

the state of the downtown 2015

LIVE | WORK | SHOP | PLAY | MOVE | BEYOND | GREEN



2015 State of the Downtown Report



Downtown Madison, Inc. (DMI) is proud to present its fifth annual State of the Downtown, a data driven report that provides timely, objective and accurate data about downtown Madison. Five years of data has provided us a wealth of information to better understand the current state of our downtown and to help us plan for future projects/growth/challenges for a healthy and vital central city.

The growth we have seen in Madison the last five years is pushing/positioning our downtown to be the best in the Midwest. We continue to be mentioned in many publications as a top place to live, work, play, retire, etc. Residential development is booming, new businesses and start-ups are opening, and tourism is continuing to flourish. In order to remain a great city and the best downtown that we can be, we need to embrace this growth and our changing population who will be driving the vision of this community (and downtown) for the next 10-20 years.

Our city and downtown still have many challenges however and we must be prepared and willing to take the bold steps needed to move our community forward. We need a downtown that is safe, walkable, livable, fun, diverse and beautiful—with a public transportation system that is accessible and welcoming for all. That is why we at DMI take our work so seriously. We are focused on making this the best city and downtown for everyone to live, work and play!

It is for those reasons that we thank our nearly 500 members and the hundreds of people they represent for supporting us financially and for sharing your expertise through our five active committees. We could not do the work that we do without you! We also want to thank the many people who assist us with this project, including many from the City of Madison staff. We appreciate your involvement and all you do for our city and downtown Madison.

Susan Schmitz
DMI President

THANK YOU

A special thank you to the following people and organizations for their contributions and assistance with the compilation of the 2015 State of the Downtown report:

- City of Madison Department of Planning & Community & Economic Development (Bill Fruhling & Ryan Jonely)
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- City of Madison Police Department (Daniel Haueter)
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- UW-Extension (Matt Kures)

And all other people, businesses and data sources who contributed time and information to this report!

Downtown Madison

The central downtown is defined in this report as the area bounded by Lake Mendota, Lake Monona, Blair Street and Park Street. Most of the 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. 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.



Source: Image background courtesy of City of Madison Engineering



Downtown Madison is made up of many active and inviting neighborhoods. In the core downtown these neighborhoods include: Bassett, First Settlement, James Madison Park, Mansion Hill, Mifflin West and State-Langdon. The greater downtown Madison area neighborhoods include: Greenbush, Marquette, Monona Bay, South Campus, Tenney-Lapham and Vilas. Each neighborhood offers a distinct character, a host of amenities and a variety of living options that make downtown Madison an exciting and attractive place to live.



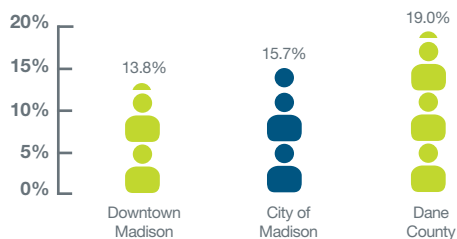
DEMOGRAPHICS

Population

Area	2000	2010	2015
Downtown Madison	22,168	24,009	25,217
City of Madison	208,054	233,209	240,627
Dane County	426,526	488,073	507,522

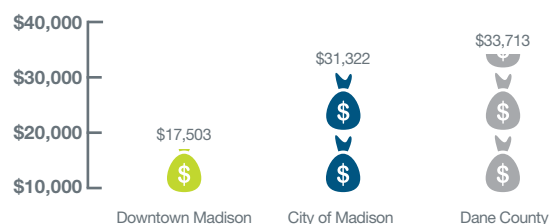
Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

Percentage Change in Population from 2000 to 2015



Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

Per Capita Income



Source: ESRI; U.S. Census Bureau, 2009-2013 American Community Survey 5-year estimates; Figures are subject to a margin of error based on a 90 percent confidence interval. Income for downtown is lower as it includes student population.

Population by Age in Downtown Madison

Age Cohort	2000	2010	2015
Under 15 years	0.8%	0.8%	0.7%
15 to 24 years	74.1%	68.8%	68.9%
25 to 34 years	13.3%	17.0%	17.0%
35 to 44 years	4.8%	4.0%	3.9%
45 to 64 years	4.2%	6.3%	6.2%
65 years and over	2.8%	3.1%	3.4%
Total	22,168	24,009	25,217

Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

In 2015, **86%** of the downtown Madison population was in the 15 to 34 year-old age range

Population by Race/Ethnicity

Race/Ethnicity	Downtown Madison			City of Madison
	2000	2010	2015	2015
White	85.8%	83.4%	81.0%	77.3%
Asian	6.1%	8.0%	9.7%	8.3%
African American	4.3%	4.5%	4.7%	7.2%
American Indian and Alaska Native	0.3%	0.3%	0.3%	0.4%
Other race/two or more races	3.4%	3.8%	4.2%	6.6%
Hispanic or Latino (of any race)*	3.7%	4.3%	4.7%	7.6%
Total	22,168	24,009	25,217	240,627

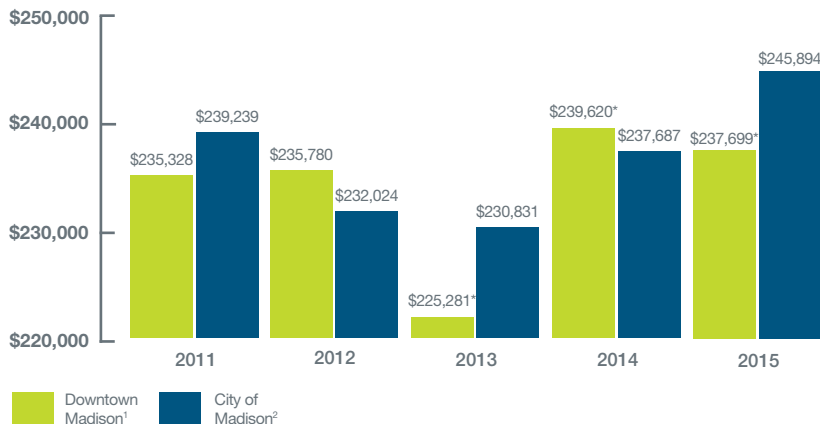
Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

*Defined by the U.S. Census Bureau as an ethnicity of any race so it should not be included when totaling all percentages.

*ESRI data are estimates only that may not include local changes or factors such as the increase of population due to recent development projects. These estimates and Census figures are also not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only.

HOUSING

Average Assessed Value of Single-Family Residential Property



From 2011 to 2015,
average home values
in downtown Madison
increased by over

\$2,300

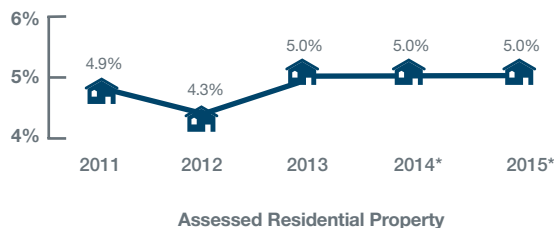
1. Source: City of Madison Assessor's Office (*Compiled by DMI)

2. Source: City of Madison annual Property Tax Base report

Total Assessed Value of Residential Property[#] (in millions)

	Downtown Madison ¹	City of Madison ²
2011 [^]	\$676	\$13,704
2012	\$574	\$13,327
2013	\$657	\$13,230
2014	\$676*	\$13,637
2015	\$710*	\$14,180

Percentage of Residential Property in the City of Madison Located Downtown[#]



1. Source: City of Madison Assessor's Office (*Compiled by DMI)

2. Source: City of Madison annual Property Tax Base Report

[^]Includes about \$100M that changed classifications from residential to commercial property after 2011

[#]Residential defined as Single-Family, Condominium, 2-unit and 3-7 unit properties only. All other properties including large apartment buildings defined as commercial.

Types of Units in Downtown Madison

	Single-Family Properties	Condo Living Units	Apartment Units	Duplexes	Total
2011	170	1,181	7,423	251	9,025
2012	172	1,215	7,472	245	9,104
2013*	157	1,245	7,950	242	9,594
2014*	155	1,244	8,352	242	9,993
2015*	153	1,248	8,574	240	10,215
% Change from 2011 to 2015	-10%	5.7%	15.5%	-4.4%	13.2%

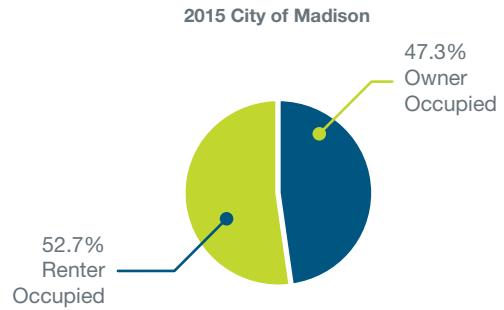
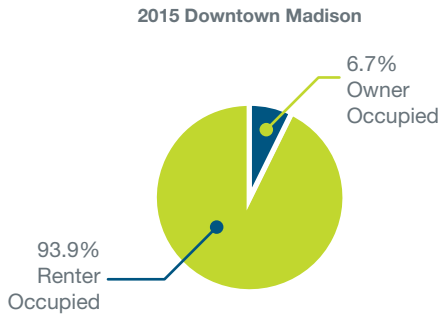
Source: City of Madison Assessor's Office (*Compiled by DMI).

