



2019 STATE OF DOWNTOWN MADISON





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

INTRODUCTION

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

Continued growth and investment in downtown Madison are positioning us to be one of the best downtowns in the country. To reach that goal, we need to ensure our downtown is safe, walkable, livable, fun, diverse and beautiful, as well as a place that is accessible and welcoming to all. We encourage residents, businesses, organizations, property owners, city officials and the community to use the information in this report to help elevate downtown Madison to become the best place for everyone to live, work and visit for generations to come.



BOUNDARIES & MAP

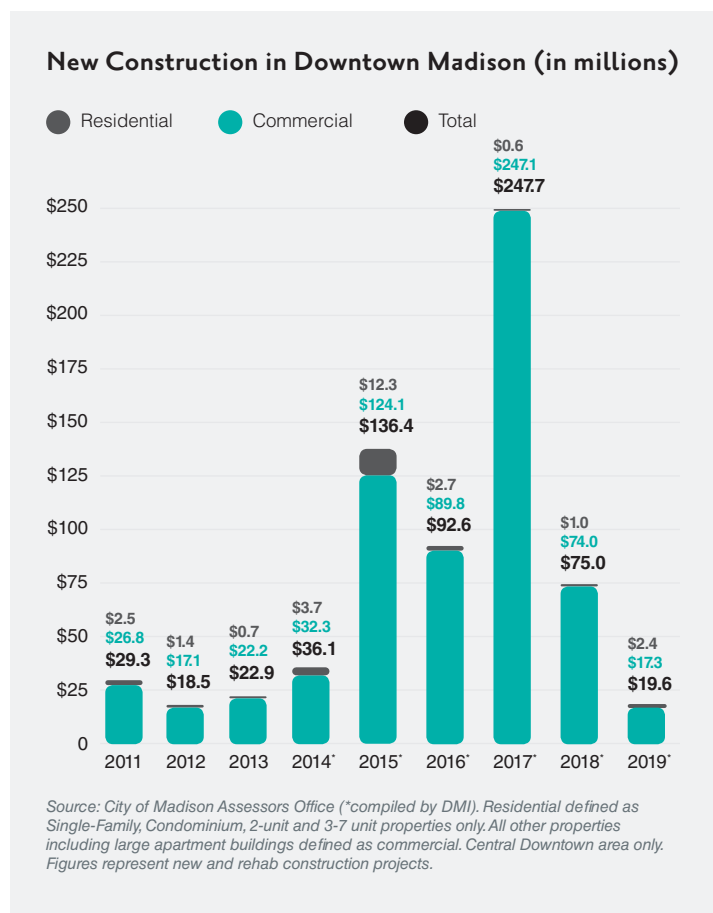
The central downtown is defined in this report as the area bounded by Lake Mendota, Lake Monona, Blair Street and Park Street. The majority of data compiled in this report focuses on the central downtown area. On a broader scale, downtown Madison is often viewed as the Madison isthmus, from Camp Randall 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. The geographic boundaries of Madison's Central Business Improvement District (BID), 53703 zip code area and the Capitol East District, are also used in the report.



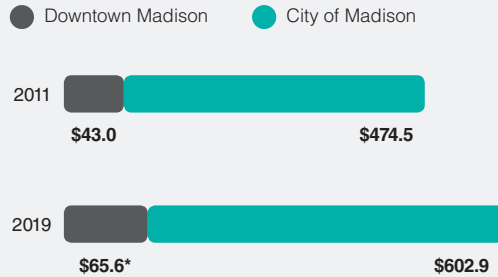
DEVELOPMENT & INVESTMENT

- New development approved in downtown Madison in 2018:
 - **14** projects • **92** new residential units • **443** hotel rooms
 - **129,939** sq. ft. of commercial space • **1,052** sq. ft. of office space
- Residential units constructed or approved for construction in downtown Madison since 2010: **4,170**, which is **30%** of the total residential units constructed and approved citywide
- Acres in downtown Madison: **421**, which is about **1%** of acres citywide*
- Percentage of tax exempt parcel acres in downtown Madison: **39%***

Sources: City of Madison Planning Division, City of Madison Assessors Office (*compiled by DMI)

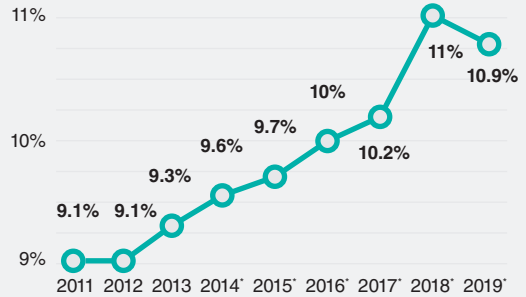


Real Estate and Personal Property Taxes Generated (in millions)



Source: City of Madison Assessors Office & Treasurers Office
(*compiled by DMI)

Citywide Taxes Generated from Downtown Madison

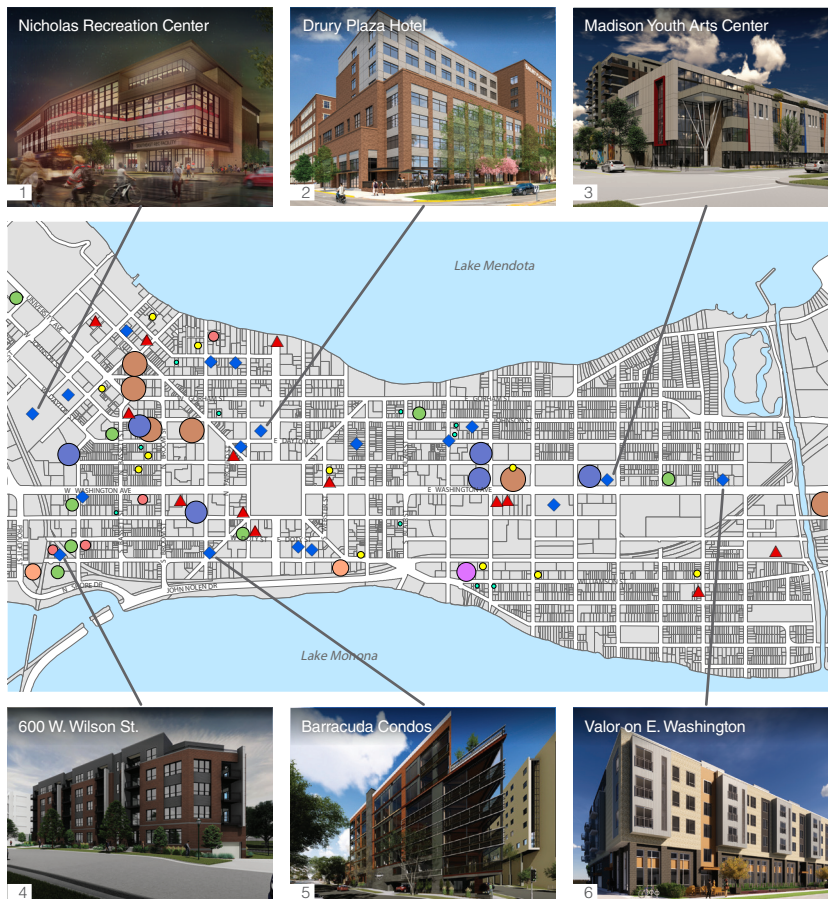


Source: City of Madison Assessors Office (*compiled by DMI)

In 2019, the tax base in downtown Madison was \$2.96 billion, an increase of \$1.08 billion, or 58%, since 2011*.

