interest"	\$1,350	\$1,325	\$1,325	\$1,259	(as of Sep 30)
78579	BID Downtown Map	Map Ad Revenue - Cash	\$48,000	\$54,000	\$54,000	\$54,001	100% collections
78581	BID Parking	Co op Ad Revenue from City Parking	\$4,500	\$4,500	\$4,500	\$4,525	
78591	Voluntary Membership	Cash for lunches	\$800	\$700	\$700	\$562	
78510	Corporate Sponsorships	Various sponsorships	\$2,000	\$2,000	\$5,950	\$5,950	
		Univ. of Wisconsin	\$5,000	\$5,000	\$5,000	\$5,000	
78590	BID Gift Certificate account	Withdrawal to cover admin costs, materials	\$4,000	\$4,000	\$5,000		Will process in early '13
78890	Other	Misc revenue					
		GSSBA event partnership	\$3,000	\$3,000	\$4,025		Invoiced
		Cash Revenue Subtotal	\$334,089	\$339,964	\$345,939	\$336,735	
79999	Reserves Applied	Carryover from previous FY	\$8,000	\$10,721	\$10,721	\$10,721	
		Revenues/Funds	\$342,089	\$350,685	\$356,660	\$347,456	
	Trade/In Kind Income	Map Ad Revenue - Trade		\$1,443	\$1,443	\$1,443	

BID 2012 Budget									
Dec. 18, 2012									
EXPENSES									
Code	City Category	Description	Encumb. Subtotal	Exp. Subtotal	Unencum Balance	Original Budget	Revised Forecast March	Forecast Dec	Notes
54702	Audit Fees	City Audit fees		\$1,957		\$1,957	\$1,957	\$1,957	
56330	Comptroller Fees	Comptroller Fees	\$1,612			\$1,612	\$1,612	\$1,612	
54715	Admin, Management	BID-DMI Contract: Staff Salaries, Benefits, Payroll Taxes, Rent, Admin Overhead	\$0	\$137,196	\$0	\$145,417	\$145,618	\$137,196	
		Staff parking	\$0	\$1,080		\$1,080	\$1,080	\$1,080	
54914	Map and Guide	Design and Printing		\$27,269		\$27,000	\$27,000	\$27,269	
		Credit card fees (ad sales)		\$244		\$400	\$400	\$244	
		Sales Materials ('13 map)		\$412		\$500	\$400	\$412	
54916	Map Distribution	Delivery to Hotels, etc.		\$1,494	\$406	\$1,900	\$1,900	\$1,900	
54918	Holiday Trolley	Holiday, Event Trolley	\$1,600	\$3,808		\$4,100	\$4,900	\$5,408	Added Fri trolley for Hol Open House
54935	Marketing to Locals	Marketing to Dane County	\$7,419	\$35,883	\$0	\$36,434	\$42,000	\$43,302	
54936	Marketing to Students	Marketing to UW Students	\$0	\$1,014		\$1,000	\$1,500	\$1,014	
54937	Conferences / Training	IDA Conference, training	\$0	\$1,736	\$0	\$1,800	\$1,800	\$1,736	
54938	Ambassador Payroll	Part time/seasonal	\$7,012	\$30,738		\$37,750	\$37,750	\$37,750	
54939	Ambassador Payroll Taxes	Part time/seasonal	\$580	\$3,874		\$4,454	\$4,454	\$4,454	
54944	Planter Program	Annual Contract	\$0	\$38,650		\$39,000	\$38,650	\$38,650	
54947	Stationery	Stationery		\$562	\$0	\$600	\$500	\$562	
54948	Winter Lights	Holiday Lighting/Decorations Program			\$250	\$250	\$250	\$250	
54949	Ambassador supplies	Supplies, cell phones, shirts, Churchill Bldng. space/storage	\$0	\$3,573	\$427	\$4,000	\$4,000	\$4,000	

54952	BID Board Expenses	Lunches		\$776	\$124	\$920	\$900	\$900	
54955	Gift Certificates	Printing of certificates, envelopes, sleeves	\$0	\$3,752	\$0	\$2,000	\$2,200	\$3,752	Needed more materials due to sales volume
54956	Marketing to Visitors	Marketing outside Dane County	\$1,305	\$13,967	\$0	\$15,640	\$16,000	\$15,272	
54958	BID website, software	Hosting, website, software, online store, listserve	\$0	\$5,633	\$92	\$5,725	\$5,725	\$5,725	
55140	Postage, Shipping	Postage/Shipping		\$3,113	\$487	\$3,700	\$3,600	\$3,600	
55899	Miscellaneous	Supplies, misc expenses	\$0	\$4,421	\$579	\$1,600	\$1,400	\$5,000	Replaced staff laptops, added ED smartphone
54901	Property/Business Owner Outreach	Mailings, construction signage	\$100	\$927	\$1	\$1,000	\$1,400	\$1,027	
54909	Business Recruitment, Retention	Business marketing, recruitment	\$0	\$3,397	\$0	\$750	\$1,100	\$3,397	Added printing of Business Marketing Piece
	Other/Contingency	Other/Contingency			\$3,691		\$2,589	\$3,691	
		Budgeted carryover			\$5,500			\$5,500	
			<u>Encumb. Subtotal</u>	<u>Exp. Subtotal</u>	<u>Unencum Balance</u>	<u>Original Budget</u>	<u>Revised Forecast March</u>	<u>Forecast Dec</u>	Notes
		TOTAL	\$19,627	\$325,475	\$11,557	\$340,589	\$350,685	\$356,660	