As of July 2015, the City of Madison Department of Planning & Community & Economic Development reported that there were an estimated 599 new residential dwelling units under construction in downtown Madison.

Occupied Housing Units by Tenure

Year	Tenure	Downtown Madison	City of Madison
2010	Owner Occupied	7.6%	49.3%
	Renter Occupied	92.4%	50.7%
2015	Owner Occupied	6.7%	47.3%
	Renter Occupied	93.9%	52.7%

Source: U.S. Census Bureau: 2010 Census and ESRI estimates: 2015



Source: ESRI estimates: 2015

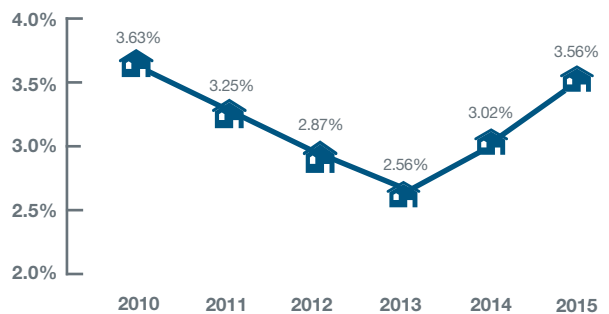
In 2015, the multi-family rental vacancy rate in downtown Madison increased to **3.56%**

Multi-Family Rental Vacancy Rates in Downtown Madison

Year	Total Rental Units	Total Vacant Units
2010	10,728	390
2011	10,998	358
2012	11,039	317
2013	11,361	291
2014	11,548	349
2015	12,878	459

Source: Madison Gas & Electric, www.mge.com, Q2 figures for 53703 zip code area

Percentage of Vacant Multi-Family Rental Units in Downtown Madison



Source: Madison Gas & Electric, www.mge.com, Q2 figures for 53703 zip code area

CRIME AND SAFETY

Top Criminal Offenses in Downtown Madison

Offense	2010	2011	2012	2013	2014	% Change from 2010 to 2014
Trespass of Real Property	222	269	251	271	295	32.9%
Battery Simple Assault	225	183	175	205	218	-3.1%
Theft from Vehicle	245	142	166	212	209	-14.7%
Theft from Building	252	338	308	346	387	53.6%
Burglary	263	215	334	292	214	-18.6%
All Other Larceny	269	261	324	446	441	63.9%
Drug/Narcotic Violations	290	259	310	374	332	14.5%
Damage/Vandalism of Property	401	374	440	319	366	-8.7%
Disorderly Conduct	678	624	600	600	615	-9.3%
Liquor Law Violations	890	735	715	570	465	-47.8%
Total	3,735	3,400	3,623	3,635	3,542	-5.2%

Source: City of Madison Police Department

WORSHIP

Places of Worship in Downtown Madison*

	2013	2014	2015
Number of members ¹	N/A	18,692	18,619
Average weekly service attendance ¹	N/A	6,343	5,111
Number of people/ meals served at onsite food pantries & meal programs ²	30,757	40,413	N/A

1. Sources: Bethel Lutheran Church, Blackhawk Church-Downtown (attendance only), Calvary Lutheran Chapel, Faith Community Bible Church, First United Methodist Church, Grace Episcopal Church (previous years membership numbers used for each year), Harvest Church of Madison, Pres House, Madison Catholic Diocese (St. Raphael Cathedral Parish and St. Paul University Catholic Center), St. John's Lutheran Church, UW Hillel, Wisconsin Lutheran Chapel

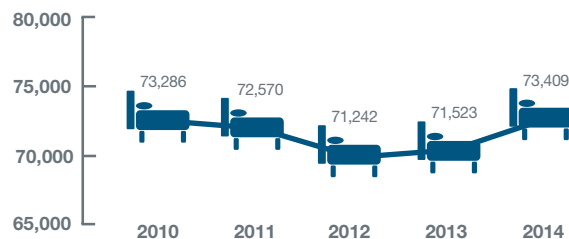
2. Sources: Bethel Lutheran Church, First United Methodist Church, Grace Episcopal Church (meal programs were included in 2014 count that were not included the previous year)

*Additional places of worship may be located in downtown Madison that are not included in these numbers

In 2014, **40,413** meals/people were served at onsite food pantries or through meal programs at places of worship in downtown Madison

HEALTH CARE

Hospital Inpatient Admissions/Discharges in Downtown Madison



Sources: Meriter-UnityPoint Health (inpatient admissions), St. Mary's Hospital (inpatient discharges), UW Hospital & Clinics (inpatient admissions for Fiscal Year July 1 – June 30)

EDUCATION

Higher Education Enrollment in Greater Downtown Madison

Institution	2010-11	2011-12	2012-13	2013-14	2014-15
Edgewood College ¹	2,611	2,635	2,759	2,780	2,800
Madison College — Downtown Campus ²	7,968	8,153	8,082	6,745	6,022
University of Wisconsin-Madison ³	42,595	42,441	42,820	43,275	43,193
Total Enrollment	53,174	53,229	53,661	52,800	52,015

1. Source: Edgewood College (includes Adult Accelerated, Graduate & Undergraduate Enrollment)

2. Source: Madison College (includes degree, developmental & continuing education at downtown campus)

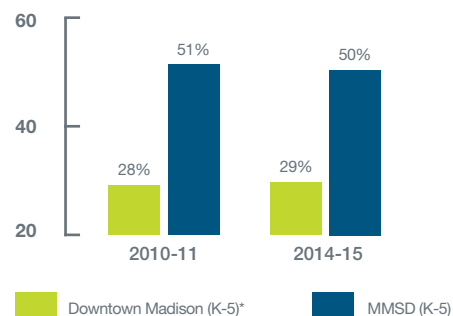
3. Source: University of Wisconsin-Madison

Madison Metropolitan School District (MMSD) Enrollment

	Downtown Madison (K-5)*	MMSD (K-5)	% of K-5 Enrollment in Downtown Schools
2010-2011	1,189	11,960	9.94%
2011-2012	1,231	12,252	10.05%
2012-2013	1,235	12,305	10.04%
2013-2014	1,214	12,416	9.78%
2014-2015	1,181	12,459	9.48%

Source: Madison Metropolitan School District, www.madison.k12.wi.us

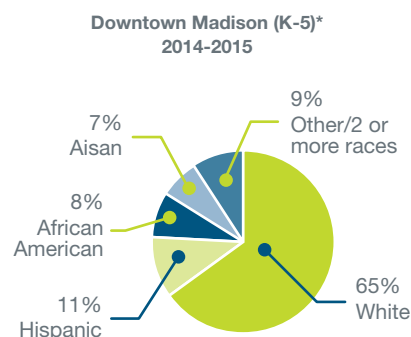
MMSD Enrollment by Students Receiving Free/Reduced Lunch



Source: Madison Metropolitan School District, www.madison.k12.wi.us

MMSD Enrollment by Race

Race	2010-2011		2014-2015	
	Downtown Madison (K-5)*	MMSD (K-5)	Downtown Madison (K-5)*	MMSD (K-5)
White	68%	44%	65%	42%
Hispanic	10%	20%	11%	21%
African American	8%	19%	8%	17%
Asian	7%	10%	7%	9%
Other/2 or more races	6%	6%	9%	9%



*Downtown Madison schools include: Lapham (K-2), Marquette (3-5), Franklin (K-2) and Randall (3-5) elementary schools. Figures exclude 4K and PK programs.

CHILDCARE

In 2015, daytime capacity at childcare facilities in downtown Madison was only **560** spots

Source: Wisconsin Department of Children & Families, YoungStar Program, <http://dcf.wi.gov/youngstar/>. Downtown facilities include: Bernie's Place Inc., Creative Learning Preschool Inc., MATC Child and Family Center, Meriter Children's Center, Play Haven Vilas LLC, Red Caboose Day Care Center, St. Mary's Child Care Center and University Avenue Day Care Inc. Additional childcare facilities may be located in downtown Madison that are not included in these numbers.



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



EMPLOYMENT

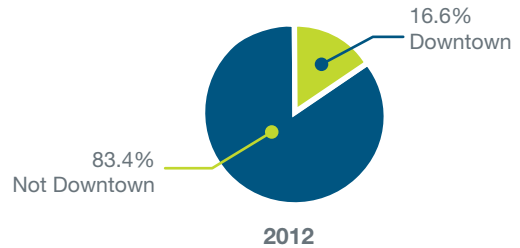
The 2012 employment figures are the most recent data released by the U.S. Census Bureau. Due to changes in how the Census Bureau assigns employment to geographic units, 2012 figures are not comparable to prior years and will be used as a starting point for benchmarking future figures.