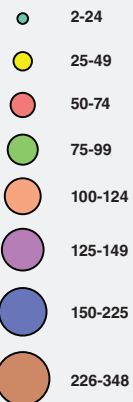
Sources: City of Madison Assessors Office 2011 & 2019 (*compiled by DMI)

Development in Downtown Madison 2010-2018



Multi-Family Buildings Constructed 2010-2018

Total Units: 4,648
Approved/Under Construction Units: 695



Other Projects



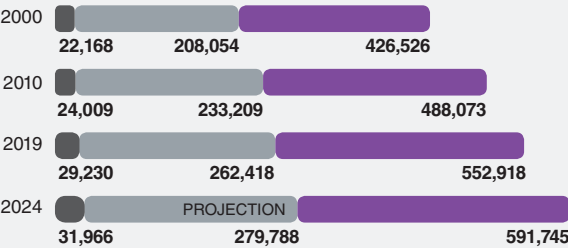
Prepared by the City of Madison Planning Division, July 2019 (the status of all projects are as of year-end 2018)

Image Credit: 1. Workshop Architects, 2. SmithGroup, 3. Eppstein Uhen Architects, 4. Apex Property Management and Knothe & Bruce Architects, LLC, 5. Populance, LLC, 6. Gorman & Company



Population

● Downtown Madison ● City of Madison ● Dane County



Source: U.S. Census Bureau, 2000, 2010 Census; ESRI estimates, 2019 and 2024 projections*

Age in Downtown Madison

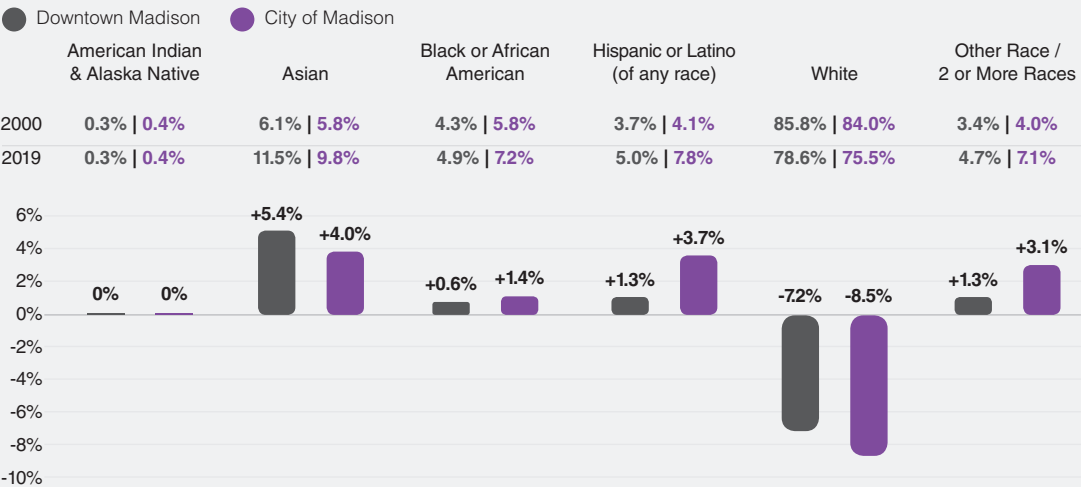
Age Cohort	2000	2019
Under 15 years	0.8%	0.9%
15 to 34 years	87.4%	84.7%
35 to 54 years	7.7%	7.1%
55 to 74 years	2.1%	5.3%
75 years and older	2.0%	2.0%

Source: U.S. Census Bureau, 2000 Census; ESRI estimates, 2019*

In 2018, the median age of the population in downtown Madison was 23.3 years old.

Source: CBRE, ESRI 2019

Race/Ethnicity (percentage change by race)



Source: U.S. Census Bureau, 2000 Census; ESRI estimates, 2019*

Gender

Downtown Madison

City of Madison



Female 46.8%
Male 53.2%



Female 50.4%
Male 49.6%

Source: ESRI estimates, 2019*

Occupied Housing Units Spending 30% or More of Income on Monthly Housing Costs

Downtown Madison

City of Madison

51.7%

36.1%



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year estimates* (Households spending over 30% of their income on housing are considered cost-burdened).

Average Household Size

Downtown Madison

City of Madison

1.79

2.16



Source: ESRI estimates, 2019*

Households With vs. Without Related Children Under 18 Years

Downtown Madison

City of Madison



3.9%



96.1%



21.4%

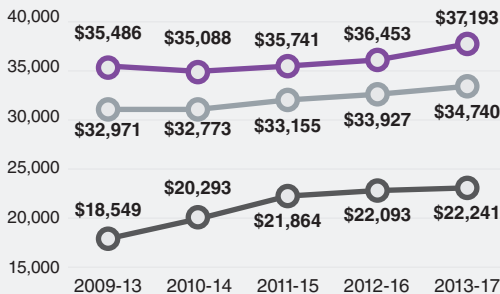


78.6%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year estimates*

Per Capita Income

Downtown Madison City of Madison Dane County



Source: U.S. Census Bureau, 2009-2013, 2010-2014, 2011-2015, 2012-2016, 2013-2017 American Community Survey 5-year estimates*

Vehicles Available per Household

Downtown Madison

City of Madison



One or Fewer 75.8%
Two or More 24.3%



One or Fewer 53.3%
Two or More 46.7%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year estimates*

*ESRI data are estimates only and 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. U.S. Census Bureau, American Community Survey 5-year estimate figures are subject to a margin of error based on a 90 percent confidence interval. Per capita income figures are based on periods that contain overlapping years. Period differences in the figures may not be statistically significant. Figures are adjusted for inflation in 2017 dollars. Income for downtown includes student population. Downtown defined as the 53703 zip code for household spending on housing, available vehicles and related children under 18 years.

HOUSING

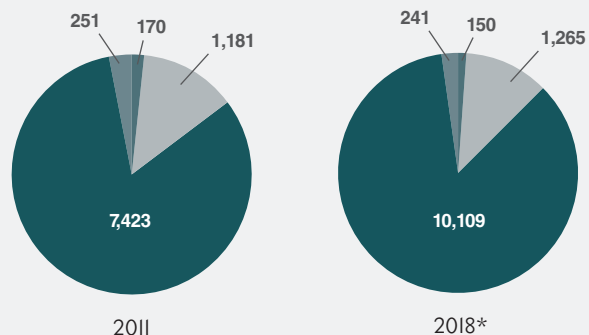
- Central downtown Madison neighborhoods: **6**
(Bassett, First Settlement, James Madison Park, Mansion Hill, Miffland [all part of Capitol Neighborhoods, Inc.] and State-Langdon)
- Greater downtown Madison area neighborhoods/associations: **9**
(Bayview Foundation, Inc., Brittingham Apartments Resident's Association, Greenbush, Marquette, Monona Bay, Parkside Resident Association, South Campus Property Owners Association, Tenney-Lapham and Vilas)

**Apartment units in downtown Madison: 10,109,
an increase of 36% from 2011***

*Source: City of Madison Assessors Office (*compiled by DMI)*

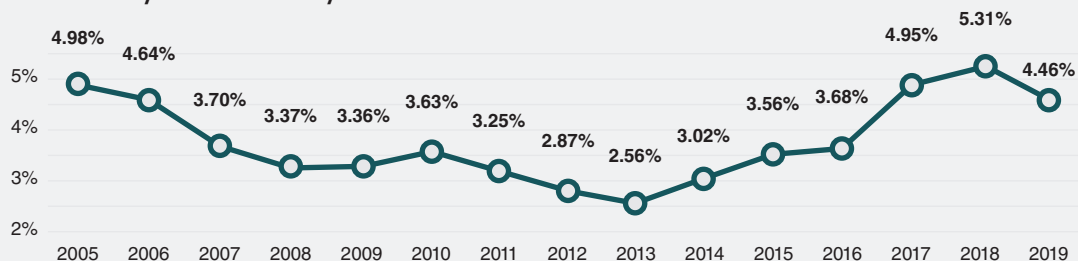
Types of Units in Downtown Madison

- Apartment Units
- Condo Living Units
- Duplexes
- Single-Family Properties



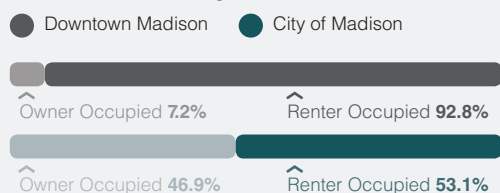
*Source: City of Madison Assessors Office (*compiled by DMI)*

