



City of Madison

Meeting Agenda – FINAL

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

Madison Central Business Improvement District (BID) Board of Directors

July 3, 2014

Noon-1:30 pm

122 W. Washington Ave.
1st Floor Conference Rm.

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.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

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

Approx. Time

1. **Call to Order** — Greg Frank, Chair (12 noon)
2. **Approval of Minutes** from June 5, 2014 meeting (12:01 pm)
3. **Disclosures and Recusals** – (12:02 pm)
Members of the body should make any required disclosures or recusals under the City's Ethics Code
4. **Public Comment** (3 min. per speaker) (12:03 pm)
5. **Chair's Report** – Greg Frank (12:05 pm)
6. **Central District MPD Update** – Capt. Gloede (12:10 pm)
7. **Alcohol Business Location Guide (DRAFT)** (12:25 pm)
-Mark Woulf, Food and Alcohol Policy Coordinator, Mayor's Office
8. **BID Reauthorization Sbcmte Report** – Emily Mehl (12:40 pm)
9. **Treasurer's Report - Quarterly Budget Update** – Stacy Nemeth (12:50 pm)

Approx. Time**10. BID Staff Reports**

(12:55 pm)

- a) Tim Jenquin, BID Programming Coordinator
 - Ambassadors/Visitor Center
 - Planting Program
 - Welcome Programs
 - Business Turnover
- b) Mary Carbine, BID Executive Director
 - Construction update
 - Marketing & Events update
 - Update from DCC

11. DMI Update – Susan Schmitz, DMI President

(1:05 pm)

12. GSSBA Update – John Hutchinson

(1:10 pm)

-Maxwell Street Days Summer Sidewalk Sale July 18-20

13. City of Madison Update

(1:15 pm)

-Ald. Mike Verveer

14. New Business, Announcements

(1:27 pm)

15. Adjournment

(1:30 pm)

NEXT MEETING: Thurs., Aug. 7, 2014, noon-1:30pm

- Reauthorization Vote Results
- Parking Utility Financial Sustainability Report-Informational Presentation
- Draft 2015 Operating Plan

NOTE: BID Reauthorization Ballot Counting
Monday, August 4, 9:00 am
City of Madison Clerk's Office, Rm. 103 City-County Building
210 Martin Luther King Jr. Blvd.

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.

Madison Alcohol Business Location Guide – July 1, 2014

Overview

On July 1, 2014, a series of changes were made to the Madison General Ordinance with regard to how businesses that sell alcohol are defined and where they are allowed to operate. **The purpose of this guide is to provide direction to new alcohol-related businesses about where they are allowed to locate and under what conditions.** The guide can also be used by existing alcohol-related business to use when considering changes to business plans.

The intent of this document is to provide guidance to the majority of alcohol-related businesses. There will be; however, instances where questions of a business owner can't be answered through this guide. Individuals are strongly encouraged to contact the City staff noted at the end of this document with any questions or concerns.

Alcohol sales are controlled by State Law and Madison General Ordinance. This guide is a summary of these laws, but should not be construed as a legal document. In situations where State Law and/or Madison General Ordinance are at variance to something within this guide, State Law and/or Madison General Ordinance shall be considered the controlling document.

This guide has been structured for the user to approach their potential or existing business by answering a series of questions, starting with Section 1. Users of this guide are encouraged to answer all of the following questions sequentially to arrive at an understanding of whether or not a particular business concept is allowed at a certain location, and what limits may be placed on a business at that location.

Sections

- Section 1: What is the definition of my business?
- Section 2: Is my business allowed at my location based on zoning?
- Section 3: Are there additional alcohol-related zoning regulations for my business?
- Section 4: What if my business is located in the Downtown Overlay District?
- Section 5: Does my business need an entertainment license?
- Section 6: How are Alcohol Licenses regulated?
- Section 7: What is the difference between the definitions in Section 1 and a "Restaurant" or "Tavern" as defined in an Alcohol License?
- Section 8: What if I want to sell, move, or change my business model?
- Section 9: Who do I contact with additional questions?

Section 1: What is the definition of my business?

The first step to understanding what alcohol regulations impact your business is to understand how your business is defined under the Zoning Ordinance of the Madison General Ordinance (MGO). Following are the definitions used to describe businesses that sell alcohol:

A) Restaurant

A business with kitchen facilities that serves meals for consumption on the premises, but that does NOT serve alcohol. The following regulations will not apply to your business if you do NOT sell alcohol.