Number of Workers

Area	2012
Downtown Madison	29,592
City of Madison	177,878
Dane County	289,747

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

City of Madison Workers Employed in Downtown Madison



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

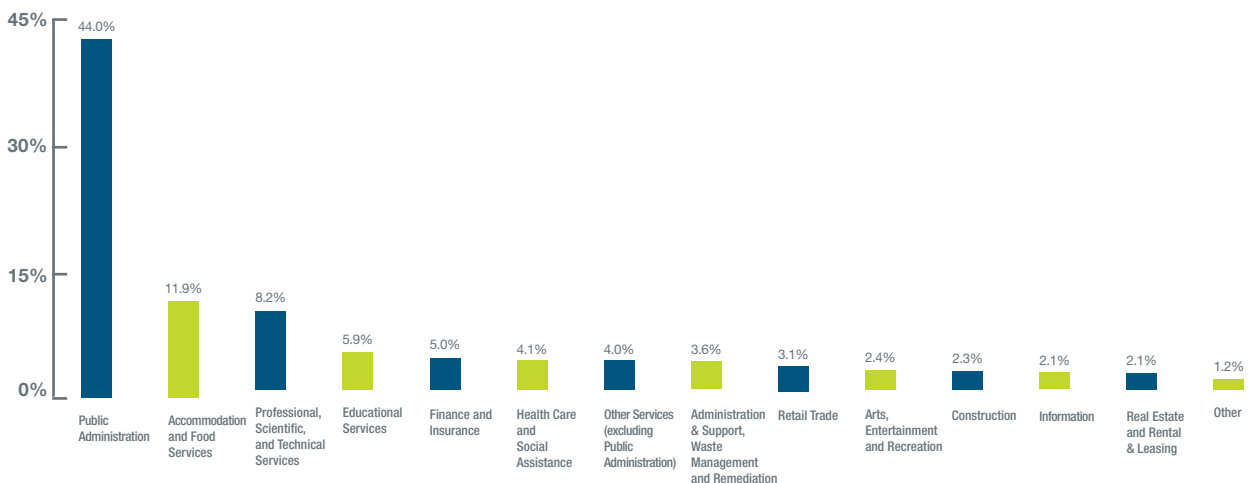
Worker Earnings in Downtown Madison

Earnings	2012
\$1,250 per month or less	16.4%
\$1,251 to \$3,333 per month	25.6%
More than \$3,333 per month	57.9%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

In 2012, **16.6%** of workers employed in the City of Madison were located in the downtown area

Employment by Industry in Downtown Madison in 2012



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

*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.

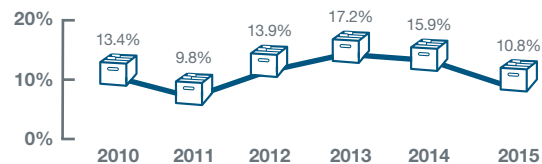
COMMERCIAL PROPERTY

Office Space by Class in Downtown Madison

Class	Number of Buildings	Inventory (SF)	Total Vacant (SF)	Vacancy Rate
Class A	14	1,608,148	100,027	6.2%
Class B	34	1,443,420	148,095	10.3%
Class C	18	538,277	138,660	25.8%
Total	66	3,589,845	386,782	10.8%

Source: Broadwing Advisors, LLC, Xceligent: Q2 2015

Office Space Vacancy Rates in Downtown Madison



Source: Broadwing Advisors, LLC, Xceligent: Q3 2010-2011, Q2 2012-2015

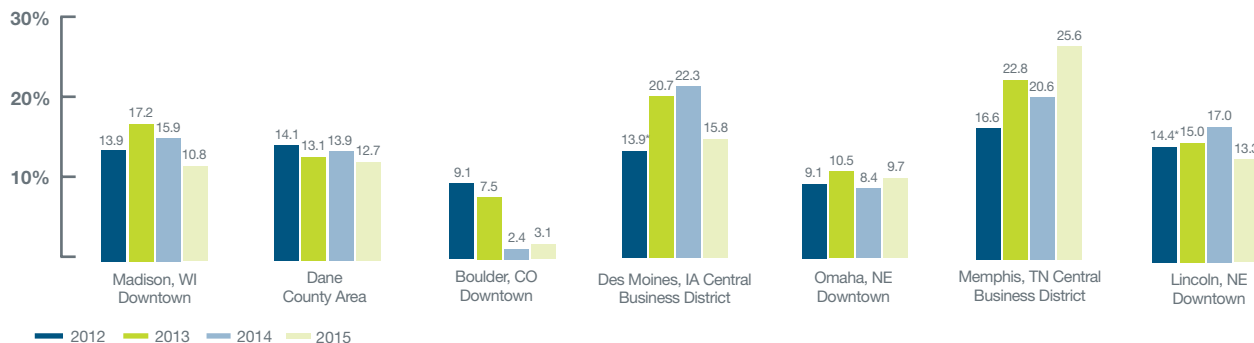
In 2015, the vacancy rate for downtown Madison office space fell to **10.8%**

Office Space Comparisons

Location	Inventory (SF)	Percent of Total Market Area	Total Vacant (SF)
Madison, WI Downtown	3,589,845	23.6%	386,782
Dane County Area	15,227,517	100%	1,932,372
Boulder, CO Downtown	2,156,891	22.3%	67,638
Des Moines, IA Central Business District	4,690,813	34.9%	740,959
Omaha, NE Downtown	4,719,023	9.7%	458,189
Memphis, TN Central Business District	2,910,293	14.8%	743,800
Lincoln, NE Downtown	3,420,975	N/A	453,890

Source: Broadwing Advisors, LLC, Xceligent: Q2 2015

Office Space Vacancy Rate Comparisons

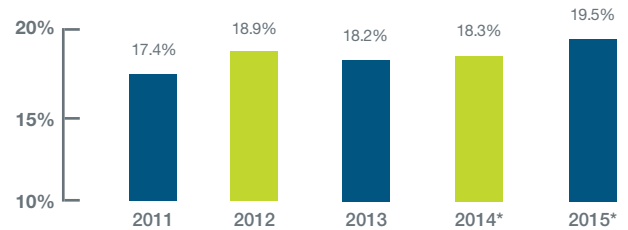


Source: Broadwing Advisors, LLC, Xceligent: Q2 2012, *Q3 2012, Q2 2013-2015

Total Assessed Value of Commercial Property* (in millions)

Year	Downtown Madison ¹	City of Madison ²
2011 [^]	\$1,201	\$6,908
2012	\$1,307	\$6,905
2013	\$1,300	\$7,126
2014	\$1,353*	\$7,410
2015	\$1,539*	\$7,904

Percentage of Commercial Property in the City of Madison Located Downtown[#]



1. Source: City of Madison Assessor's Office (*Compiled by DMI)

2. Source: City of Madison annual Property Tax Base report

[^]Does not include about \$100M that changed classifications from residential to commercial property after 2011

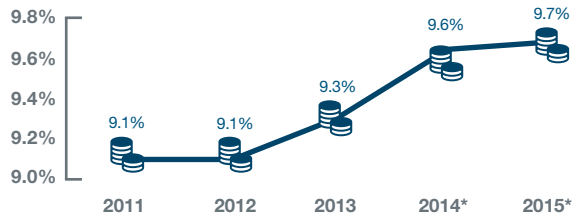
[#]Commercial defined as all properties excluding Single Family, Condominium, 2-unit and 3-7 unit residential properties. Large apartment buildings are considered commercial property.