Multi-Family Rental Vacancy Rates in Downtown Madison



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

Occupied Housing Units by Tenure



Source: ESRI estimates, 2019

Median Value of Owner-Occupied Housing Units

Downtown Madison

\$368,156

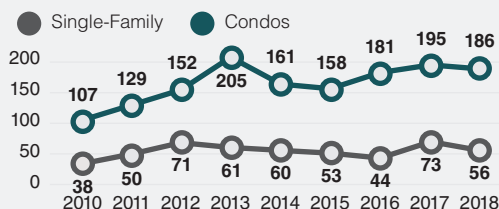
City of Madison

\$236,148



Source: CBRE, ESRI 2019

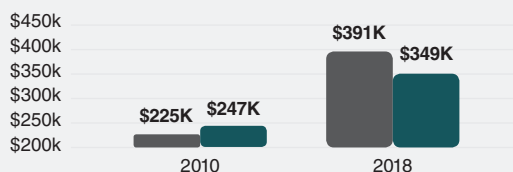
Home Sales in Greater Downtown Madison



Source: REALTORS® Association of South Central Wisconsin/South Central MLS *downtown defined as the greater downtown area

Median Sales Price in Greater Downtown Madison

Single-Family Condos



Source: REALTORS® Association of South Central Wisconsin/South Central MLS *downtown defined as the greater downtown area

Average Rental Rates

Location	Rent	Apartment Size Citywide
Downtown Madison*	\$1,626	848 sq.ft.
City of Madison	\$1,223	848 sq.ft.
Milwaukee, WI Historic Third Ward	\$1,420	867 sq.ft.
Downtown Minneapolis, MN	\$1,543	803 sq.ft.
Downtown Portland, OR	\$1,592	762 sq.ft.
Downtown Ann Arbor, MI	\$1,747	880 sq.ft.
Downtown Austin, TX	\$2,729	886 sq.ft.
Downtown Washington DC	\$2,457	738 sq.ft.
Downtown Lincoln, NE	\$1,512	924 sq.ft.

Source: RENTcafé, July 2019, *downtown Madison defined as the Capitol neighborhood area

QUALITY OF LIFE & SAFETY



► Childcare Facilities in Greater Downtown Madison

- Spots Available: **649**

Sources: Wisconsin Department of Children & Families, YoungStar Program. Downtown facilities include: Creative Learning Preschool Inc., Cultured Kids Vilas, Dane County Parent Council Wee Start, Meriter Children's Center, Red Caboose Day Care Center, SSM Health Child Care Center, University Avenue Discovery Center, Inc., UW Child Development Lab, and Tenney Nursery & Parent Center, Inc. Additional childcare facilities may be located in downtown Madison that are not included in these numbers.



► Places of Worship in Greater Downtown Madison

- Members: **17,293**
- Average Weekly Service Attendance: **4,374**
- Meals/people served at onsite food pantries/
meal programs in 2018: **37,018** (8% higher than 2017)

Sources: Bethel Lutheran Church, Blackhawk Church-Downtown, Calvary Lutheran Chapel, First United Methodist Church*, Grace Episcopal Church*, Pres House, Madison Catholic Diocese (St. Raphael Cathedral Parish and St. Paul University Catholic Center), St. John's Lutheran Church, UW Hillel and Wisconsin Lutheran Chapel. Additional places of worship may be located in downtown that are not included in these numbers.
Place of worship included in onsite food pantry/meal program figure.

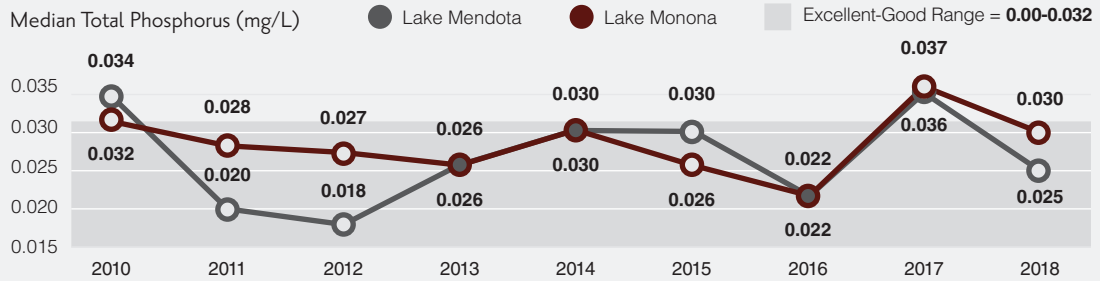
The Beacon, operated by Catholic Charities, is a comprehensive day resource center for people experiencing homelessness in Dane County.

From June 2018 – May 2019:

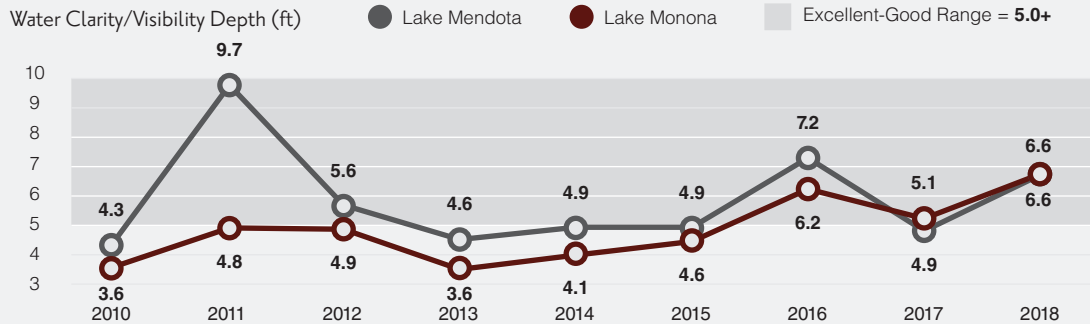
- Average daily guest visits: **223**
- Guests who obtained jobs: **123**
- Guests housed: **80**
- Average monthly volunteers: **99**
- Volunteer hours: **16,678**
- Number of partner agencies as of May 2019: **23**

Source: The Beacon

Lakes in Downtown Madison



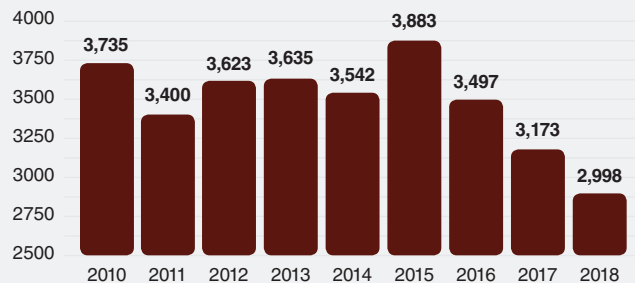
Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012-2018



Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012-2018

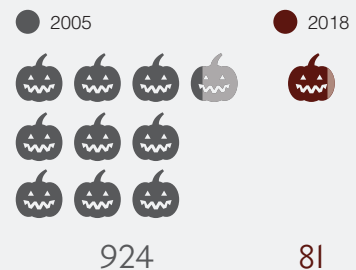
- ▶ Parks in central downtown Madison: **6**
(Brittingham Park, James Madison Park, Law Park, Peace Park, Period Gardens & Proudfit Park)
- ▶ Parks in greater downtown Madison: **19**
- ▶ Beaches in greater downtown Madison: **5**
(B.B. Clarke Beach Park, Brittingham Park, James Madison Park, Tenney Park & Vilas Park)

Criminal Offenses in Downtown Madison*



Source: City of Madison Police Department (*offenses include: battery simple assault, burglary, theft from building, theft from vehicle, all other larceny, damage/vandalism of property, drug/narcotic violations, disorderly conduct, liquor law violations and trespass of real property)