B) Restaurant – Tavern

A business with kitchen facilities that serves meals and alcohol for consumption on the premises. Entertainment is not provided within the establishment (see Section 5).

C) Tavern

A business without kitchen facilities that serves alcohol for consumption on the premises. Pizza made in a pizza oven, popcorn, and other snacks that do not require a kitchen may be sold in a Tavern. Entertainment is not provided in the establishment (see Section 5).

D) Restaurant – Nightclub

A business with kitchen facilities that serves meals and alcohol for consumption on the premises, and also provides entertainment (see Section 5).

E) Nightclub

A business without kitchen facilities that serves alcohol for consumption on the premises, and also provides entertainment (see Section 5) Pizza made in a pizza oven, popcorn, and other snacks that do not require a kitchen may also be sold in a Nightclub.

F) Brewpub

A business that brews beer, has kitchen facilities, and serves both food and alcohol on the premises for consumption. A Brewpub does not provide entertainment.

G) Liquor Store

A business that sells principally alcohol for consumption off-premises. This business would hold a Class A liquor license (see Section 3).

H) Accessory Retail Alcohol Sales

A business that sells alcohol for consumption off-premises as a secondary component of their business. An example might include a Wisconsin-themed gift store that sells a few Wisconsin-made wines. The business would still be required to hold a Class A liquor license (see Section 3)

I) Others

Theaters, recreation facilities, fraternal organizations, etc. often sell alcohol for consumption on premises. It is recommended that these businesses and organizations contact the City's Food & Alcohol Policy Coordinator (see Section 9) directly to discuss the regulations that will be applicable to their functions.

Section 2: Is my business allowed at my location based on zoning?

The City regulates land use through the Zoning Ordinance. Within the Zoning Ordinance, the City is divided into Zoning Districts. Within each Zoning District, some uses are allowed, while others are not. As such, you need to first identify which Zoning District your business is located in. To do so, visit the "Property Look-Up" feature on the City's website: <http://www.cityofmadison.com/assessor/property/index.cfm>. Enter your address in the field and a record of the property will appear. Within this record, look for the two-to-three digit code listed next to "Zoning." By way of example, you might see "TSS," which means you are located in a "Traditional Shopping Street" District. If you are unsure of your District, or if your District is "PD – Planned Development," please contact the Zoning Department at 608-266-4551.

Once you know which zoning District you are located in, please consult the tables below to identify if there is a "P," "C," "P/C," or blank space for your type of business within the Zoning District that you are located in.

Section 28.061, Table 28D-2

Mixed-Use and Commercial Districts							
	LMX	NMX	TSS	MXC	CC-T	CC	Supplemental Regulations
Food and Beverages							
Brewpub		C	P	P	P	P	
Catering	C	C	P	P	P	P	
Coffee shop, tea house	P	P	P	P	P	P	
Nightclub	C	C	C	C	C	C	Y
Restaurant	C	P	P	P	P	P	
Restaurant-nightclub	P/C	P/C	P/C	P/C	P/C	P/C	Y
Restaurant-tavern	C	C	P	P	P	P	Y
Tavern		C	P	P	P	P	Y
Accessory Uses and Structures							
Accessory retail alcohol sales	P	P	P	P	P	P	

Section 28.072, Table 28E-2

Downtown and Urban Districts						
	DC	UOR	UMX	DR1	DR2	Supplemental Regulations
Food and Beverages						
Brewpub	P		P			
Catering	P		P			
Coffee shop, tea house	P		P			
Nightclub	C		C			Y
Restaurant	P		P			Y
Restaurant-nightclub	P/C		P/C			Y
Restaurant-tavern	P		P			Y
Tavern	P		P			Y
Accessory Uses and Structures						
Accessory retail alcohol sales	P		P			

Section 28.082, Table 28F-1

Employment Districts							
	TE	SE	SEC	EC	IL	IG	Supplemental Regulations
Food and Beverages							
Brewpub	C	C	C	C	C	C	
Catering	P	P	P	P	P	P	
Coffee shop, tea house	P	C	C	C	C	C	
Nightclub	C	C	C	C	C	C	Y
Restaurant	C	C	C	C	C	C	
Restaurant-nightclub	P/C	P/C	P/C	P/C	P/C	P/C	Y
Restaurant-tavern	C	C	C	C	C	C	Y
Tavern	C	C	C	C	C	C	Y
Accessory Uses and Structures							
Accessory building	P/C	P/C	P/C	P/C	P/C	P/C	
Accessory retail alcohol sales	P	P	P	P	P	P	