TAX BASE

Real Estate and Personal Property Taxes Generated (in millions)

Year	Location	Real Estate	Personal	Total
2011	Downtown Madison	\$41.6	\$1.4	\$43.0
	City of Madison	\$457.5	\$17.0	\$474.5
2012	Downtown Madison	\$42.7	\$1.4	\$44.1
	City of Madison	\$469.8	\$14.6	\$484.4
2013	Downtown Madison	\$45.0	\$1.5	\$46.5
	City of Madison	\$485.0	\$14.3	\$499.3
2014*	Downtown Madison	\$48.1	\$1.5	\$49.6
	City of Madison	\$501.0	\$14.0	\$515.0
2015*	Downtown Madison	\$48.3	\$1.5	\$49.8
	City of Madison	\$502.2	\$13.8	\$516.0

Percentage of Taxes in the City of Madison Generated from Downtown



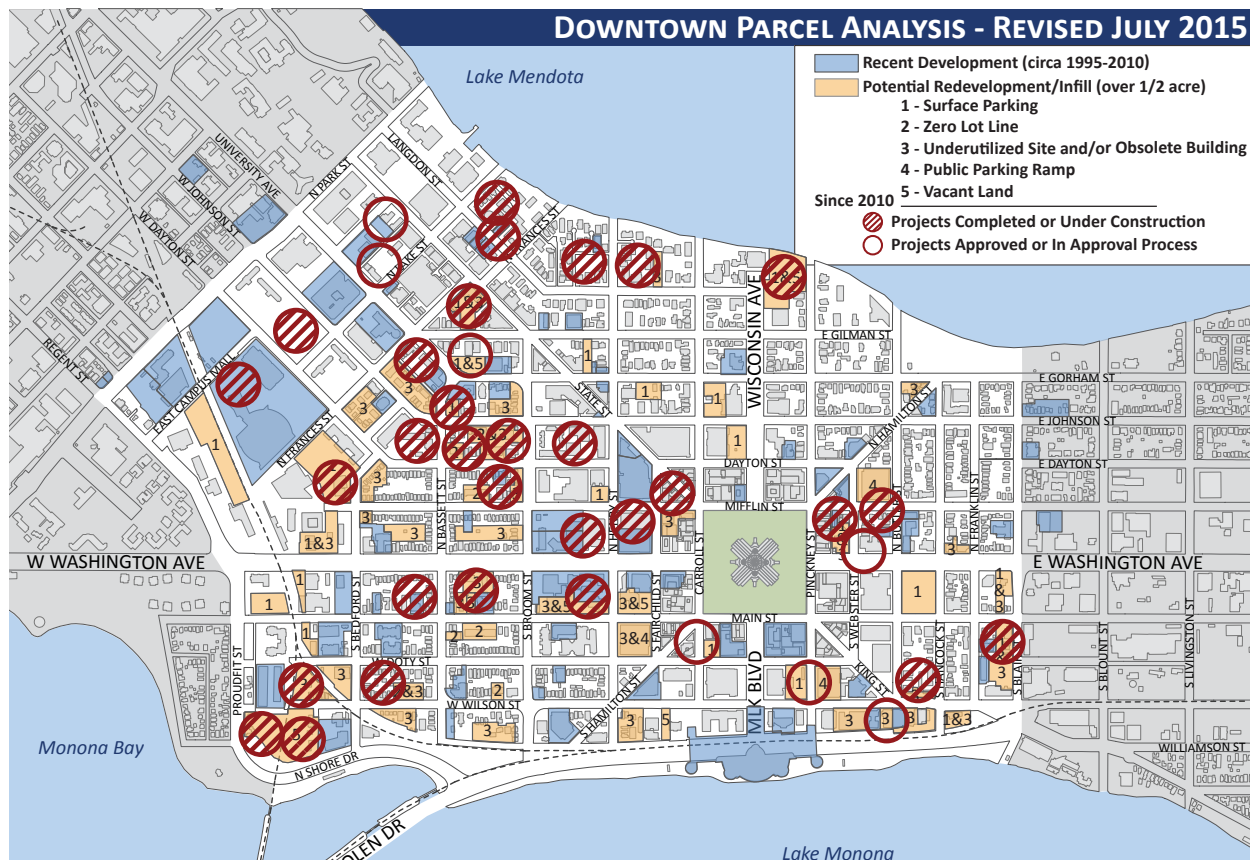
Source: City of Madison Assessor's Office (*Compiled by DMI)

In 2015, **38.3%**
of parcels in downtown
Madison were tax exempt

Source: City of Madison Assessor's Office, compiled by DMI

Source: City of Madison Assessor's Office (*Compiled by DMI)

DEVELOPMENT



Source: City of Madison Planning Division, July 2015

Total New Construction# (in millions)

Year	Location	Residential	Commercial	Total
2011	Downtown Madison ¹	\$2.5	\$26.8	\$29.3
	City of Madison ²	\$91.2	\$90.8	\$182.0
2012	Downtown Madison ¹	\$1.4	\$17.1	\$18.5
	City of Madison ²	\$95.0	\$63.4	\$158.4
2013	Downtown Madison ¹	\$0.7	\$22.2	\$22.9
	City of Madison ²	\$90.6	\$131.0	\$221.6
2014 [*]	Downtown Madison ¹	\$3.7 [*]	\$32.3 [*]	\$36.0 [*]
	City of Madison ²	\$140.1	\$251.7	\$391.8
2015 [*]	Downtown Madison ¹	\$12.3 [*]	\$124.1 [*]	\$136.4 [*]
	City of Madison ²	\$156.9	\$368.5	\$525.4 [*]

1. Source: City of Madison Assessor's Office (*Compiled by DMI)

2. Source: City of Madison annual Property Tax Base report

**Residential defined as Single Family, Condominium, 2-unit and 3-7 unit properties only.
All other properties including large apartment buildings defined as commercial.*

As of July 2015, there were an estimated **599** new residential dwelling units under construction in downtown Madison

Source: City of Madison Department of Planning & Community & Economic Development



Downtown Madison offers a diverse mix of local and national retail, restaurant and service related businesses. Madison's Central Business Improvement District (BID) is at the heart of downtown's retail area and draws hundreds of thousands for an 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).



MADISON'S CENTRAL BID

General Business Mix



Source: Madison's Central BID: Gibbs Report 1998 (*Greater State Street area only), BID Business Mix Reports (March 2010 - 2015)

Since 1998, the percentage of Food & Drink businesses in the BID has remained consistent at around **40%**, while Retail has decreased to **25%** and Service has increased to **35%**

Types of Food & Drink Businesses vs. Total Businesses

Type	1998	2010	2011	2012	2013	2014	2015
Restaurants	47 (22%)	85 (23.5%)	88 (24%)	84 (23.5%)	86 (24%)	92 (26%)	94 (26.5%)
Bars, Taverns, Pubs^	20 (9%)	31 (8.5%)	31 (8.5%)	30 (8.5%)	28 (8%)	27 (8%)	27 (8%)
Coffee Shops & Cafes	8 (4%)	12 (3.5%)	11 (3%)	13 (3.5%)	14 (4%)	14 (4%)	15 (4%)
Specialty Foods/Drink	-	5 (1%)	7 (2%)	8 (2%)	8 (2%)	5 (1%)	5 (1%)
Total Businesses	212*	360	365	356	355	352	355

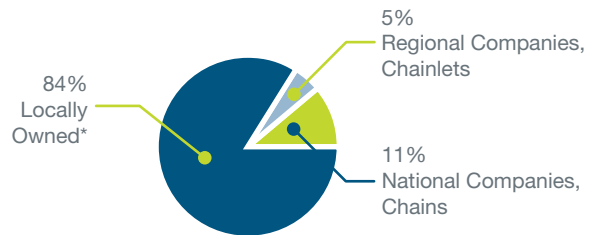
Source: Madison's Central BID: Gibbs Report 1998 (*Greater State Street area only), BID Business Mix Reports (March 2010 - 2015)

^Self-defined (not per liquor license classification)

Ownership Mix (Businesses Only)

Year	Locally Owned*	Regional Companies, Chainlets	National Companies, Chains
2010	83%	4%	13%
2011	86%	4%	10%
2012	84.5%	3.5%	12%
2013	86%	3%	11%
2014	84.2%	4.4%	11.4%
2015	84%	5%	11%

2015 Ownership Mix (Businesses Only)



Source: Madison's Central BID: BID Business Mix Reports (March 2010 - 2015)

*Includes Wisconsin Ownership, Locally Owned Franchises

In 2015, **84%**
of businesses in the BID
were locally owned

Downtown Visitors

Customers Helped by the Downtown Information Ambassador Program

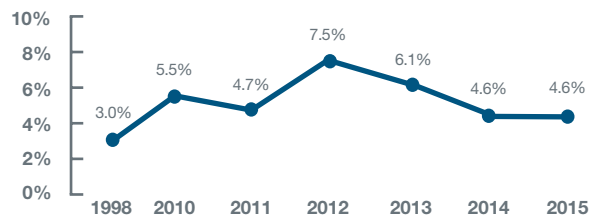
2010	36,638
2011	45,258
2012	42,591
2013	42,841
2014	48,448
Total	215,776

Source: Madison's Central BID

Number of Businesses vs. Spaces

Year	Total Businesses/ Organizations	Approximate Total Spaces*
2010	360	381
2011	365	383
2012	356	385
2013	355	378
2014	352	369
2015	355	372

Business Space Vacancy Rate Percentage*



Source: Madison's Central BID: Gibbs Report 1998, BID Business Mix Reports (March 2010 - 2015)

*Excludes properties held for development



Downtown Madison has long been an attraction for visitors and residents throughout the region and the world. A vibrant entertainment district and amenities, such as the lakes and state of the art conference facilities, help to support the local economy and contribute to the high quality of life for people of all ages.