Halloween/Freakfest Arrests and Citations

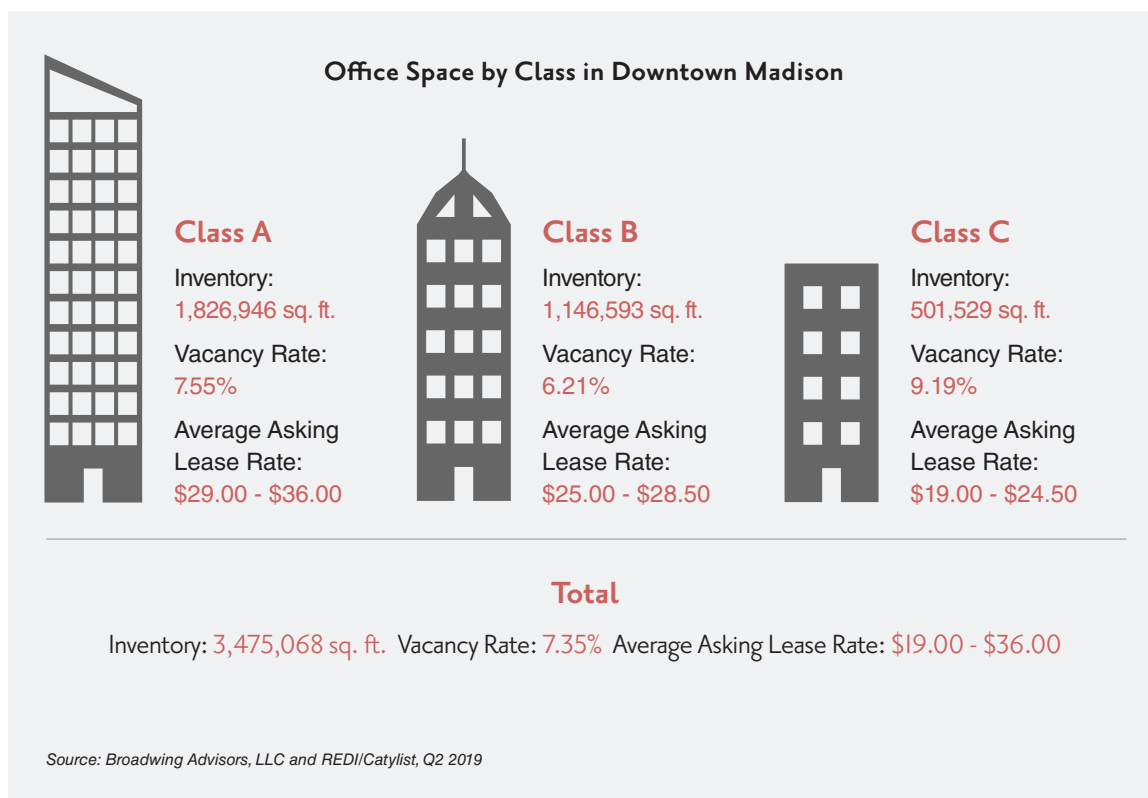


Source: City of Madison Police Department, numbers for entire Central Police District

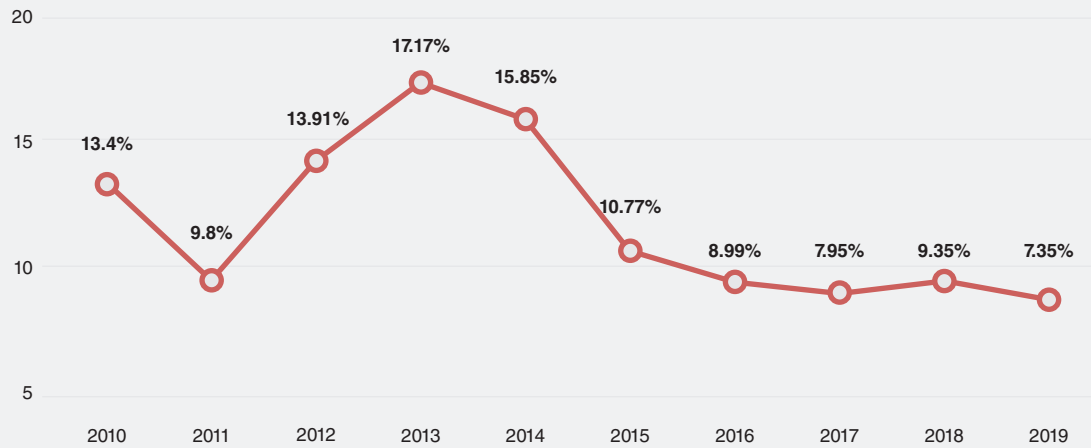


- Vacancy rate for office space in downtown Madison: **7.35%**, down **2%** from 2018
- Downtown Madison is comprised of **52.6%** Class A, **33.0%** Class B and **14.4%** Class C office space

Source: Broadwing Advisors, LLC and REDII/Catylist, Q2 2019

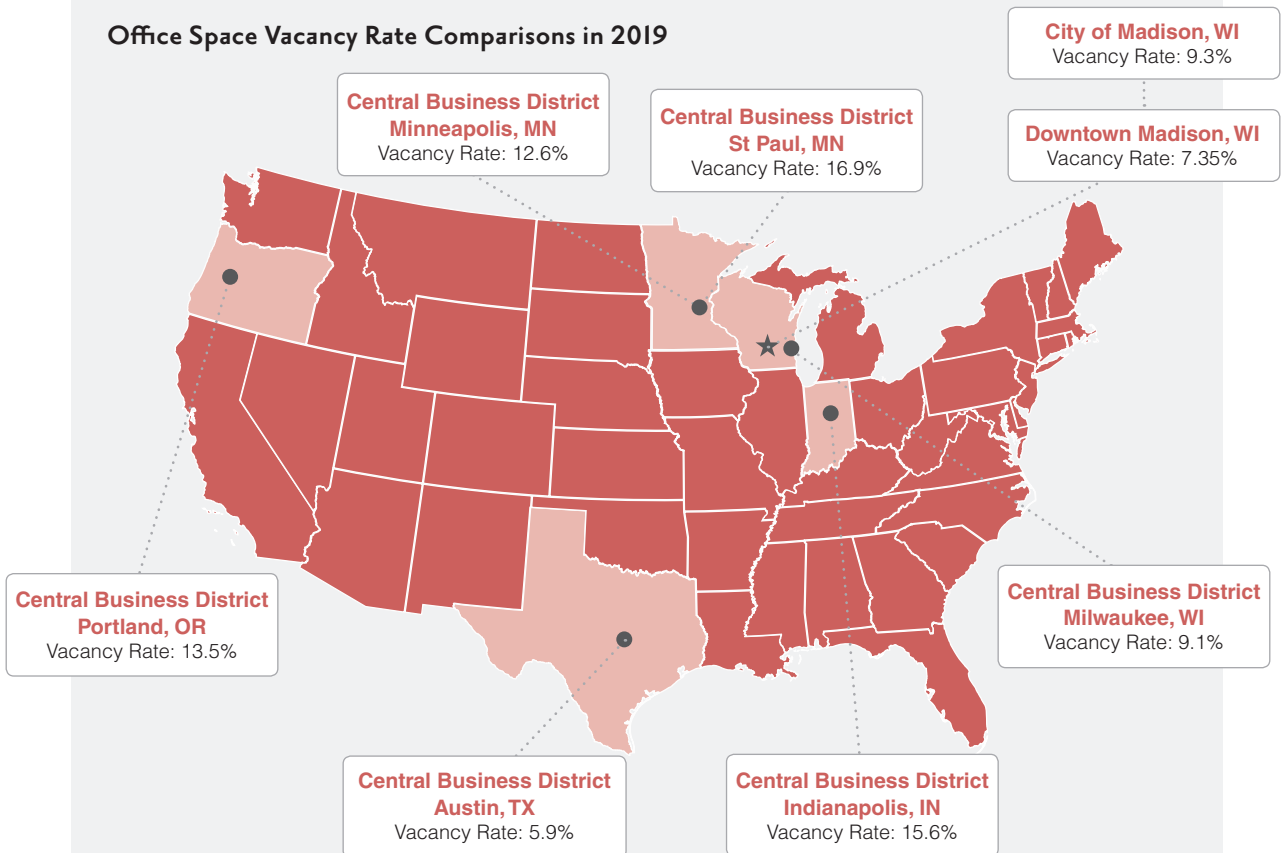


Office Space Vacancy Rates in Downtown Madison



Source: Broadwing Advisors, LLC; Xceligent, Q3 2010-2011, Q2 2012-2017; and REDII/Catylist, Q2 2018 & 2019

Office Space Vacancy Rate Comparisons in 2019



Source: Broadwing Advisors, LLC; REDII/Catylist; and Colliers (City of Madison and downtown Madison rates are Q2 2019; all other rates are Q1 2019).