Section 28.091, Table 28G-1

Special Districts						
	A	UA	CN	PR	AP	Supplemental Regulations
Accessory Uses and Structures						
Accessory retail alcohol sales				P	P	
Food and Beverages						
Brewpub					P	Y
Nightclub					P/C	Y
Restaurant				C	P	Y
Restaurant-nightclub					P/C	Y
Restaurant-tavern				C	P	Y
Tavern					P	Y

If the space is left blank for your type of business in your Zoning District, your type of business is NOT allowed within that Zoning District.

If a “P” is noted for your type of business in your Zoning District, your type of business is permitted without the need for approval by the City’s Plan Commission. As such, you will be able to proceed with securing building permits and your Alcohol License without additional land use scrutiny.

If a “C” is noted for your type of business in your Zoning District, your type of business is conditional, which means that you will be required to receive permission from the City’s Plan Commission before receiving building permits and your Alcohol License. The Plan Commission may accept or reject your application. If accepted, the Plan Commission may place specific restrictions on your business.

If a “P/C” is noted for your type of business in your Zoning District, your business might be permitted or conditional. Please see Section 3 “Additional Zoning Regulations” for your type of business to learn more about whether it is permitted or conditional.

Section 3: Are there additional zoning regulations for my business?

For most of the business definitions noted above in Section 1, there are a series of additional Zoning Ordinance regulations that will apply to that type of business with regard to the sale of alcohol. A sample of these regulations is provided below; however, please note that these are not the only zoning regulations that will apply to your business. Signage, the physical layout of the building, accessibility, and parking are some of the additional regulations that are regulated through the Zoning Ordinance. Please consult other City resources or Zoning Staff at (608) 266-4551 for more information about these other regulations. As for additional alcohol-related zoning regulations, please consider the following for your type of business:

A) Restaurant

As *Restaurants* do not sell alcohol, there are no additional alcohol regulations for these businesses.

B) Restaurant – Tavern

The maximum capacity of the business cannot exceed the number of available seats, plus staff, plus a reasonable number of people waiting for seats.

The business cannot provide entertainment (see Section 5).

C) Tavern

The business cannot provide entertainment (see Section 5).

No new *Taverns* are permitted within the Downtown Overlay District after July 1, 2014 (see Section 4).

D) Restaurant – Nightclub

The business is permitted (“P”) if established prior to July 1, 2014.

The business is conditional (“C”) if established after July 1, 2014.

The business must serve food during all of the hours that it is open.

The business must provide entertainment and hold an entertainment license (see Section 5).

E) Nightclub

The business is permitted (“P”) if established prior to July 1, 2014.

The business is conditional (“C”) if established after July 1, 2014.

The maximum capacity of the business may be as high as five (5) square feet per person.

The business must provide entertainment and hold an entertainment license (see Section 5). More specifically, live entertainment must be provided a minimum of two (2) nights per week.

The business shall be open for business no more than three (3) hours prior to any event or activity that qualifies as entertainment, and shall close no more than two (2) hours upon conclusion of the entertainment.

F) Brewpub

The maximum capacity of the business cannot exceed the number of available seats, plus staff, plus a reasonable number of people waiting for seats.

The business cannot provide entertainment (see Section 5).

Brewpub is conditional ("C") when located in the *Downtown Overlay District* (see Section 4).

G) Liquor Store

No new *Liquor Stores* are permitted within the *Downtown Overlay District* after July 1, 2014 (see Section 4).