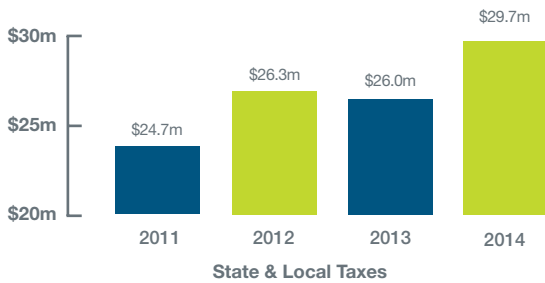
TOURISM

Economic Impact of Tourism in Downtown Madison

Year	Jobs Directly Engaged in Tourism Industry	Direct Visitor Spending Generated by Tourism (in millions)
2011	2,588	\$199.0
2012	3,825	\$217.4
2013	3,929	\$232.9
2014	3,991	\$241.8

Source: The Economic Impact of Tourism in Madison, WI, May 2012 - 2015 Tourism Economics (Downtown Madison defined as 53703 zip code)

Generated Taxes from Tourism in Downtown Madison (Direct Impact)



Source: The Economic Impact of Tourism in Madison, WI, May 2012 - May 2015 Tourism Economics (Downtown Madison defined as 53703 zip code)

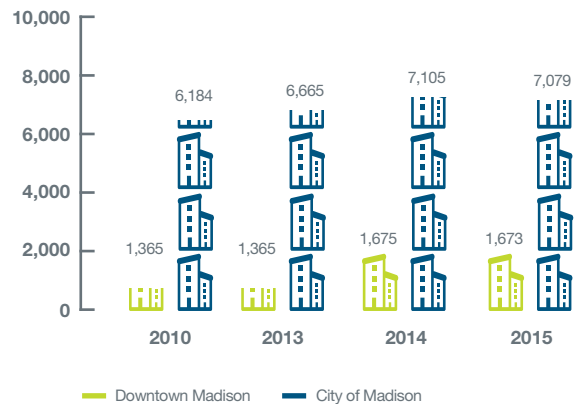
From 2011 to 2014, the direct visitor spending in downtown Madison generated by tourism increased by over **20%**

Direct Visitor Spending Breakdown for Downtown Madison (in millions)

Expenditures	2011	2012	2013	2014
Food and Beverage	\$58	\$63.2	\$69.7	\$73.2
Lodging	\$52	\$57.7	\$61.3	\$64.4
Retail	\$51	\$52.8	\$55.2	\$55.6
Transportation	\$23	\$26.9	\$29.1	\$30.0
Recreation	\$15	\$16.8	\$17.6	\$18.6
Total	\$199	\$217.4	\$232.9	\$241.8

Source: The Economic Impact of Tourism in Madison, WI, May 2012 - 2015

Number of Hotel Rooms



Source: Greater Madison Convention & Visitors Bureau (Downtown Madison defined as 53703 zip code)

Visits to Destinations in Greater Downtown Madison*

Destination	2010	2011	2012	2013	2014
Overture Center for the Arts ¹	505,731	515,973	528,454	557,396	549,708
Monona Terrace Community & Convention Center ²	403,653	426,071	429,434	458,582	447,452
UW-Madison Athletic Facilities ³	1,831,521	1,815,307	1,704,791	1,740,553	1,709,858
Madison Central Library ⁴	453,436	397,033	144,493	252,324	521,771
Madison Children's Museum ⁵	128,190	238,898	210,547	199,533	186,873
Madison Museum of Contemporary Art ⁶	183,921	168,659	207,321	200,492	191,460
Memorial Union ⁷	2,429,465	2,612,175	2,018,290	1,500,000	2,750,000
Union South ⁷	363,660	1,454,910	2,987,330	2,374,000	2,422,491
Wisconsin Historical Museum ⁸	78,291	77,017	72,311	74,213	75,393
Wisconsin Institutes for Discovery ⁹	N/A	N/A	83,500	84,500	131,500
Wisconsin State Capitol Tours ¹⁰	95,689	82,314	94,550	99,171	98,547
Wisconsin Veterans Museum ¹¹	147,346	81,362	93,690	99,816	110,064
Henry Vilas Zoo ¹²	725,823	533,073	732,768	726,520	726,950
Alliant Energy Center Facilities ¹³	831,005	775,036	825,807	798,559	861,322
Total	8,177,731	9,177,828	10,133,286	9,165,659	10,783,389

Sources:

1. Source: Overture Center for the Arts (total number of experiences during July 1–June 30 calendar year)
2. Source: Monona Terrace Community & Convention Center Annual Report 2011 - 2014
3. Source: UW Athletic Department (includes all UW Athletic facilities during July 1–June 30 calendar year)
4. Source: Madison Public Library
5. Source: Madison Children's Museum
6. Source: Madison Museum of Contemporary Art
7. Source: Wisconsin Union (academic calendar year used)
8. Source: Wisconsin Historical Museum
9. Source: Wisconsin Institutes for Discovery
10. Source: Wisconsin State Capitol Tours and Information
11. Source: Wisconsin Veterans Museum
12. Source: Henry Vilas Zoo
13. Source: Alliant Energy Center

*Additional destinations may be located in downtown Madison that are not included in these numbers.

From 2010 to 2014, there were an estimated
47.4 Million visits to major
destinations in greater downtown Madison

CONVENTIONS

Monona Terrace Community & Convention Center, Conferences and Conventions

Year	Total Number	Average Attendance	Economic Impact (in millions)	Room nights generated
2009	68	475	\$33.3	N/A
2010	62	660	\$37.6	N/A
2011	62	659	\$46.5	42,684
2012	65	716	\$52.5	46,492
2013	67	675	\$52.0	44,746
2014*	54	802	\$36.5	32,742
Total	378	659	\$258.4	166,664

Source: Monona Terrace Community & Convention Center Annual Report 2011 - 2014

*Due to building renovations, Monona Terrace was closed to the public in January 2014 which had an impact on total numbers for that year.

LAKES

Median Total Phosphorus in Downtown Madison Lakes (mg/L)*



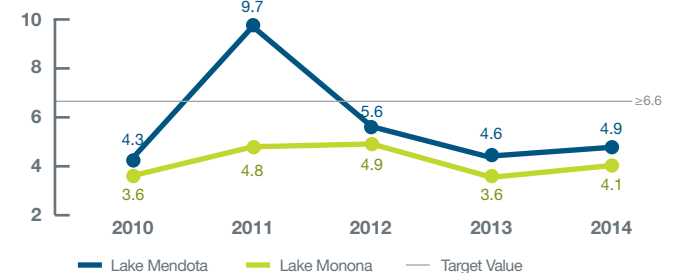
Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012 - 2014

*Phosphorus is a natural part of the lake system but in excess is known to promote the growth of noxious blue-green algae blooms that can sometimes produce toxins of human health concern. Phosphorus levels in each lake vary annually depending on the amount of rainfall/runoff, disruption to the native food web, and summer temperatures. The target median phosphorus level for Lake Mendota and Lake Monona is 0.024 milligrams per liter (mg/L), which is the boundary between moderately fertile (mesotrophic) and fertile (eutrophic) conditions.

From 2010 to 2014, the median total phosphorus decreased by **6%** in Lake Monona and **12%** in Lake Mendota

Since 2010, the water clarity in Lake Mendota and Lake Monona has improved but is still below the target depth of **6.6 feet**

Water Clarity/Secchi Visibility Depth of Downtown Madison Lakes (ft)*



Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012 - 2014

*Secchi disc transparency is achieved by lowering a Secchi disk into the water and recording the depth at which the disk remains visible. In relatively deep lakes like the Yahara River chain of lakes, ranges for Secchi depth are: poor clarity (less than 3 ft), fair clarity (3 - 6 ft), good clarity (6 - 10 ft) and excellent clarity (greater than 10 ft). The target for the deeper Yahara lakes is greater than or equal to 6.6 feet visibility depth.

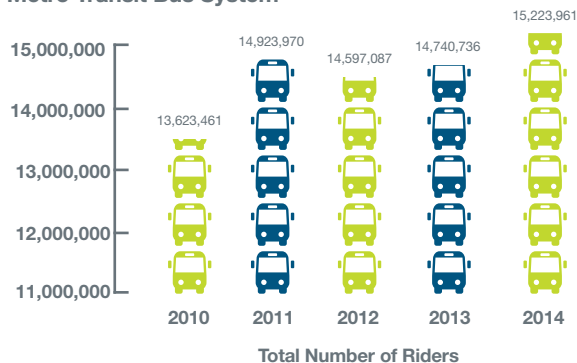


Downtown Madison is at the center of the Madison Region's transportation network consisting of pedestrian, bicycle, public transit, automobile and air traffic modes. Transportation and access are what make living, working, shopping and playing in downtown Madison possible for people from throughout the region and beyond.