Number of Employees



Downtown:
70,429

City of Madison:
256,844

Dane County:
419,360

Source: CBRE, ESRI 2019

Number of Businesses



Downtown:
2,005

City of Madison:
11,463

Dane County:
22,027

Source: CBRE, ESRI 2019

Employment Status in Downtown Madison



Employed:
97.3%

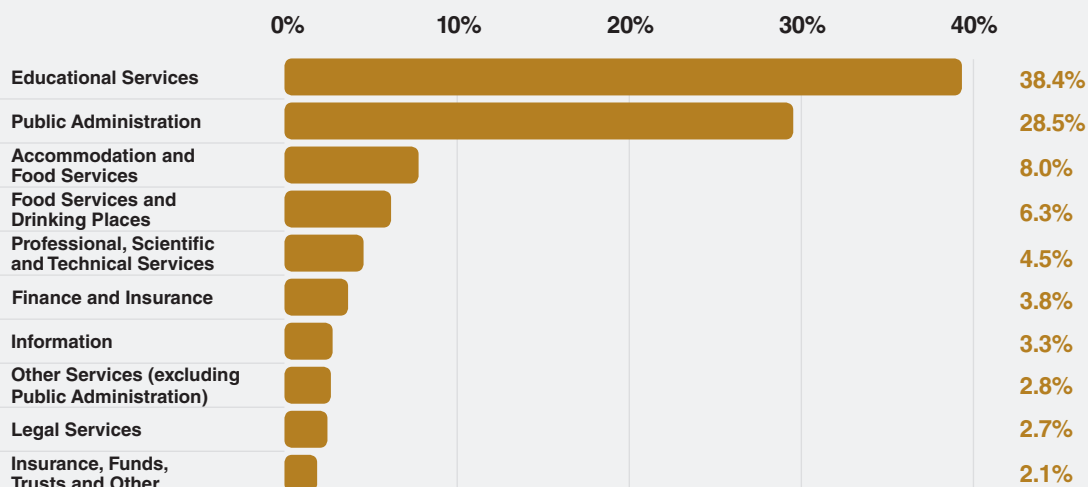
Unemployed:
2.7%

Source: CBRE, ESRI 2019
(civilian population 16+ in labor force)

**27.4% of employees citywide are
located in downtown Madison.**

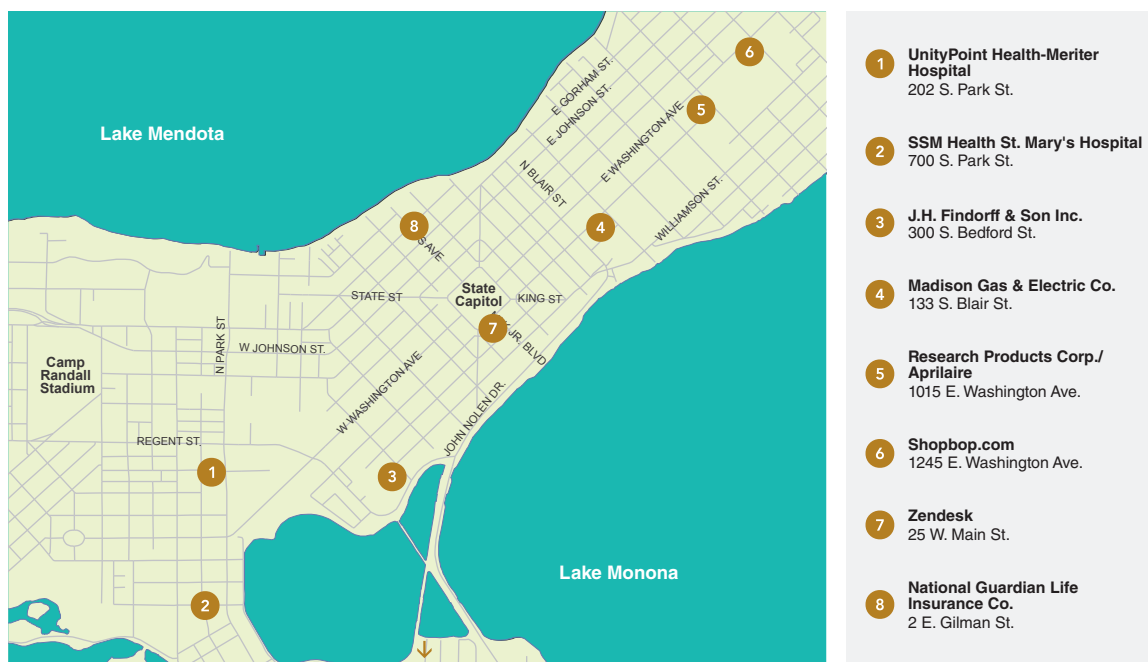
Source: CBRE, ESRI 2019

Employment by Industry in Downtown Madison (Top 10)



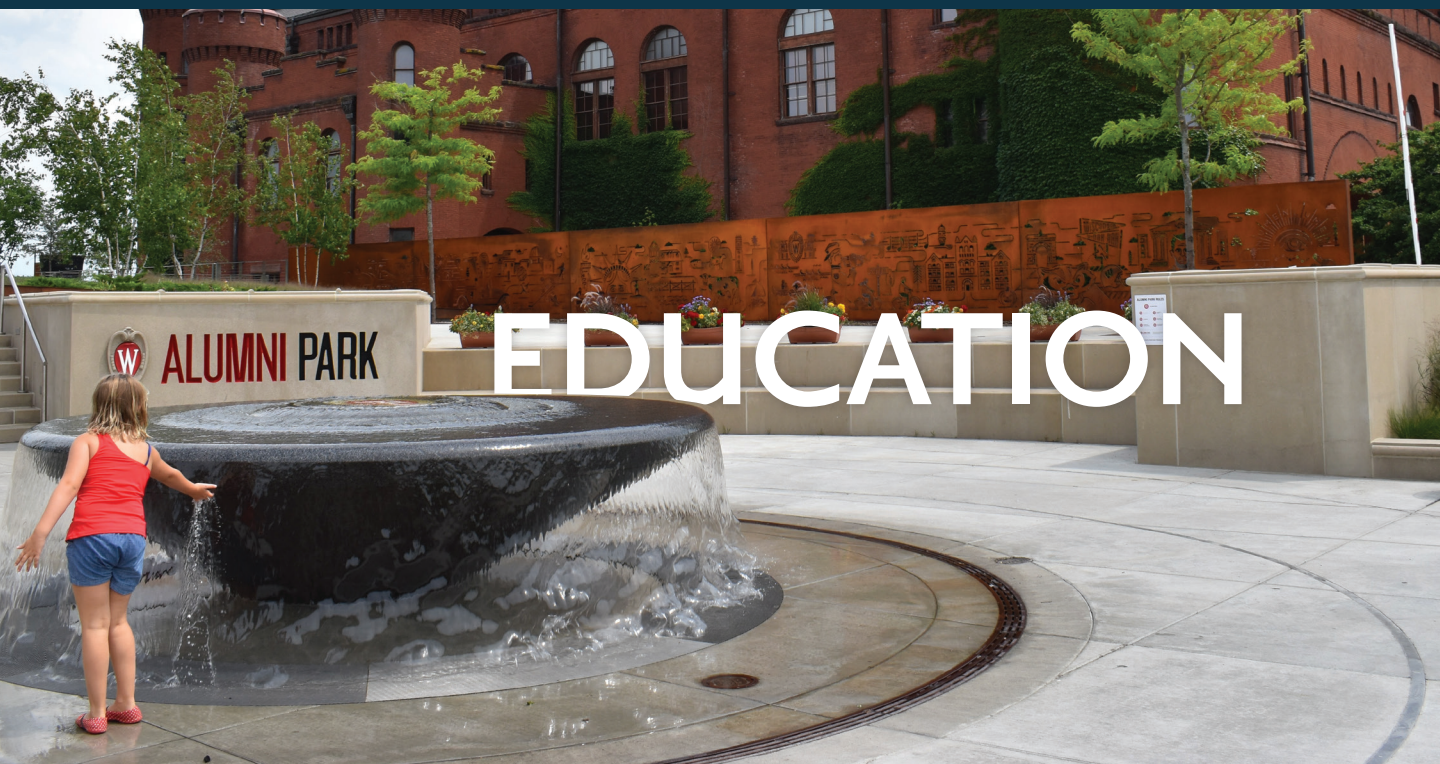
Source: CBRE, ESRI 2019

Private-Sector Businesses in Greater Downtown Madison (Top 8 by Number of Employees)



