the state of the downtown 2012

LIVE | WORK | SHOP | PLAY | MOVE



2012 State of the Downtown Report



In last years' State of the Downtown (SOD), I talked about "change" and how it is a constant. With the second SOD edition complete, we have seen changes in just one year which will help us determine trends and form our strategies for a healthy and vibrant downtown Madison—a place where people want to live, work, play, shop, move and invest. Downtown Madison, Inc. (DMI) looks forward to and embraces the data in this report. The data provides us with the information that we need in not only our everyday work, but also with our overall mission and goals.

Great cities and downtowns do not rest on their laurels. They are built with vision, planning, hard work, investment and courage—the courage not to be afraid to be great! The Madison region and downtown are on the cusp of being great, and we need to rise to the occasion to get ourselves there. Our accomplishments since the building of the State Street Mall, Monona Terrace and the Overture Center for the Arts have been numerous. And we have not had to sacrifice our vision of a beautiful, clean and vibrant downtown where all people are welcome and where all people want to be.

Some of the data in this report show us moving forward and some show us lagging behind. Knowing that we must act, these findings should be used to strengthen our areas of success and improve our areas of need. For example, home values in the downtown rose in the last year but employment did not. We need to continue to drive demand for businesses to locate downtown with a focus on "startups" and "tech" jobs which bring a younger market that desires the amenities of a downtown environment and bring investment to the area. In addition, we must continue to embrace downtown as a visitor and entertainment hub and build on the successes of Madison Metro to address our future transportation needs. These are the types of changes that should guide our work and that will help make downtown Madison the greatest it can be!

We thank our nearly 500 members and the hundreds of people they represent. We exist because of and for you—our customers. We thank you for supporting us financially and for supporting us by sharing your expertise through our six active committees. We also want to thank the many people who assisted us with this project including many from the city of Madison staff—you are amazing to work with and we appreciate your assistance.

Susan Schmitz DMI President

Lake, land, lake and more

The central downtown is defined in this report as the area bounded by Lake Mendota, Lake Monona, Blair St. and Park St. The majority of data compiled in this report focuses on the central downtown area. On a broader scale, downtown Madison is often viewed as the Madison isthmus from Camp Randall Stadium on the West to the Yahara River on the East. This broader definition is reflected in various metrics throughout the report, but the primary focus is the central downtown area. The geographic boundaries of Madison's Central Business Improvement District (BID), as well as the 53703 zip code area, are also used in the report.



Years ago the people of Madison made a commitment to their downtown. The result was significant, continuing public investment in the State Street Mall and Capitol Concourse, Monona Terrace, Madison Civic Center and Overture, Madison Senior Center, and downtown bike paths and parks. The outcome was the growth in events that are supported at public and private expense, including the Taste of Madison, Art Fair on the Square, Dane County Farmers' Market, Concerts on the Square, and numerous other gatherings that result in closing either the Square and/or State Street.

The public investment was accompanied by hundreds of millions of private dollars, ranging from housing to retail, offices to cultural and recreational opportunities. Downtown Madison is the heart of our city, the region and the state.

Like a marriage, a healthy downtown requires constant attention by the parties that love it—it needs nurturing and cannot be taken for granted. I look forward to working with you to guarantee that Madison's downtown will forever remain vibrant, safe and healthy as the City grows and its people become more diverse.

Paul R. Soglin Mayor of Madison

Downtown Madison



Source: Image background courtesy of City of Madison Engineering

Live Downtown 🛠 🛠 🛠

The greater downtown Madison area is made up of many active and inviting neighborhoods including: Bassett, First Settlement, Greenbush, James Madison Park, Mansion Hill, Marquette, Mifflin West, Monona Bay, State-Langdon, South Campus, Tenney-Lapham and Vilas. Each neighborhood offers a distinct character and a variety of living options that make downtown Madison attractive to thousands of residents of all ages. Maintaining strong, safe and vibrant neighborhoods is imperative for the health and vitality of downtown Madison.

From 2000 to 2011, the population of downtown Madison increased by 7.8%, compared with 12.9% for the City of Madison and 15.5% for Dane County. As the population of our region continues to grow, efforts to attract residents to live downtown need to remain a priority. With multi-family rental vacancy rates in downtown falling to 2.87% in 2012 and over 85% of the downtown population comprised of people in the 15–34 year old age range, downtown remains a strong magnet for a younger demographic looking for the mobility offered by rental living. Over the past year, home values in downtown are showing a slight improvement. Between 2011 and 2012, average home values increased in downtown by \$452, while values in the City of Madison fell by \$7,215. Downtown living and the close proximity it offers to an abundance of amenities continues to be a strong driver in the residential real estate market.

In order to continue attracting downtown residents, safety needs to be a major focus. Of the top criminal offenses committed in the downtown study area, a total of 3,400 offenses took place in 2011. This is a 9% decrease of the same type of offenses committed in 2010.