H) Accessory Retail Alcohol Sales

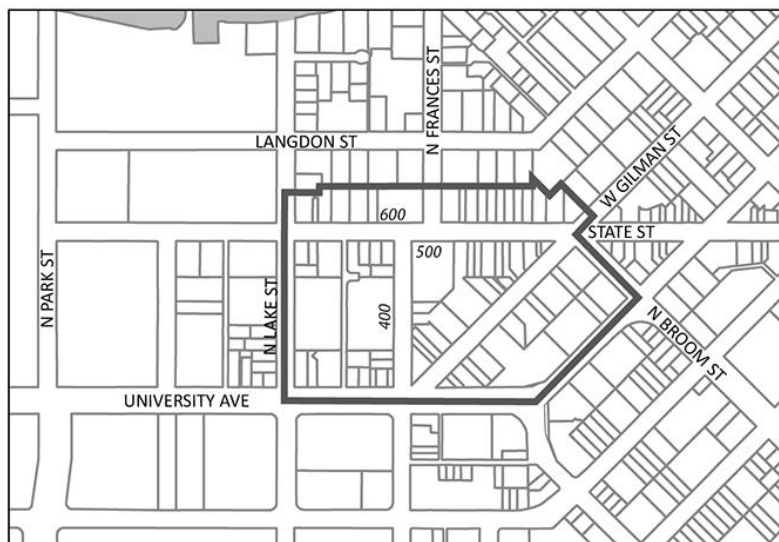
No new *Accessory Retail Alcohol Sales* are permitted within the *Downtown Overlay District* after July 1, 2014 (see Section 4).

I) Other

Please consult with Zoning staff at (608) 266-4551 to learn about what additional alcohol-related Zoning Ordinance regulations might apply for other establishments/organizations, such as theaters, recreation, and fraternal organizations.

Section 4: What if my business is located in the Downtown Overlay District?

There are additional regulations for alcohol-related businesses located within the *Downtown Overlay District* as depicted in the map below.



If your business is not located within the *Downtown Overlay District*, these additional regulations do not apply to your business.

No new businesses defined as *Taverns, Liquor Stores, or Accessory Retail Alcohol Sales* will be allowed in the *Downtown Overlay District* after July 1, 2014.

Existing businesses defined as *Taverns, Liquor Stores, or Accessory Retail Alcohol Sales* that were operating prior to July 1, 2014 will be considered Legal Non-Conforming Uses. Legal Non-Conforming Uses are located throughout the City of Madison, and are allowed to continue operating as long as they meet the requirements of a Legal Non-Conforming Use. A summary of key requirements of a Legal Non-Conforming Use are as follows:

- There can be no more than a twelve (12) month period of time from when a business closes to the time that it re-opens, either under the same or new ownership. For example, if a tavern owner retires and sells her business to a new owner, there can be no more than twelve (12) months between the time the former owner closes the tavern and the new owner re-opens the tavern.
- Per the note above, businesses that are a Legal Non-Conforming Use can be sold or transferred to a new owner, as long as the business is not closed for a period greater than twelve (12) months during this transition.
- Structural repairs and alterations to the building or structure cannot exceed 50% of the total assessed value of the building or structure.
- The business cannot expand to include other new uses. For example, a liquor store could not start selling other merchandise not typically found in a liquor store.
- A Legal Non-Conforming Use can be brought into conformity at a future date if it meets Zoning requirements and receives an Alcohol License to do so. For example, an existing *Tavern* located within the *Downtown Overlay District* could transition into a *Nightclub* by receiving a conditional ("C") use approval to do so. A *Nightclub*; however, would not be allowed to transition to a *Tavern*.

All other business definitions are classified as either permitted ("P") or conditional ("C") within the *Downtown Overlay District* as described in Section 2 and Section 3 above. Unless otherwise stated, there are no additional regulations for these businesses because of their location within the *Downtown Overlay District*.

Section 5: What is the definition of entertainment can how can I provide it?

Entertainment licenses are required for premises providing amplified or live entertainment regardless of capacity. This includes DJ's, live musicians/bands, performance art, adult entertainment, etc. If a business provides this type of entertainment, the business is required to have an Entertainment License. Additional information about Entertainment Licenses is available at <http://www.cityofmadison.com/clerk/licensingLiquor.cfm>.

Recorded "background" music, television, pool tables, dart boards, etc. are not considered entertainment.

If a dance floor is less than 200 square feet, an Entertainment License is not needed. If a dance floor is 200 square feet or larger in size, an Entertainment License will be required.

Section 6: How are Alcohol Licenses regulated?

The first five sections of this guide focus on what type of business is allowed throughout the City. Assuming your business is allowed, either permitted (“P”) or conditional (“C”), in your location, you will need to get an Alcohol License. Alcohol Licenses are regulated by both State and local law, and are issued by the City of Madison upon recommendation of the Alcohol License Review Committee (ALRC). Regardless of when a business was established, what type of business it is, or where it is located, the City of Madison has the ability to do the following in accordance with State Law:

- Issue or deny issuance of an Alcohol License upon initial application.
- Renew or deny renewal of an Alcohol License during the annual renewal period.
- Place restrictions or conditions on an Alcohol License.
- Suspend or revoke an Alcohol License.
- Set and change the maximum capacity allowed within a business, taking into consideration the Zoning Ordinance requirements noted above. The City; however, maintains the authority to apply “stricter/more conservative” capacity requirements on a business than noted above.