PUBLIC TRANSIT

Metro Transit Bus System



Source: Metro Transit

Since 2010, Metro Transit ridership has increased by

11.7%

BICYCLE

Eco-Totem Bicycle Counts in Downtown Madison

Year	Southwest Path at Monroe St. Eco-Totem
2014 (Oct-Dec)	48,537
2015 (Jan-Jun)	149,938

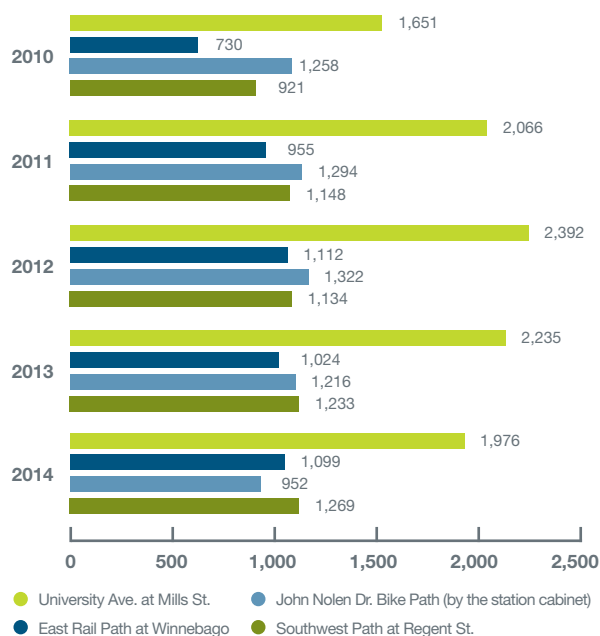
Source: City of Madison Traffic Engineering,
<http://madison-monroe.visio-tools.com/>

Madison Bicycle (Bicycle-Sharing Program)

Year	Total Trips	Miles Biked	Casual Users	Annual Members
2011	18,501	39,618	5,965	475
2012	63,325	94,402	11,710	2,150
2013	81,662	173,000	15,360	1,843
2014	104,274	219,108	18,651	2,622

Source: Madison Bicycle

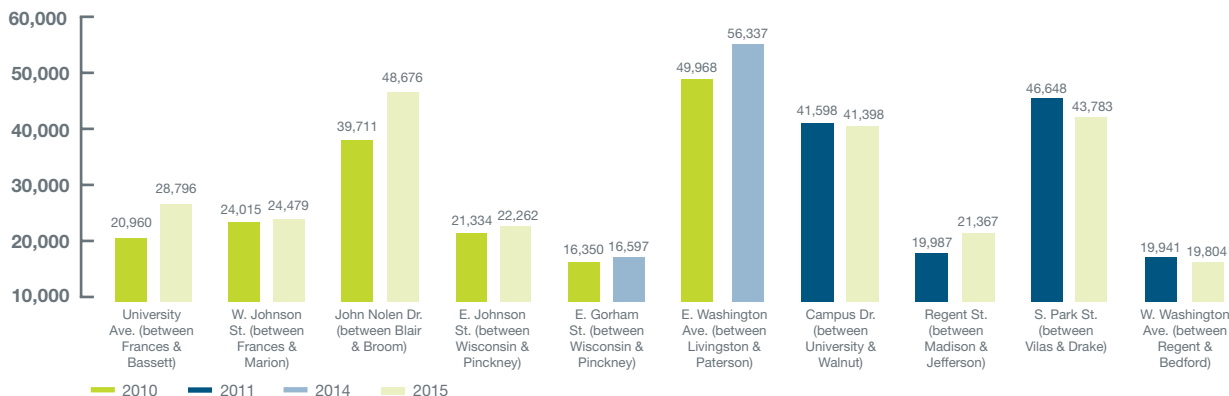
Monthly Average Bicycle Counts in Downtown Madison



Source: City of Madison Traffic Engineering

AUTOMOBILE

Traffic Counts in Downtown Madison



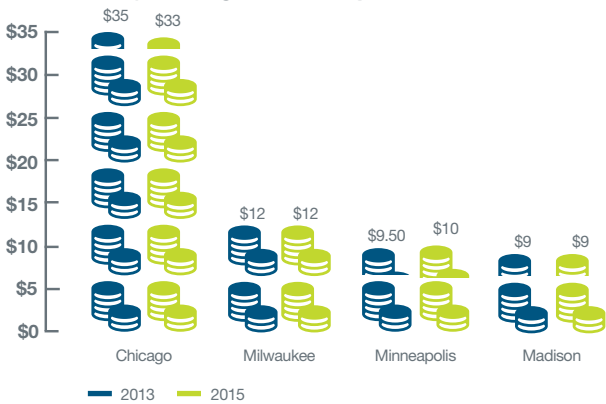
Source: City of Madison Traffic Engineering

Occupancy Rates for Garages and Lots in Downtown Madison

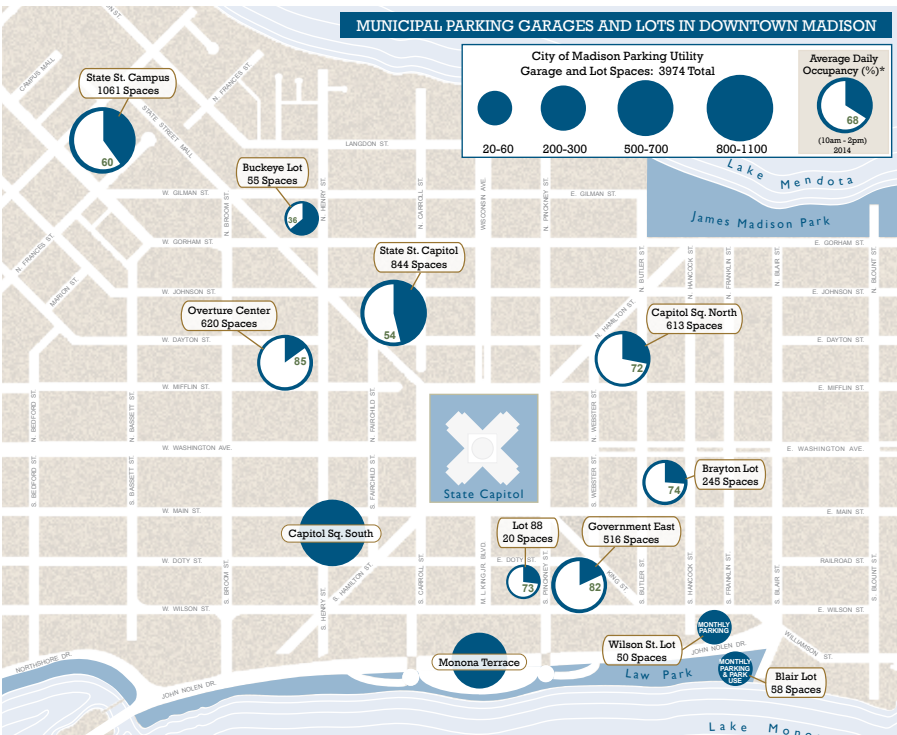
Garage/Lot	2011	2012	2013	2014
State Street Campus	56%	58%	58%	60%
Buckeye Lot	45%	55%	37%	36%
Overture Center	70%	63%	78%	85%
State Street Capitol	45%	42%	48%	54%
Capitol Square North	79%	72%	76%	72%
Brayton Lot	83%	71%	73%	74%
Government East	76%	73%	78%	82%
Lot 88	N/A	68%	67%	73%

Source: City of Madison Parking Utility
(Occupancy rates measured from 10am-2pm)

Median Daily Parking Rates Comparison



Sources: City of Milwaukee, City of Minneapolis, City of Madison, [chicagoparkingmap.com](#), [parkme.com](#) (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. Early-bird special rates were not considered.)



Source: City of Madison Parking Utility, 2015. *Capitol Square South and Monona Terrace Garages are not operated by the City of Madison Parking Utility. Occupancy rates for these garages along with the Wilson St. lot & Blair lot are not available.