There are numerous faith based denominations—we like to call "silent partners"—located downtown that help keep our central city a great and safe place to live, work and play. In 2012, there were a total of 7,433 members of major downtown churches who represent active users and participants in our downtown community. In addition to worship services, downtown churches offer a number of programs and community services for those less fortunate and in need.



DOWNTOWN DEMOGRAPHICS

Area	2000	2010	2011
Downtown Madison	22,168	24,009	23,901
East Isthmus	7,930	7,962	8,183
City of Madison	208,054	233,209	234,809
Dane County	426,526	488,073	492,806
State of Wisconsin	5,363,675	5,686,986	5,709,106
United States	281,421,906	308,745,538	310,704,322

Change in Population 2000 to 2011*

Source: U.S. Census Bureau: 2010, 2000 Census and 2011 Estimates from ESRI

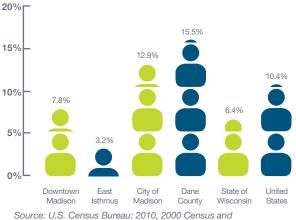


Percentage Change in Households from 2000 to 2011*



Source: U.S. Census Bureau: 2010, 2000 Census and 2011 Estimates from ESRI

Percentage Change in Population from 2000 to 2011*



2011 Estimates from ESRI

Change in Households 2000 to 2011*

Area	2000	2010	2011
Downtown Madison	8,780	10,457	10,473
East Isthmus	4,017	4,122	4,239
City of Madison	89,019	102,516	103,287
Dane County	173,484	203,750	205,779
State of Wisconsin	2,084,544	2,279,768	2,288,885
United States	105,480,101	116,716,292	117,457,661

Source: U.S. Census Bureau: 2010, 2000 Census and 2011 Estimates from ESRI

In 2011, over **855%** of the downtown Madison population was 15–34 years old

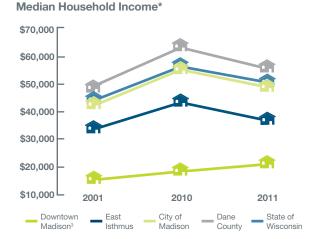
*2011 estimates from ESRI and 2000/2010 Census figures are not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only.

Population by Age*

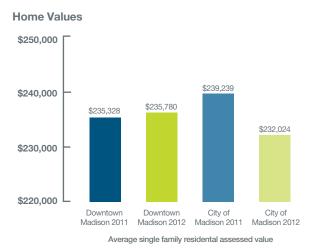
Age Cohort	Downtown Madison 2000	Downtown Madison 2010	Downtown Madison 2011	East Isthmus 2011	City of Madison 2011
Under 15 years	0.8%	0.8%	0.9%	8.4%	14.8%
15 to 24 years	74.1%	68.8%	68.4%	19.9%	22.1%
25 to 34 years	13.3%	17.0%	17.0%	36.9%	19.5%
35 to 44 years	4.8%	4.0%	4.1%	11.6%	11.8%
45 to 64 years	4.2%	6.3%	6.5%	19.4%	22.2%
65 years and over	2.8%	3.1%	3.2%	3.8%	9.7%
Total	22,168	24,009	23,901	8,183	234,809

Sources: U.S. Census Bureau, 2000 and 2010 Census and 2011 Estimates from ESRI

*2011 estimates from ESRI and 2000/2010 Census figures are not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only.



Source: U.S. Census Bureau (2000 Figures) and ESRI (2010, 2011 Estimates) *Figures are in current year dollars and are not adjusted for inflation. Estimates from ESRI will differ from those reported in the 2010 ACS from the U.S. Census Bureau. Income for downtown includes student population. HOUSING



Source: City of Madison Assessor's Office

Residential Property Values

	Downtown Madison 2011	City of Madison 2011	% out of City of Madison in 2011	Downtown Madison 2012	City of Madison 2012	% out of City of Madison in 2012
Total assessed value of residential property	\$676,201,200*	\$13,705,417,500*	4.9%	\$574,365,800	\$13,317,937,300	4.3%
Total new construction for residential	\$2,451,100	\$90,557,800	2.7%	\$1,379,600	\$98,862,700	1.4%

Source: City of Madison Assessor's Office

*Includes about \$100,000 that changed classifications from residential to commercial property in 2012.

LIVE I work I shop I play I move

Between 2011 and 2012, average home values in downtown Madison slightly



Types of Units in Downtown Madison

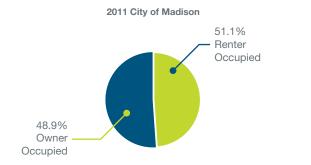


Source: City of Madison Assessor's Office

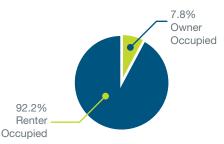
Occupied Housing Units by Tenure

	Owner Occupied 2010	Renter Occupied 2010	Owner Occupied 2011	Renter Occupied 2011	
Downtown Madison	7.6%	92.4%	7.8%	92.2%	
East Isthmus	29.5%	70.5%	28.6%	71.4%	
City of Madison	49.3%	50.7%	48.9%	51.1%	
Dane County	59.6%	40.4%	59.2%	40.8%	