All businesses that sell alcohol must receive and maintain an Alcohol License and are subject to State Law and the conditions of their license issued by the City of Madison upon the recommendation of the ALRC. Additional information about Alcohol License requirements and how to apply for an Alcohol License are available at <http://www.cityofmadison.com/clerk/licensingLiquor.cfm>.

Section 7: What is the difference between the definitions in Section 1 and a “Restaurant” or “Tavern” as defined on an Alcohol License?

The definitions provided in Section #1 are outlined in the Zoning Ordinance and regulate where and under what conditions a business may operate from a use perspective. In addition to this, as noted above in Section 6, State Law regulates the type of Alcohol License that can be issued by the City of Madison. In situations where alcohol is consumed on the premises, the City divides the Alcohol Licenses into one of two categories:

- If over 50% of the businesses’ sales are from alcohol, they are issued a Tavern Alcohol License.
- If less than 50% of the businesses’ sales are from alcohol, they are issued a Restaurant Alcohol License.

In addition to whether or not the City considers an Alcohol License to be a Tavern or Restaurant Alcohol License, State Law divides Alcohol Licenses into one of three general categories:

Class A – Alcohol sold to be consumed off-premises

Class B – Alcohol sold to be consumed on-premises

Class C – Wine only to be consumed on premises

For some of the Zoning Ordinance definitions outlined in Section # 1, a business could have either a “Tavern” or a “Restaurant” Alcohol License, depending on how much sales are associated with alcohol. Likewise, a business could have either a “Class B” or “Class C” Alcohol License depending upon whether or not they serve only wine, or also serve beer and/or distilled liquor. A summary of the most typical pairings is as follows:

<u>Zoning Ordinance Definition</u>	<u>Alcohol License Definition</u>
A) Restaurant	n/a
B) Restaurant – Tavern	Class B or C - Restaurant or Tavern
C) Tavern	Class B or C - Tavern
D) Restaurant – Nightclub	Class B or C - Restaurant or Tavern
E) Nightclub	Class B or C - Tavern
F) Brewpub	Class B or C - Restaurant or Tavern
G) Liquor Store	Class A
H) Accessory Retail Alcohol Sales	Class A or Class B

Section 8: What if I want to sell, move, change my business model, or remodel?

Selling Your Business

For all business requiring an Alcohol License, the new owner of the business will need to apply for and receive his/her own Alcohol License.

If your business is considered permitted (“P”) at your location, you can sell it to a new owner as long as the new owner receives their own Alcohol License. The business will continue to be considered permitted (“P”) under the new ownership.

If your business is considered conditional (“C”), you can sell it to a new owner as long as the new owner receives their own Alcohol License. The business will continue to be considered conditional (“C”) under the new ownership, and the owner will need to continue to abide by any regulations placed previously on the business by the Plan Commission. If no changes are made to the business model or the space, the new owner will NOT be required to appear before the Plan Commission. If the new owner

makes changes to the business model or the space, they may need to appear before the Plan Commission for approval of the changes.

If your business is a Legal Non-Conforming Use as defined in Section 4 above, you can sell it to a new owner as long as the new owner receives their own Alcohol License, and as long as the business is not closed for a period of more than twelve (12) months. The business will continue to be considered a Legal Non-Conforming Use, and will be subject to these provisions.

The City of Madison is not required to issue an Alcohol License to a new business owner. The new owner will be required to appear before the Alcohol License Review Committee (ALRC), and will be subject to review and approval by the ALRC as if they are a new business.

Moving Your Business

If you move your business, you will first need to confirm what is allowed within the Zoning District that you are planning to move to (Section 2 or 3 above). If the use is permitted ("P"), you will not require Plan Commission approval. If the use is conditional ("C"), you will require Plan Commission approval, and may be subject to a new set of conditions based on your new location.

As noted above in Section 3, *Restaurant – Nightclub* and *Nightclub* are only permitted ("P") if established before July 1, 2014. This means that any move of a *Restaurant-Nightclub* or *Nightclub* will be considered conditional ("C") in its new location, even if it was permitted ("P") in the old location.