AIR

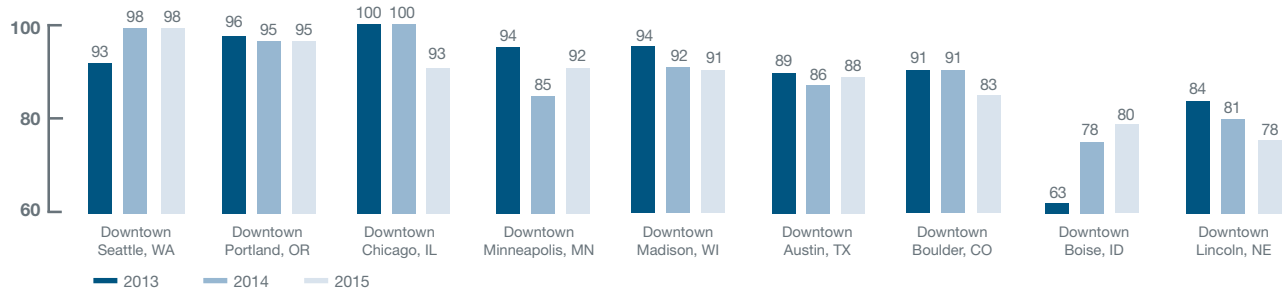
Dane County Regional Airport

	2010	2011	2012	2013	2014
Total # of Airport Passengers	1,514,927	1,519,747	1,615,841	1,685,919	1,668,989

Source: Dane County Regional Airport

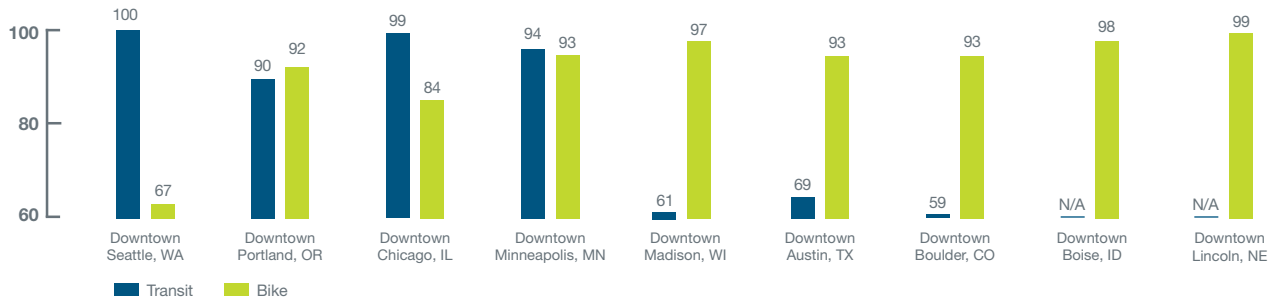
MODES & ACCESSIBILITY

Walk Score Comparison



Source: Walk Score®, www.walkscore.com, August 2013, 2014, July 2015*

Transit & Bike Score Comparison



Source: Walk Score®, www.walkscore.com, July 2015*

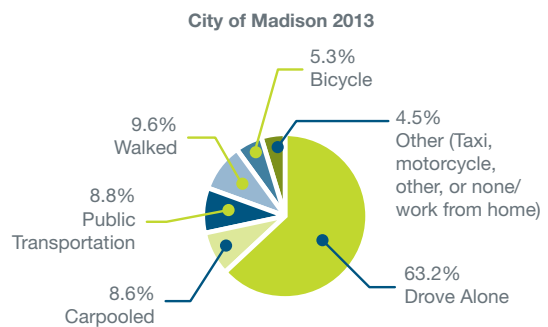
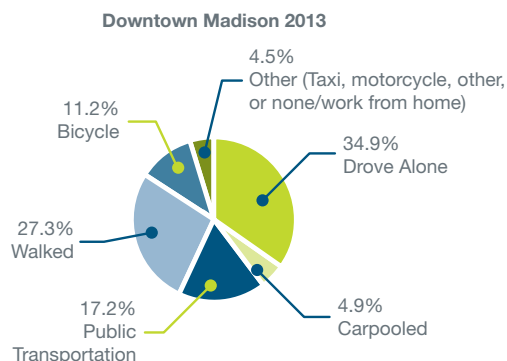
*Walk Score is an index that assigns a numerical score from 1-100 (100 high, 1 low) to a geographic location on its access to local amenities, restaurants, parks, stores, etc. by walking, public transit and biking

Means of Transportation to Work in Downtown Madison

Transportation Mode	2011	2012	2013
Drove Alone	40.1%	36.9%	34.9%
Carpooled	3.4%	4.6%	4.9%
Public Transportation	15.2%	17.8%	17.2%
Walked	27.5%	26.2%	27.3%
Bicycle	10.1%	10.5%	11.2%
Taxicab, motorcycle, or other means	0.3%	0.5%	0.7%
None (work at home)	3.4%	3.5%	3.8%

Source: U.S. Census Bureau, 2007-2011, 2008-2012, 2009-2013 American Community Survey 5-Year estimates; figures are subject to a margin of error. (Downtown Madison defined as 53703 zip code)

Means of Transportation to Work Comparison



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year estimates; figures are subject to a margin of error. (Downtown Madison defined as 53703 zip code)

Beyond Downtown



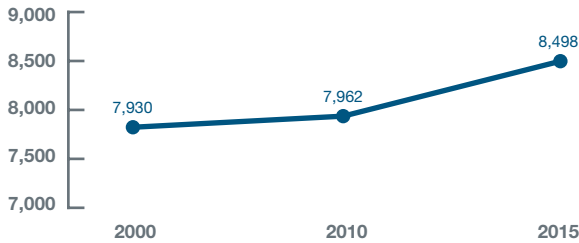
The downtown Madison footprint is often viewed as encompassing adjacent areas to the central district. These areas have their own distinct character and attributes but their growth and development are significant to the overall health and vitality of Madison's urban core.



CAPITOL EAST DISTRICT

The Capitol East District is an emerging area of the Madison isthmus that is directly east of the central downtown. The district is bounded by Lake Mendota, Lake Monona, Blair Street and the Yahara River (see map on page 3).

Population



Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

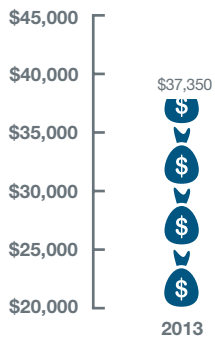
From 2000 to 2015, the population of the Capitol East District increased by **7.2%**

Population by Age

Age Cohort	2000	2010	2015
Under 15 years	9.3%	8.6%	7.6%
15 to 24 years	22.9%	19.4%	18.5%
25 to 34 years	33%	36.8%	37.5%
35 to 44 years	15.8%	11.8%	12.6%
45 to 64 years	15.3%	19.6%	18.6%
65 years and over	3.8%	3.8%	5.2%
Total	7,930	7,962	8,498

Sources: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

Per Capita Income



Source: ESRI; U.S. Census Bureau, 2009-2013 American Community Survey 5-year estimates; Figures are subject to a margin of error based on a 90 percent confidence interval.*

Population by Race/Ethnicity

Race/Ethnicity	2000	2010	2015
White	90.1%	89.7%	88.3%
African American	4.5%	4.1%	4.6%
Asian	2.1%	1.9%	2.3%
American Indian and Alaska Native	0.4%	0.3%	0.3%
Other race/2 or more races	2.9%	3.9%	4.5%
Hispanic or Latino*	2.7%	3.5%	4.0%
Total	7,930	7,962	8,498

Source: U.S. Census Bureau: 2000, 2010 Census and ESRI estimates: 2015*

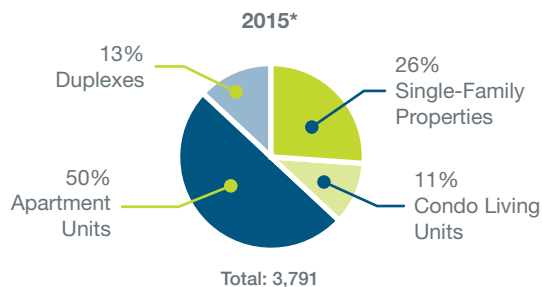
*Defined by the U.S. Census Bureau as an ethnicity of any race so it should not be included when totaling all percentages

*ESRI data are estimates only that may not include local changes or factors such as the increase of population due to recent development projects. These estimates and Census figures are also not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only.

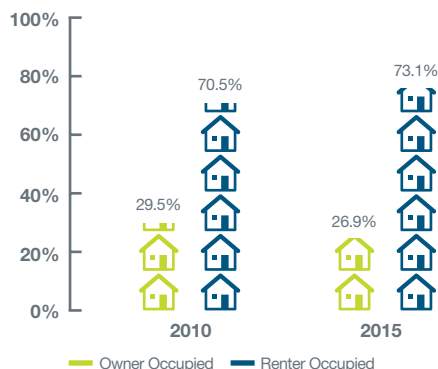
Types of Units

	2013	2014*	2015*
Single-family properties	979	995	997
Condo living units	383	410	406
Apartment units	1,347	1,894	1,898
Duplexes	489	492	490
Total	3,198	3,791	3,791

Source: City of Madison Assessor's Office (*Compiled by DMI)



Occupied Housing Units by Tenure



Source: U.S. Census Bureau: 2010 Census and ESRI estimates: 2015

Total Assessed Value of Residential and Commercial Property* (in millions)

Year	Residential	Commercial
2013	\$582.7	\$160.1
2014*	\$603.5	\$194.4
2015*	\$626.5	\$194.1

Source: City of Madison Assessor's Office (*Compiled by DMI)

*Residential defined as Single Family, Condominium, 2-unit and 3-7 unit properties only. All other properties including large apartment buildings defined as commercial.