Source: U.S. Census Bureau, 2010 Census and 2011 ESRI Estimates



2011 Downtown Madison



Source: U.S. Census Bureau, 2010 Census and 2011 ESRI Estimates

Housing Vacancy Rates

Area	Housing Units 2010	Vacant Units 2010	Vacancy Rate 2010	Housing Units 2011	Vacant Units 2011	Vacancy Rate 2011
Downtown Madison	11,323	866	7.6%	11,346	873	7.7%
East Isthmus	4,340	218	5.0%	4,459	220	4.9%
City of Madison	108,843	6,327	5.8%	109,663	6,371	5.8%
Dane County	216,022	12,272	5.7%	218,151	12,369	5.7%
State of Wisconsin	2,624,358	344,590	13.1%	2,636,477	347,488	13.2%
United States	131,704,730	14,988,438	11.4%	132,608,925	15,157,200	11.4%

2012 Q2

11,039

317

Source: U.S. Census Bureau, 2010 Census and 2011 ESRI Estimates

In 2012, multi-family rental vacancy rates in downtown Madison fell to

2011 Q2

10,998

358

Percentage of Vacant Rental Units in Downtown



Source: Madison Gas & Electric, www.mge.com *Downtown Madison defined as 53703 zip code area

CRIME AND SAFETY

Source: Madison Gas & Electric, www.mge.com *Downtown Madison defined as 53703 zip code area.

Total Rental Units

Total Vacant Units

Top Criminal Offenses in Downtown Madison

Downtown Madison Multi-Family Rental Units*

2010 Q2

10,728

Description	2010	2011	Percent Change from 2010 to 2011
Trespass of Real Property	222	269	21.2%
Battery Simple Assault	225	183	-18.7%
Theft From Motor Vehicle	245	142	-42.0%
Theft From Building	252	338	34.1%
Burglary/Breaking & Entering	263	215	-18.3%
All Other Larceny	269	261	-3.0%
Drug/Narcotic Violations	290	259	-10.7%
Damage/Vandalism of Property	401	374	-6.7%
Disorderly Conduct	678	624	-8.0%
Liquor Law Violations	890	735	-17.4%
Total	3,735	3,400	-9.0%

Source: City of Madison Police Department

WORSHIP

Churches in Downtown Madison

Church	# of Members	Average Weekend/ Sunday Service Attendance
Bethel Lutheran Church ¹	5,137	1,100
First United Methodist Church ²	975	350
Grace Episcopal Church ³	500	190
St. John's Lutheran Church ⁴	821	104
Total	7,433	1,744

1. Source: Bethel Lutheran Church, 2012

2. Source: First United Methodist Church, 2012

3. Source: Grace Episcopal Church, 2012

4. St. John's Lutheran Church, 2012



SUSTAINABILITY FACTS



Number of Farmers' Markets In and Near Downtown Madison:

Source: City of Madison website, www.cityofmadison.com, 2012

Work Downtown (î) (î) (î) (î) (î)

Downtown is the heart of the Madison region and is home to state and local government, educational institutions and private sector employers. This dynamic mix provides the basis for attracting a well-educated workforce and developing an economically strong urban core.

In 2010, downtown Madison had 25,680 workers, making up over 14.4% of the employment share for the City of Madison and 9.5% of the employment share for Dane County. The strongest sectors of employment for downtown include: Public Administration (28.4%), Accommodation and Food Services (13.3%), Professional, Scientific and Technical Services (9.6%), and Educational Services (9.4%). Retaining public sector employment and government agencies is imperative for the strength of the downtown. Growing and attracting private sector employment also needs to remain a focus in order to grow the tax base and keep downtown a thriving economic engine.

The concentration of commercial property continues to be significant in downtown Madison. Currently 19% of the total assessed value of commercial property in the City of Madison is located in the central city. However, commercial property construction downtown is currently \$9.7 million lower than in 2011, totaling \$17.1 million for the year. This makes up 26.9% of the total new commercial property construction in the City of Madison as a whole.

The commercial property vacancy rate for Class A, B and C office space in downtown Madison has increased from 9.8% in the 3rd quarter of 2011 to 13.9% in the 2nd quarter of 2012. In comparison, the current commercial property vacancy rate for Dane County is 14.1%, Downtown Des Moines is 10.1%, Downtown Omaha is 9.4%, and Downtown Boulder is 9.1%. With vacancy rates trending higher in downtown Madison, efforts need to continue to drive demand for businesses to locate within central city office spaces.

Over the past year, the percentage of personal property taxes in the City of Madison generated from downtown increased from 8.5% to 9.9%. Increasing the tax base is imperative to resolving our public revenue needs without causing tax rates on individual homeowners or property owners to be uncompetitive.

Health care and education play a significant role in the activities located in downtown Madison. In 2011, there were 72,570 combined inpatient admissions for the three major hospitals located in the greater downtown area, while enrollment at higher education institutions reached a combined total of 51,158 students for the 2011–2012 academic school year.