- Close to **9,150** people are employed by the 8 largest private-sector businesses in downtown Madison, compared with over **26,100** by the University of Wisconsin-Madison, State of Wisconsin, Dane County and City of Madison combined.

Sources: InBusiness September 2019 List of Largest 100 Employers in Dane County and Madison Regional Economic Partnership (MadREP), July 2019. Size measured by the combined number of full-time and part-time employees. Not all employees work onsite. Downtown defined as the 53703, 53706 and 53715 zip codes. Data from InBusiness is based on company self-reporting. Data for individual businesses from MadREP is provided by DatabaseUSA.com, which maintains a database of more than 14 million U.S. business entities. Note that, in aggregate, it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage and industry/geographic classification. Due to a lack of source data at the ZIP code level, Emsi's ZIP-level estimates can be less accurate when looking at a small number of ZIP codes. This is especially likely to occur in rural areas.



HIGHER EDUCATION IN DOWNTOWN MADISON

University of Wisconsin-Madison



44,411 Students
(Fall 2018)



Campus

936 acres (main campus)



Budget (2018-2019)

\$3,185,300,000



Research

Expenditure ranking (national),
2017: 6th



Schools & Colleges

13



Faculty & Staff

22,365



Living Alumni (2018)

446,810

Source: University of Wisconsin-Madison, wisc.edu, 2019

PRIMARY EDUCATION IN DOWNTOWN MADISON

Madison Metropolitan School District



District Enrollment

Over 27,000 students



Staff (all-district)

2,760 teachers (60% w/ master's degree or higher); Total staff = 5,468



Development Partner

Key philanthropic and resource development partner to MMSD: Foundation For Madison's Public Schools



Languages (all-district)

100+ languages spoken
27% of students are English Language Learners
14+ Dual-Language Immersion programs



Operating Budget

Proposed 2019-2020: \$418,713,824



DMI Member Orgs

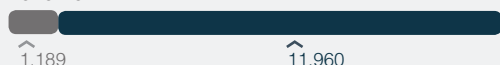
who are foundation-based Adopt-A-School partners: 11

Source: Foundation For Madison's Public Schools, July 2019

Madison Metropolitan School District (MMSD) K-5 Enrollment

● Downtown Madison ● All-District

2010-2011



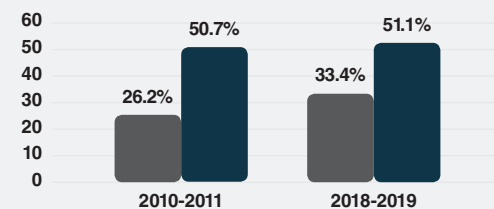
2018-2019



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

MMSD K-5 Students with Low Income Status

● Downtown Madison ● All-District



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

MMSD K-5 Enrollment by Race and Ethnicity

Race	Downtown Madison		All-District	
	2010-2011	2018-2019	2010-2011	2018-2019
American Indian	0.2%	0.5%	0.4%	0.3%
Asian	7.3%	5.8%	10%	9.1%
Black or African American	8.4%	13.8%	18.8%	17.7%
Hispanic or Latino	9.9%	8.7%	19.6%	22.0%
White	68.4%	63.1%	44.4%	41.6%
Other/2 or more races	5.7%	8.1%	6.8%	9.4%

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

RETAIL & RESTAURANTS

Madison's Central Business Improvement District (BID)

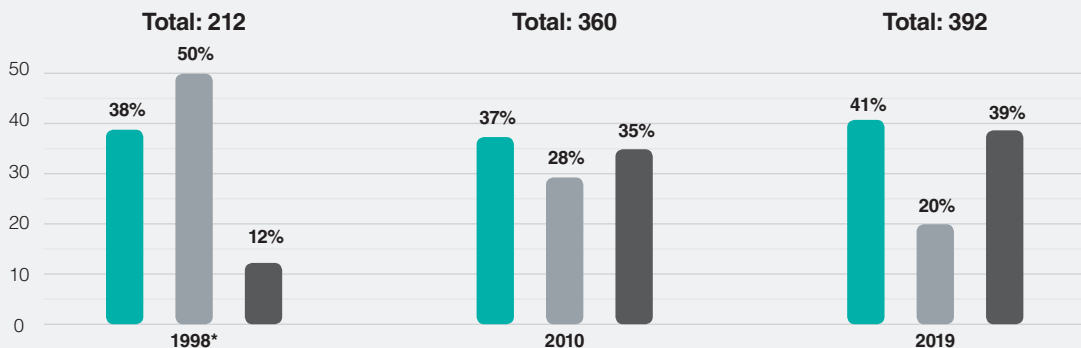
Madison's Central BID is at the heart of downtown's retail/restaurant area and encompasses the greater State Street, Capitol Square and King Street areas (see map on page 3).

- ▶ Customers helped by the BID's Downtown Information Ambassador Program in 2018: **46,752**
- ▶ Customers helped at the BID's Visitor Center on State Street since its opening in 2010: **179,950**

Source: Madison's Central BID

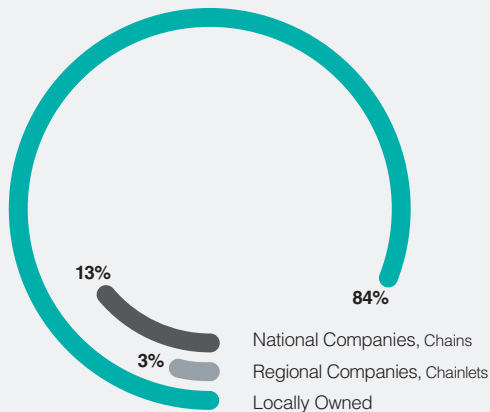
BID Business Type Mix

● Food & Drink ● Retail ● Service



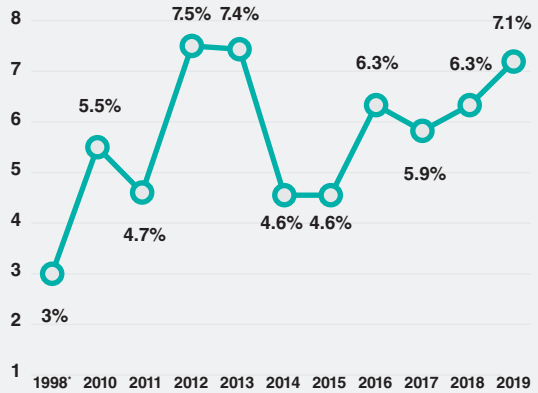
Sources: Madison's Central BID and Gibbs Report 1998 (BID boundaries expanded in 2018, impacting the number of businesses and spaces available. Available spaces do not include properties slated for development.) *greater State Street area only

BID Business Ownership Mix



Source: Madison's Central BID, 2019 (Ownership mix figures do not include non-profits. Locally owned includes Wisconsin ownership, locally owned franchises.)