In a similar manner, no new *Taverns*, *Liquor Stores*, or *Accessory Alcohol Sales* are allowed within the Downtown Overlay District after July 1, 2014. Even if one of these uses is allowed at its current location, it would not be allowed to move into or within the *Downtown Overlay District*.

All businesses with an Alcohol License require an amendment to their Alcohol License if they move, which requires approval by the ALRC. The ALRC may place different restrictions, and will likely place different maximum capacity requirements, on an Alcohol License in the case of a move.

Changing Your Business Model

It is possible to change your "business model." For example, you could be operating your business as a *Restaurant-Tavern* and decide that your business may do better if you started providing entertainment. In this case, you would be able to change to a *Restaurant-Nightclub* model. In doing so, you would need to insure that your location allows for the new "business model," and you would need to meet any of the Zoning Ordinance requirements articulated above in Section 3.

You would also likely need an approved change to your Alcohol License by the ALRC. In the case of the example above, you would also need an Entertainment License (Section 5).

Remodeling Your Business

With the exception of a Legal Non-Conforming Use (see Section 4) anywhere in the City, you should be able to remodel your business. All other zoning and building regulations would apply and appropriate building permits would be required.

You may also require an amendment to your Alcohol License and requirements, such as maximum capacity, placed on the Alcohol License by the ALRC may change.

Section 9: Who do I contact with additional questions?

The following staff can provide additional guidance with regard to alcohol licensing.

For questions about receiving an Alcohol License, please contact:

Mr. Mark Woulf
Food and Alcohol Policy Coordinator
Email: mwoulf@cityofmadison.com
Phone: 608.264.9295

For questions about Zoning, please contact:

Mr. Matt Tucker
Zoning Administrator
Email: mtucker@cityofmadison.com
Phone: 608.266.4569

For questions about the Plan Commission, please contact:

Mr. Tim Parks
Planner
Email: tparks@cityofmadison.com
Phone: 608.261.9632

For general questions about starting a business in the City of Madison, please contact:

Mr. Matthew Mikolajewski
Office of Business Resources Manager
Email: mmikolajewski@cityofmadison.com
Phone: 608.267.8737

BID 2014 Budget							
June 23 2014							
	SUMMARY	Forecast	Avail. Funds				
	Starting Balance	\$25,777	\$25,777				
	Deposits/Revenues	\$357,303	\$322,755				
	Fund Total	\$383,080	\$348,532				
	Expenses to date	\$174,607	\$174,607				
	Fund Balance	\$208,473	\$173,926				
	Encumbrances	\$177,632	\$177,632				
	Unencumbered Bal	\$30,841					
REVENUES, FUNDS							
Code	City Category	Description	2014 Original	Revised Forecast Mar	Revised Forecast June	Avail Funds	Notes
72190	Special Assessment	Income from tax assessment	\$266,130	\$266,130	\$266,130	\$266,130	
78110	Interest on Investment	"Trust Interest"	\$750	\$750	\$750	\$370	
78579	BID Downtown Map	Map Ad Revenue - Cash	\$58,845	\$60,145	\$60,145	\$50,505	Deposits to date
78581	BID Parking	Co op Ad Revenue from City Parking	\$4,500	\$4,500	\$4,500		
78510	Corporate Sponsorships	Various sponsorships	\$8,000	\$8,000	\$8,000		\$4,500 confirmed to date (2014)
		Univ. of Wisconsin	\$5,000	\$5,000	\$5,000	\$5,000	Confirmed for 2014
78590	BID Gift Certificate account	Withdrawal to cover admin costs, materials	\$5,000	\$5,000	\$5,000		
78890	Other	Misc revenue					
		GSSBA reimburse			\$528		Maxwell ad buy pass-through
		GSSBA event partnership	\$6,500	\$6,500	\$6,500		Confirmed for 2014
		DT Rotary (planter)	\$750	\$750	\$750	\$750	Confirmed for 2014
		Cash Revenue Subtotal	\$355,475	\$356,775	\$357,303	\$322,755	
79999	Reserves Applied	Carryover from previous FY	\$18,000	\$25,777	\$25,777	\$25,777	
		Revenues/Funds	\$373,475	\$382,552	\$383,080	\$348,532	
	Trade/In Kind Value				\$1,495		Cash value map ad trades