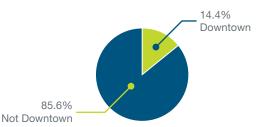
EMPLOYMENT

Workers

Area	Total Workers
Downtown Madison	25,680
East Isthmus	2,404
City of Madison	178,540
Dane County	269,782

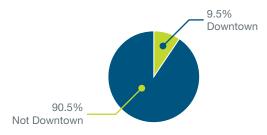
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2010).*

Share of Workers Employed in City of Madison



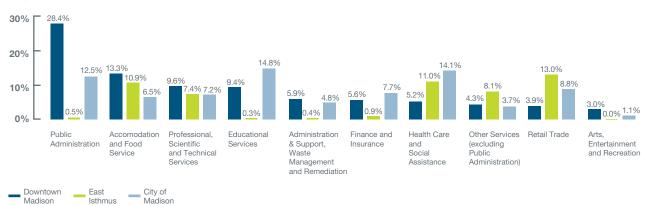
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2010).*

Share of Workers Employed in Dane County



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2010).*





Employment by Major Downtown Industries

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2010)*

*Based on primary jobs or the highest paying job for an individual worker for the year. The count of primary jobs is the same as the count of workers. Due to data aggregation methodology, employment at MG&E facilities are reported in the Downtown Study Area rather than the East Isthmus. The employment data used in this application are also derived from Unemployment Insurance Wage Records reported by employers and maintained by each state for the purpose of administering its unemployment insurance system. Coverage under these datasets currently excludes several groups of workers including: Uniformed Military, Self-Employed Workers and Informally Employed Workers.

Workers Earnings

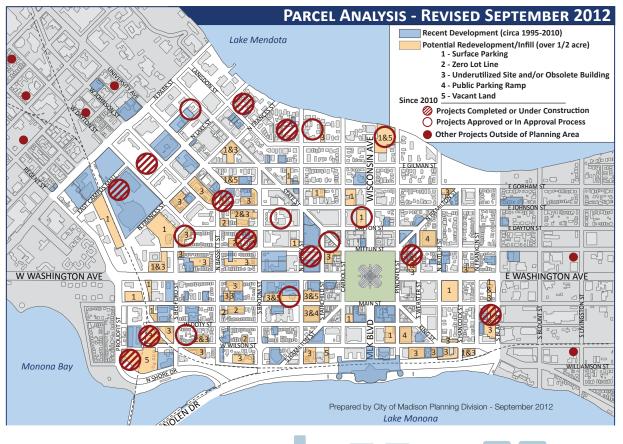
	Downtown Madison		East Isthmus		City of Madison	
Workers by Earnings	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
\$1,250 per month or less	5,286	20.6%	462	19.2%	32,621	18.3%
\$1,251 to \$3,333 per month	8,046	31.3%	830	34.5%	61,151	34.2%
More than \$3,333 per month	12,348	48.1%	1,112	46.3%	84,768	47.5%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2010) *See note on page 11 for further detail.

COMMERCIAL PROPERTY

Fallow Land/Infill Development Projects



Downtown Office Space by Class

Class	Number of Buildings	Inventory (SF)	Total Vacant (SF)
Class A	14	1,560,709	144,190
Class B	27	1,294,856	177,503
Class C	26	598,177	158,887
Total	67	3,453,742	480,580

Source: Xceligent, 2nd Quarter 2012

Downtown Vacancy Rates by Class



Source: Xceligent, 2nd Quarter 2012

Downtown Office Space Vacancy Rates vs. Dane County Area

Area	Inventory (SF)	Percentage of Total	Total Vacant (SF)	Q2 2012 Vacancy Rate	Q3 2011 Vacancy Rate
Downtown Madison	3,453,742	23.4%	480,580	13.9%	9.8%
Dane County Area	14,788,319	100%	2,086,181	14.1%	14.4%

Source: Xceligent, 2nd Quarter 2012

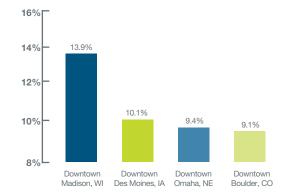
From 2011 to 2012, the vacancy rate for downtown Madison office space increased to **13**.9%

Downtown Office Space vs. Comparison Cities

Location	Inventory (SF)	Percentage of Total Market Area	Total Vacant (SF)
Downtown Madison, WI	3,453,742	23.4%	480,580
Downtown Des Moines, IA	7,595,846	51.7%	766,589
Downtown Omaha, NE	3,955,970	20%	372,932
Downtown Boulder, CO	9,339,642	70.1%	847,190

Source: Xceligent, 2nd Quarter 2012

Downtown Vacancy Rates vs. Comparison Cities



Source: Xceligent, 2nd Quarter 2012

Commercial Property Values

	Downtown Madison 2011	City of Madison 2011	Downtown Madison 2012	City of Madison 2012
Total assessed value of commercial property	\$1,201,351,800	\$6,907,361,400	\$ 1,306,532,000*	\$ 6,890,562,900*
Total new construction for commercial	\$26,812,300	\$90,744,800	\$17,105,700	\$63,537,800

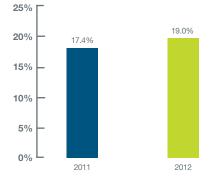
Source: City of Madison Assessors Office

*Includes about \$100,000 that changed classifications from residential to commercial property in 2012.