From 2013 to 2015, the assessed value of commercial and residential property in the Capitol East District increased by **\$77.8 Million**

Total New Construction (in millions)

Year	Residential	Commercial	Total
2013	\$2.5	\$5.9	\$8.4
2014*	\$3.3	\$4.6	\$7.9
2015*	\$2.9	\$0.3	\$3.2

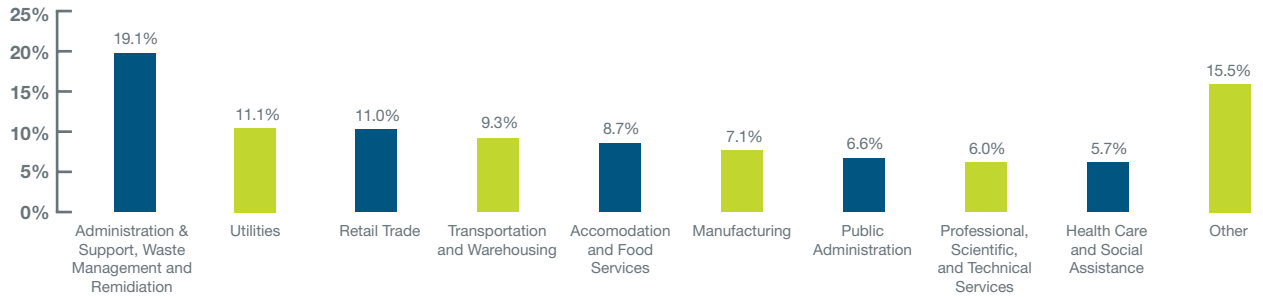
Source: City of Madison Assessor's Office (*Compiled by DMI)

Workers

Year	Workers
2012	5,639

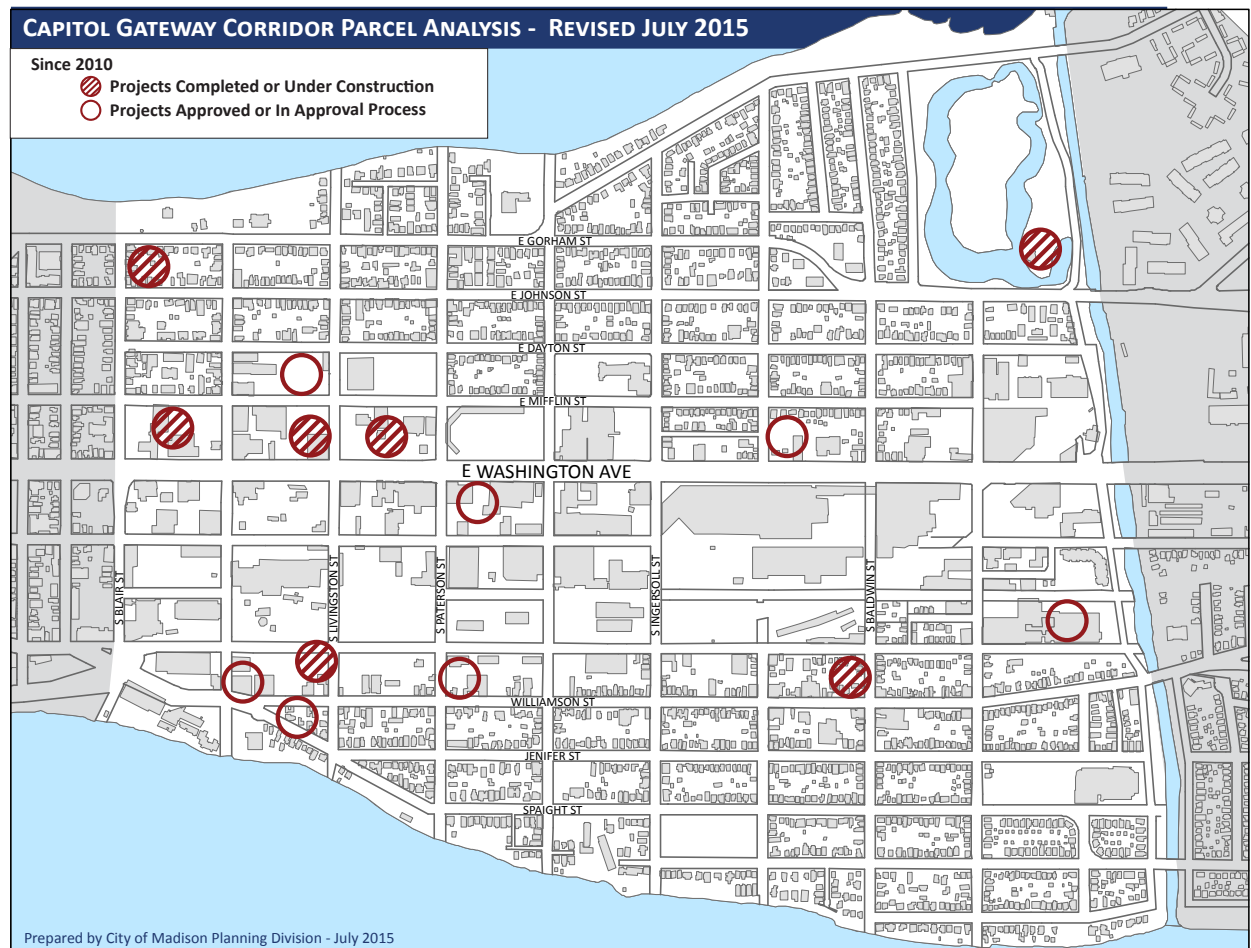
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

Employment by Top Industries



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2012)*

*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. 2012 employment figures are the most recent data released by the U.S. Census Bureau. Due to changes in how the Census Bureau assigns employment to geographic units, 2012 figures are not comparable to prior years and will be used as a starting point for benchmarking future figures.



Source: City of Madison Planning Division, July 2015



Downtown Madison is a geographically compact and inherently sustainable area. Dense dwelling units and living amenities, locally sourced food and sustainable development all contribute to creating a “green” downtown that can be enjoyed for generations. The majority of these metrics focus on the greater downtown Madison area unless otherwise noted.

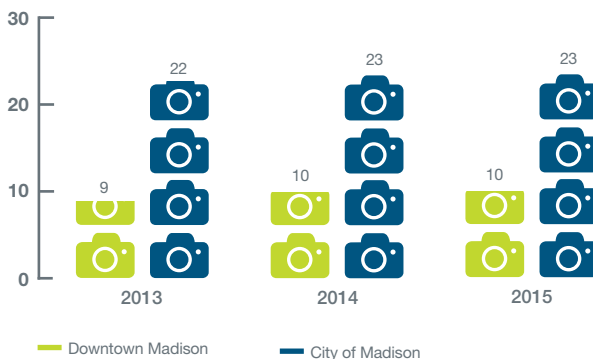


LEED Certified and Registered Projects



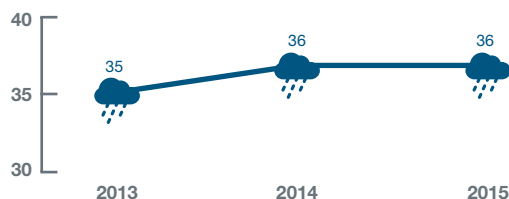
Source: U.S. Green Building Council, www.usgbc.org, Public LEED Project Directory, July 2013, September 2014, July 2015 (Downtown Madison defined as 53703 zip code)

Travel Green Wisconsin Certified Businesses



Source: Wisconsin Department of Tourism, www.travelwisconsin.com, Travel Green Wisconsin Certified Business Directory, August 2013, 2014, July 2015 (Downtown Madison defined as 53703 zip code)

Number of Rain Gardens in Downtown Madison



Source: City of Madison, www.cityofmadison.com, Rain Garden Map, August 2013, 2014, July 2015

Number of Community Gardens in Downtown Madison

	Quantity
2013	2
2014	4
2015	5

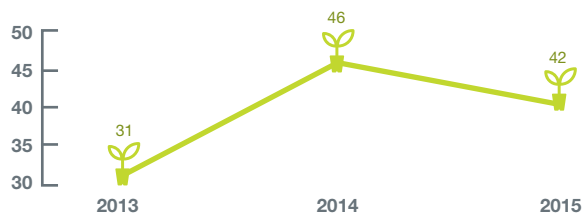
Source: Dane County Community Gardens, www.danecountycommunitygardens.org, August 2013, 2014, July 2015

Number of Solar Installations in Downtown Madison

	Quantity
2013	18
2014	18
2015	18

Sources: City of Madison, www.cityofmadison.com, MadiSUN Solar Map and Madison Gas & Electric solar projects: Dane County Henry Vilas Zoo, Madison Children's Museum, Solar parking canopy City of Madison Municipal Building, and Wisconsin State Capitol, as listed on www.mge.com, August 2013, 2014, July 2015

Number of Community-Supported Agriculture Farm Pick-up Locations in Downtown Madison



Source: Fair Share CSA Coalition, www.csacoalition.org, Farm Pickup Location Map, August 2013, 2014, July 2015



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.

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