BID Business Space Vacancy Rates



Sources: Madison's Central BID and Gibbs Report 1998 (BID boundaries expanded in 2018, impacting the number of businesses and spaces available. Available spaces do not include properties slated for development.) *greater State Street area only

Street Vending



➤ Of the **92** sidewalk café licenses across the City of Madison, about **85%** are located in the BID and **95%** in the greater downtown.

Source: City of Madison Office of Business Resources, Economic Development Division, 2019

Pedestrian Counts along State Street & King Street



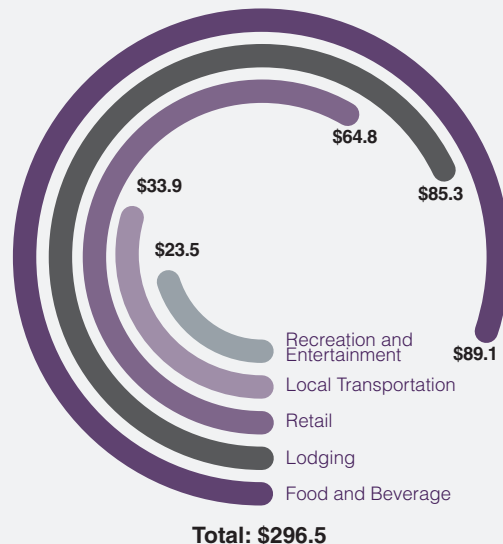
Source: Madison's Central BID (counts for May 2018-April 2019)

TOURISM & ATTRACTIONS

- State and local tax revenue generated from tourism in downtown Madison in 2018: **\$35.0** million, an increase of **182%** since 2011
- Tourism generated **\$296.5** million in direct visitor spending in downtown Madison in 2018, an increase of **49%** since 2011
- Jobs directly engaged in the tourism industry in downtown Madison in 2018: **4,384**, an increase of **69%** since 2011
- Conferences and conventions at Monona Terrace Community & Convention Center in 2018:
 - Number: **62**
 - Average attendance: **714**
 - Economic impact: **\$32.5** million
 - Room nights generated: **32,560**
- Days Metro Transit buses were either fully or partially detoured off the outer ring of the Capitol Square due to events in 2018: **104**

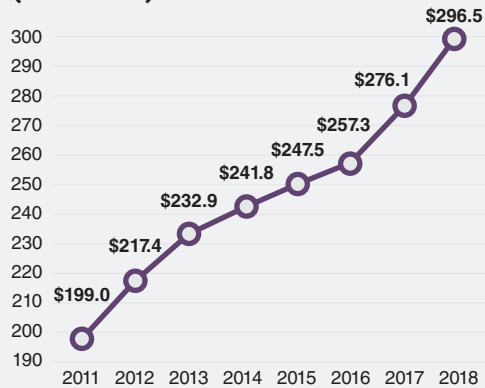
Sources: Destination Madison, *The Economic Impact of Tourism in Madison, WI, May 2012-2019 Tourism Economics* (downtown defined as the 53703 zip code), Monona Terrace Community & Convention Center Annual Report 2018, Madison Metro

Direct Visitor Spending Breakdown for Downtown Madison in 2018 (in millions)



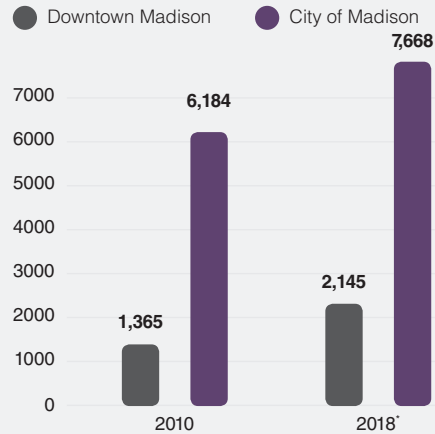
Source: Destination Madison, *The Economic Impact of Tourism in Madison, WI, May 2019 Tourism Economics* (downtown defined as the 53703 zip code)

Direct Visitor Spending Generated by Tourism in Downtown Madison (in millions)



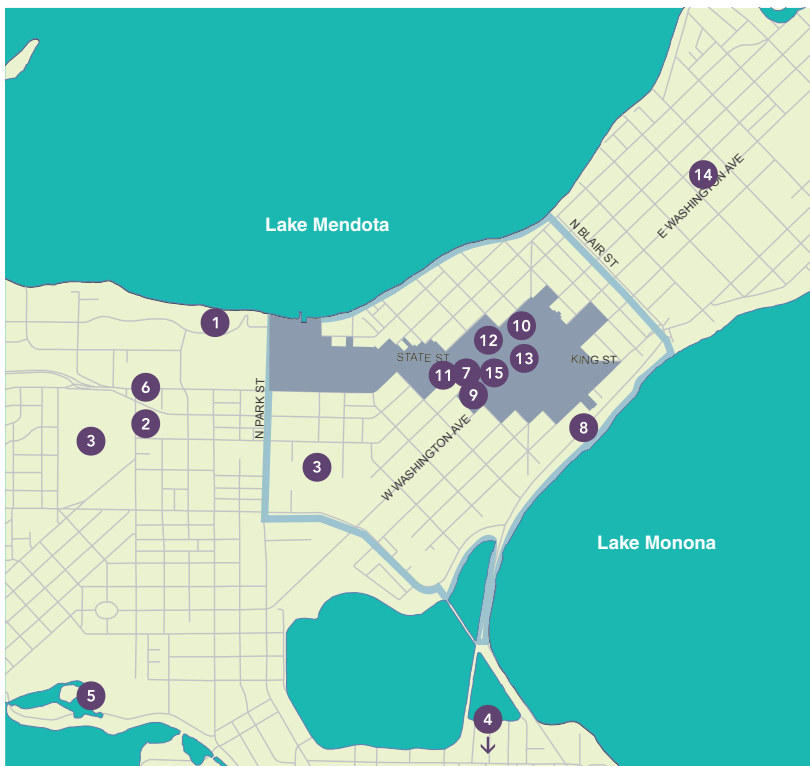
Source: Destination Madison, The Economic Impact of Tourism in Madison, WI, May 2012-2019 Tourism Economics (downtown defined as the 53703 zip code)

Number of Hotel Rooms



Source: Destination Madison (downtown defined as the 53703 zip code) *Number of rooms at the end of 2018