Percentage of New Construction in the City of Madison Located Downtown



Percentage of Total Assessed Value of Commercial Property in the City of Madison Located Downtown



Source: City of Madison Assessors Office

In 2012, almost

of the total assessed value of commercial property in the City of Madison was located downtown

TAX BASE

Downtown Madison vs. City of Madison Tax Base

	Downtown Madison 2011	City of Madison 2011	% out of City of Madison in 2011	Downtown Madison 2012	City of Madison 2012	% out of City of Madison in 2012
Total amount of real estate property taxes generated	\$41,553,315	\$457,515,105	9.1%	\$ 42,744,283	\$ 469,803,387	9.1%
Total amount of personal property taxes generated	\$1,446,328	\$17,008,153	8.5%	\$ 1,442,209	\$ 14,606,144	9.9%

Source: City of Madison Assessor's Office

From 2011 to 2012, the percentage of City of Madison personal property taxes generated from downtown increased to

9.9%

Downtown Madison vs. City of Madison Parcels

	Downtown Madison 2011	City of Madison 2011	Downtown Madison 2012	City of Madison 2012
Number of tax-exempt parcels	160	3,503	148	2,258
Acreage of tax-exempt parcels	151	16,999	146	15,803
Total number of parcels	5,156	77,017	5,151	77,491
Total acreage of parcels	414	40,609	413	40,866

Source: City of Madison Assessor's Office

HEALTH CARE AND EDUCATION

Hospitals in Downtown Madison

Hospital	# of Inpatient Admissions in 2010	# of Inpatient Admissions in 2011
Meriter Hospital ¹	21,461	21,457
St. Mary's Hospital ²	25,924	24,316
UW Hospital & Clinics ³	25,901^	26,797^^
Total	73,286	72,570

1. Source: Meriter Hospital

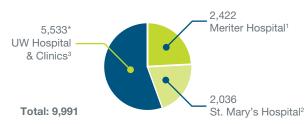
2. Source: St. Mary's Hospital

3. Source: UW Hospital & Clinics (UWHC)

^July 1, 2009–June 30, 2010

^^July 1, 2010–June 30, 2011

of Employees (FTE's) at Downtown Hospitals



1. Source: Meriter Hospital

2. Source: St. Mary's Hospital

3. Source: UW Hospital & Clinics (UWHC)

*UWHC-employed physicians and staff and UW Medical Foundation-

employed physicians who practice at 600 Highland and American Family Children's Hospital.

Higher Education Enrollment in Downtown Madison

	2010–2011 Enrollment	2011–2012 Enrollment
Edgewood College ¹	497	564
Madison College–Downtown Madison ²	7,968	8,153
University of Wisconsin–Madison ³	42,595	42,441
Total	51,060	51,158

1. Source: Edgewood College (Includes Adult Accelerated and Graduate Enrollment)

- 2. Source: Madison College
- 3. Source: University of Wisconsin-Madison

SUSTAINABILITY FACTS

Higher Education Employment in Downtown Madison

School	# of Employees
Edgewood College ¹	350
Madison College-downtown campus ²	101
University of Wisconsin–Madison ³	21,355
Total	21,806

1. Source: Edgewood College (faculty and staff employees), 2012

- 2. Source: Madison College (full time employees), 2012
- 3. Source: University of Wisconsin-Madison, 2012





Downtown Madison offers a diverse and appealing mix of local and national retail, restaurant and service-related businesses. Madison's Central Business Improvement District (BID) is at the heart of the downtown retail area and draws hundreds of thousands for the urban shopping, dining and entertainment experience. Businesses and organizations in the following counts are primarily street-level retail, restaurant, bar/tavern, service, arts, entertainment and cultural businesses located within the BID. The district encompasses the greater State Street, Capitol Square and King Street areas. (See map on page 3.)

In 2012, the number of locally owned businesses in the BID was at 84%. This high percentage demonstrates the strong local flavor that the State Street/Capitol Square area continues to offer. Out of the 363 total businesses in the BID, the general business mix is currently 39% food and drink, 26% retail, and 35% service-related businesses. As the retail, market and shopping experience evolves, the business mix in the BID continues to reflect the users, both residents and visitors, and the increasing use of downtown as an entertainment destination.

The vacancy rate for business spaces in Madison's Central BID has decreased from 6% in 2011 to 5.7% in 2012. With a mix of many new and long established businesses, downtown Madison continues to be a strong retail, shopping and entertainment hub. Maintaining the health and vibrancy of the district is imperative for the economic well-being of downtown and the Madison region as a whole.

Since 2010, the BID's Downtown Information Ambassadors have helped 109,528 people at their Visitor Center and Booth on State Street and at local events. Creating a welcoming environment and providing an information resource continues to be an increased need for all users of downtown Madison.