BID 2014 Budget													
23-Jun-14													
EXPENSE SUMMARY													
Code	City Category	Date	Vendor	Description	Encum	Enc. Subtotal	Expenses	Exp. Subtotal	Unencum Balance	Original Budget	Revised Forecast Mar	Revised Forecast June	Notes
54702	Audit Fees			City Audit fees	\$2,015	\$2,015				\$2,015	\$2,015	\$2,015	
56330	Comptroller Fees			Comptroller Fees	\$1,612	\$1,612				\$1,612	\$1,612	\$1,612	
54715	Admin, Management			BID-DMI Contract: Staff Salaries, Benefits, Payroll Taxes, Rent, Admin Overhead		\$75,378		\$75,378	\$0	\$149,809	\$150,757	\$150,757	
54986	Parking			Staff parking		\$1,560		\$1,560	\$0	\$3,120	\$3,120	\$3,120	
54914	Map and Guide			Design and Printing				\$27,838		\$28,000	\$28,000	\$27,838	
				Credit card fees (ad sales)				\$204	\$96	\$250	\$300	\$300	
				Sales Materials ("15 map)					\$475	\$450	\$475	\$475	
54916	Map Distribution			Delivery to Hotels, etc.				\$1,566	\$184	\$1,800	\$1,500	\$1,750	
54918	Holiday Trolley			Holiday, Event Trolley		\$5,100				\$5,100	\$5,100	\$5,100	
54935	Marketing to Locals			Marketing to Dane County		\$37,519		\$6,504	\$7,860	\$50,000	\$55,380	\$51,883	Moved \$225 to Visitors for Goldwing ad; moved \$3,750 to website; added \$538 for Maxwell WPR; moved \$250 to students for Daily Cardinal Dine In Dine Out
54936	Marketing to Students			Marketing to UW Students		\$550		\$300	\$0	\$750	\$600	\$850	
54937	Conferences / Training			IDA Annual Conference		\$0		\$80	\$2,020	\$2,100	\$2,100	\$2,100	
54938	Ambassador Payroll			Part time/seasonal		\$28,676		\$9,324		\$38,000	\$38,000	\$38,000	
54939	Ambassador Payroll Taxes			Part time/seasonal		\$3,417		\$1,077		\$4,494	\$4,494	\$4,494	
54944	Planter Program			Annual Contract		\$13,560		\$27,115	\$0	\$41,500	\$40,675	\$40,675	
54947	Stationery			Stationery				\$95	\$406	\$500	\$500	\$500	
54948	Winter Lights			Holiday Lighting/Decorations Program					\$250	\$250	\$250	\$250	
54949	Ambassador supplies			Supplies, cell phones, shirts, Churchill Bldg. space/storage		\$690		\$1,553	\$1,257	\$4,000	\$3,500	\$3,500	
54955	Gift Certificates			Printing of certificates, envelopes, sleeves				\$492	\$3,008	\$4,000	\$3,500	\$3,500	
54956	Marketing to Visitors			Marketing outside Dane County		\$5,555		\$9,800	\$0	\$15,100	\$15,330	\$15,355	Moved \$225 from Locals for Goldwing ad
54958	BID website, software			Hosting, website, software, online store, listserve		\$1,000		\$7,250	\$0	\$4,000	\$4,500	\$8,250	Moved \$3,750 from mktg to locals
54959	Charitable Donations							\$0		\$1,000	\$1,000	\$1,000	

55140	Postage, Shipping			Postage/Shipping				\$1,625	\$2,575	\$4,000	\$4,200	\$4,200	
55899	Miscellaneous			Supplies, misc expenses		\$0		\$1,005	\$1,095	\$2,600	\$2,100	\$2,100	
54901	Property/Business Owner Outreach			Mailings, construction signage				\$1,840	\$2,660	\$4,000	\$4,500	\$4,500	
54909	Business Recruitment, Retention			Business marketing, recruitment						\$0	\$0	\$0	
57999	Reserves Generated			Other/Contingency					\$8,956	\$5,025	\$9,044	\$8,956	
					Encum	Enc. Subtotal	Expenses	Exp. Subtotal	Unencum Balance	Original Budget	Revised Forecast Mar	Revised Forecast June	Notes
				TOTAL		\$177,632	\$174,607	\$174,607	\$30,841	\$373,475	\$382,552	\$383,080	