BUSINESS MIX IN MADISON'S CENTRAL BID

General Business Mix



Service

Source: Madison's Central BID, October 2010, October 2011 and September 2012

Ownership Mix (Businesses Only)

	2010	2011	2012
Locally owned*	85%	85%	84%
Regional companies, chain-lets	3.5%	4%	4%
National companies, chains	11.5%	11%	12%

Source: Madison's Central BID, October 2010, October 2011 and September 2012 *Includes Wisconsin ownership, Locally Owned Franchises

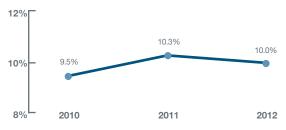
In 2012, BACON of businesses in Madison's Central BID were locally owned

Number of Businesses vs. Nonprofits

	2010	2011	2012
Total businesses	336	329	330
Nonprofits (government, arts/culture, religious)	32	34	33

Source: Madison's Central BID, October 2010, October 2011 and September 2012

Percentages of Nonprofits



Source: Madison's Central BID, October 2010, October 2011 and September 2012

18

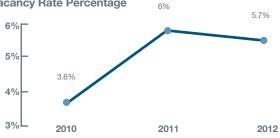
Number of Businesses vs. Spaces

	2010	2011	2012
Total businesses/organizations	368	363	363
Approximate total spaces*	382	386	385

Source: Madison's Central BID, October 2010, October 2011 and September 2012

*Excludes properties held for development.

Vacancy Rate Percentage



Source: Madison's Central BID, October 2010, October 2011 and September 2012 *Excludes properties held for development.

Downtown Visitors

Customers Helped by Madison Central BID's Downtown Information Ambassador Program:		
2010	36,638	
2011	45,258	
2012 (through August)	27,632	
Total	109,528	

Source: Madison's Central BID. Downtown Visitor center opened October 2010

SUSTAINABILITY FACTS

Since 2010, about 110,000 people have been helped by Downtown Information Ambassadors



Source: Walk Score®, www.walkscore.com, Sep. 2012 (Walk Score is a walkability index that assigns a numerical score from 1-100 (100 high, 1 low) to any address, neighborhood or city on its proximity to local amenities, restaurants, parks, stores, etc.)

Play Downtown 🔎

With numerous events and destinations, downtown Madison has long been an attraction for visitors and residents throughout the region. State of the art conference facilities and performing arts venues help make downtown a global destination and a strong economic generator. A vibrant entertainment district not only supports the local economy, but contributes to the high quality of life for residents and visitors of all ages.

The impact of the downtown tourism industry continues to be a major driver of our regional economy. In 2011, downtown tourism generated \$199 million in direct visitor spending, \$12.4 million in tax revenue and 2,588 jobs directly engaged in the tourism industry. Maintaining and growing downtown Madison as an attractive visitor and travel destination will not only benefit the tourism industry, but will have major implications for the entire local economy and City of Madison tax base. From 2010 to the end of 2011, there were over 8.65 million visitors to major downtown Madison attractions. The strength of our downtown's tourism industry is dependent on the success of downtown's major destinations. Downtown Madison also continues to be a draw for guests and visitors looking for quality, comfortable and centrally located accommodations. In 2011, 19.7% of hotel rooms in the City of Madison and 14.6% of hotel rooms in Dane County were located in the downtown area.

The conventions and conferences at the Monona Terrace Community & Convention Center continue to be a significant driver for economic activity in downtown. From 2009 to the end of 2011, this facility alone had an economic impact of \$117.5 million. The capacity in which we can increase the amount of conventions and conferences to this facility, the better overall impact there will be for downtown businesses, particularly in the retail, food and beverage, hospitality and entertainment sectors.



TOURISM

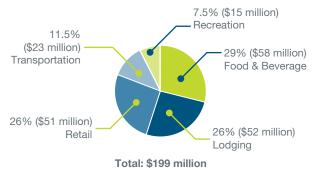
2011 Tourism Spending and Jobs

	Downtown Madison*
Direct visitor spending generated by tourism	\$199,000,000
Jobs directly engaged in tourism industry	2,588

Source: The Economic Impact of Tourism in Madison, WI, May 2012 Tourism Economics *Downtown Madison defined as 53703 zip code.



2011 Direct Visitor Spending Breakdown for Downtown Madison*



Source: The Economic Impact of Tourism in Madison, WI, May 2012 Tourism Economics *Downtown Madison defined as 53703 zip code.

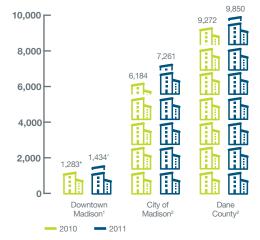


2011 Tourism Generated Taxes (Direct Impact) for Downtown Madison*

Area	Amount	
Local Taxes	\$6.4 million	
State Taxes	\$6 million	
Total	\$12.4 million	

Source: The Economic Impact of Tourism in Madison, WI, May 2012 Tourism Economics *Downtown Madison defined as 53703 zip code.

Total Number of Hotel Rooms



 Sources: *2009 number from Hunden Strategic Partners, Downtown Madison Hotel Feasibility Study ^Monona Terrace Community & Convention Center
Source: Greater Madison Convention & Visitors Bureau

Total Attendance at Destinations in the Greater Downtown Area*

Destination	2010	2011
Overture Center for the Arts ¹	505,731^	515,973^^
Monona Terrace Community & Convention Center ²	352,951	350,301
UW–Madison Athletic Facilities ³	1,831,521#	1,815,307##
Madison Children's Museum ⁴	128,190	238,898
Madison Museum of Contemporary Art5	183,921	168,659
Wisconsin Historical Museum ⁶	78,291	77,017
Wisconsin Veterans Museum7	147,346	81,362
Wisconsin State Capitol Tours ⁸	95,689	82,314
Alliant Energy Center ⁹	1,000,000	1,000,000
Total	4,323,640	4,329,831

1. Source: Overture Center for the Arts (Includes all community performances, gallery visits, private events, ticketed performances and non-ticketed events.) ^ July 1, 2010–June 30, 2011

^^ July 1, 2011–June 30, 2012

- 2. Source: Monona Terrace Community & Convention Center Annual Report 2011
- 3. Source: UW Athletic Department (Includes athletic events, non-athletic events and tours at all UW Athletic facilities.)

July 1, 2010–June 30, 2011 ## July 1, 2011–June 30, 2012

- 4. Source: Madison Children's Museum
- 5. Source: Madison Museum of Contemporary Art
- 6. Source: Wisconsin Historical Museum
- 7. Source: Wisconsin Veterans Museum
- 8. Source: Wisconsin State Capitol
- 9. Source: Alliant Energy Center (estimates only, exact numbers not released)

*Does not include major events and many public destinations such as the Wisconsin Union, City of Madison Parks, Henry Vilas Zoo, Madison Public Library, etc.

CONVENTIONS

Monona Terrace Community & Convention Center

	2009	2010	2011	Total
Total number of conferences and conventions ¹	68	62	62	192
Total attendance of conferences and conventions ¹	32,309	40,901	40,876	114,086
Economic impact of conferences and conventions ²	\$33,314,662	\$37,630,656	\$46,515,496	\$117,460,814

1. Source: Monona Terrace Community & Convention Center Annual Report 2011

2. Source: Baker Tilly, Monona Terrace Community & Convention Center Annual Report 2011

SUSTAINABILITY FACTS



Move Downtown 🚗 🖍 🐼 🖨

Downtown Madison is the center of the Madison region's transportation network made up of public transit, bicycle lanes and paths, pedestrian sidewalks, bicycle and car sharing programs, air travel and automobile roads and highways. Transportation and access are what make living, working, shopping and playing in downtown Madison possible. As the population in downtown and the Madison region continue to grow, we need regional decisions on land use and transportation planning that will lead to greater environmental quality and opportunity for future commercial and residential development.

Today, our transportation system carries thousands of commuters into and out of downtown, and that number continues to rise. From 2010 to 2011, the Madison Metro bus system had an increase in ridership of 9.5%. As gas prices fluctuate and the convenience of public transit increases, more people are choosing to use public transportation like Madison Metro for their transportation needs.

Local car and bicycle sharing programs have generated high usage as an alternative to driving alone. In 2012, there were 7,724 Madison B-cycle users and 1,400 Community Car drivers. Using mode-sharing programs are a key component to an integrated transportation system and provide alternative options to downtown residents, workers and visitors.

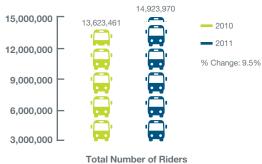
Alternative modes of transportation are of higher demand in downtown Madison. In 2010, 68.6% of people commuting downtown used a transportation mode other than driving alone, compared with only 33.9% for the City of Madison as a whole. Increased investment is needed to maintain and grow an integrated regional transportation system that will provide users an efficient and accessible way to move to, from and within downtown Madison.

The Dane County Regional Airport, although not specific to downtown, is a major component of the region's transportation system. In 2011, the airport saw its annual air travel slightly increase to 1,519,747 passengers for the year. Maintaining this trend will help keep downtown and the Madison region connected as both a national and international destination.



PUBLIC TRANSIT

Madison Metro Bus System Ridership



From 2010 to 2011, Madison Metro ridership increased by

9.5%

Total Nul

Source: Madison Metro

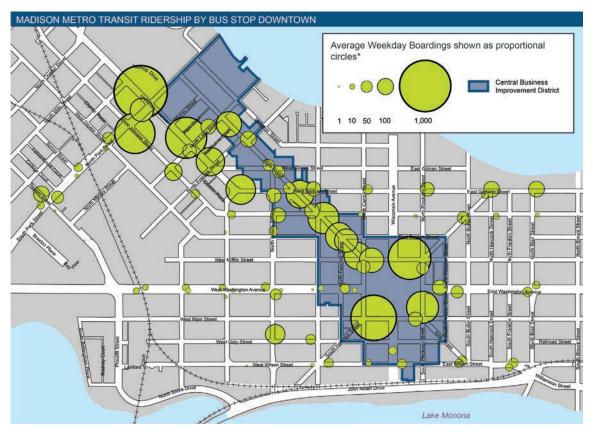
Madison Metro Bus Stops and Boardings

	Downtown Madison	Metro Service Area	% of Total in Downtown
Total number of downtown bus stops in 2011	88*	2,036	4.3%
Average weekday daily boardings in 2011^	9,557	43,872	21.8%

Source: Madison Metro

*Number of bus stops as shown on the ridership density map below.

^Does not include campus where there are approximately 19,528 additional boardings.



Source: Madison Metro. Ridership data from October 4-6, 11-13, 18-20 (2011). Excludes school routes and campus circulators (Routes 80, 81, 82, 84, and 85). Prepared by staff to the: Madison Area Transportation Planning Board, A Metropolitan Planning Organization (MPO) on 10/2/2012.

BICYCLE

Madison B-cycle (bicycle-sharing program)

	2012*
Total Users	7,724
Total Annual Members	1,519
Total Trips	27,987
Total Miles Biked	62,782
Gallons of Gas Saved	3,093
Lbs of CO ₂ Emissions Reduced	60,833
Calories Burned	2,385,699
Total # of Stations	29
Total # of Bikes in the System	225



Source: Madison B-cycle, August 2012 Report *April 1, 2012–August 1, 2012

AUTOMOBILE

Downtown Median Daily Parking Rate*



Sources: Colliers International, City of Milwaukee, City of Minneapolis, City of Madison

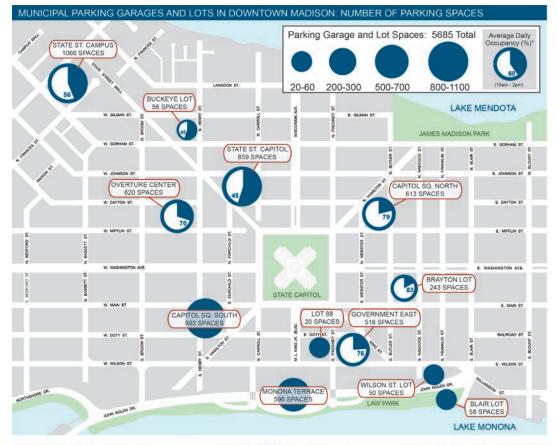
*Rates are from covered parking facilities owned by each city. There are 4 in Milwaukee, 17 in Minneapolis, and 5 in Madison. Chicago's garages are all leased to commercial enterprises.



Community Car (car-sharing program)

	2012
Total # of Drivers	1,400
Total # of Vehicle Locations	14
Total # of Vehicles	15

Source: Community Car



Downtown Madison parking-meter revenue amounted to 93% of parking-meter revenue collected for the entire city in 2011.

Source: City of Madison Parking Utility, 2012

*Average daily occupancy rates for Capitol Square South Garage, Monona Terrace Garage, Lot 88, Wilson St. Lot and Blair St. Lot not available.

AIR

Dane County Regional Airport

	2010	2011
Total Number of Airport Passengers	1,514,927	1,519,747

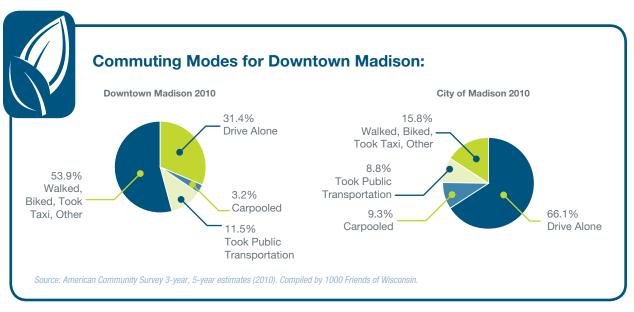
Source: Dane County Regional Airport

In 2012, almost



of people commuting downtown **TOP** of people commuting downtown used a transportation mode other than driving alone than driving alone

SUSTAINABILITY FACTS



A SPECIAL THANKS ...

A special thanks to the following people for their contributions and assistance with the compilation of the 2012 State of the Downtown report:

- 2012 State of the Downtown Advisory Committee:
 - o Matt Carlson, Michael Best & Friedrich (Chair)
 - o Deb Archer, Greater Madison Convention & Visitors Bureau
 - o Brad Cantrell, downtown resident
 - o Mary Carbine, Madison's Central Business Improvement District
 - o Paul Muench, Urban Land Interests
 - o Stacy Nemeth, Fiore Companies
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Downtown Madison, Inc. is committed to planning for, sustaining and growing downtown Madison as a thriving regional economic engine that offers a best-in-class quality of life for businesses, residents and visitors.

Downtown Madison, Inc. 122 W. Washington Ave., Suite 250 Madison, WI 53703 www.downtownmadison.org

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