Visits to Destinations in Greater Downtown Madison for 2018*



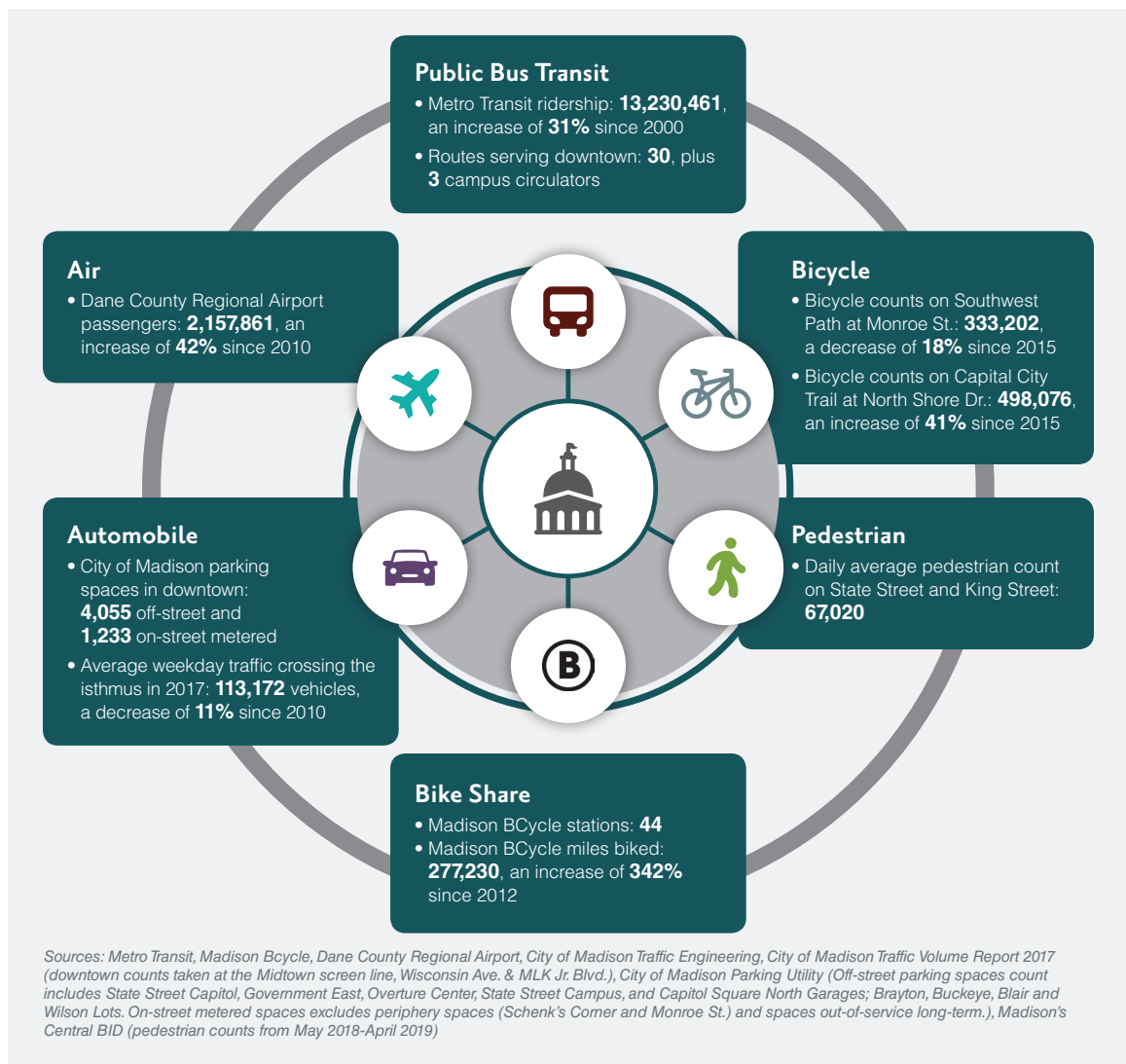
- 1 **Memorial Union:**
3,360,219
 - 2 **Union South:**
2,031,192
 - 3 **UW-Madison Athletic Facilities:**
1,805,810
 - 4 **Alliant Energy Center:**
895,549
 - 5 **Henry Vilas Zoo:**
825,000
 - 6 **Wisconsin Institutes for Discovery:** 702,662
 - 7 **Overture Center for the Arts:**
598,198
 - 8 **Monona Terrace Community & Convention Center:** 427,861
 - 9 **Madison Central Library:**
384,244
 - 10 **Madison Children's Museum:**
211,000
 - 11 **Madison Museum of Contemporary Art:** 194,304
 - 12 **Wisconsin Veterans Museum:**
112,713
 - 13 **Wisconsin State Capitol Tours:**
102,750
 - 14 **Breese Stevens Field:**
95,000
 - 15 **Wisconsin Historical Museum:**
76,732
- Total: 11,823,234**

➤ Visits to destinations in greater downtown Madison have increased by **6%** since 2015.

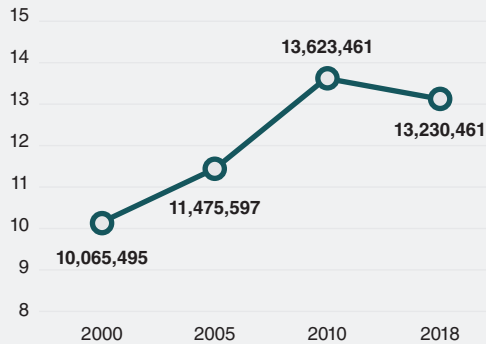
Sources: Alliant Energy Center, Big Top Baseball Breese Stevens Field, Henry Vilas Zoo, Madison Children's Museum (fiscal year ending June 30, 2019), Madison Museum of Contemporary Art, Madison Public Library, Monona Terrace Community & Convention Center Annual Report (guests served at all catered functions), Overture Center for the Arts Annual Report (patron experiences 2017-2018 season), UW Athletic Department (all facilities, July 1, 2018-June 30, 2019), Wisconsin Historical Museum, Wisconsin Institutes for Discovery (door counts), Wisconsin State Capitol Tours and Information, Wisconsin Union (fiscal year ending June 30, 2019), Wisconsin Veterans Museum (in-Madison numbers only). *Additional destinations may be located in downtown Madison that are not included in these numbers.



MOBILITY IN DOWNTOWN MADISON IN 2018

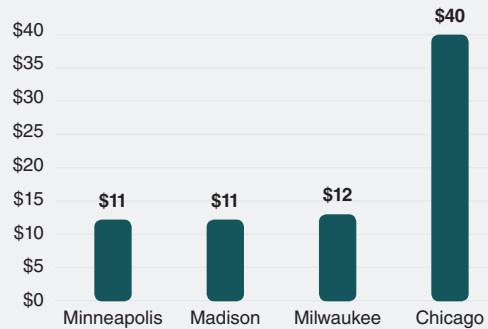


Metro Transit Bus System Ridership



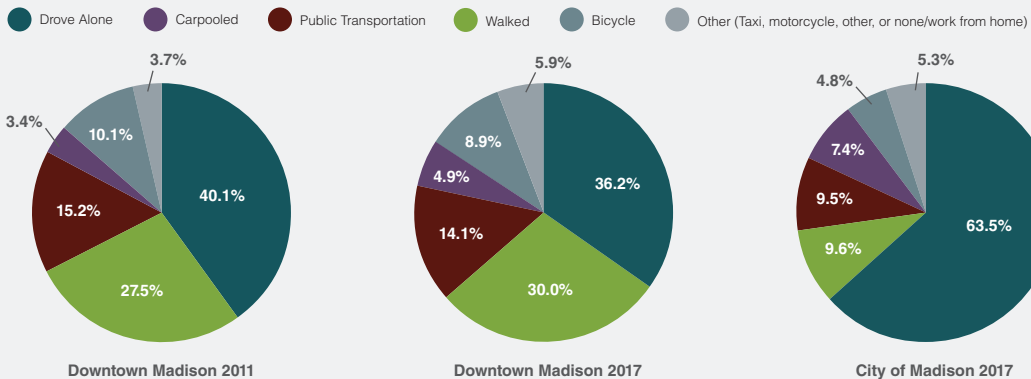
Source: Metro Transit

Median Daily Parking Rates Comparison



Sources: City of Milwaukee, parkmilkwaukee.com, City of Minneapolis, City of Madison, parkme.com. Rates are from covered parking facilities owned by each city. There are 3 in Milwaukee, 16 in Minneapolis and 5 in Madison (Capitol Square North, Government East, Overture Center, State Street Campus and State Street Capitol Garages). Chicago's garages are all leased to commercial enterprises. Early-bird special rates were not considered. Rates were calculated for an 8am-5pm parking day and rounded to the nearest dollar. All are 2019 rates.

Means of Transportation to Work in Downtown Madison



Source: U.S. Census Bureau, 2007-2011, 2013-2017 American Community Survey 5-Year estimates; figures are subject to a margin of error. Downtown Madison defined as the 53703 zip code.

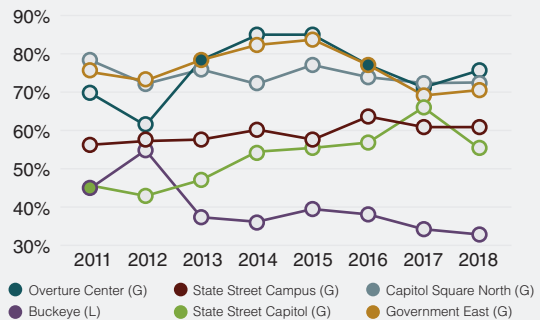
Walk, Transit & Bike Score Comparison

Location	Walk	Transit	Bike
Downtown Portland, OR	95	94	90
Downtown West Minneapolis, MN	92	94	86
Downtown Madison, WI	92	62	89
Downtown Austin, TX	90	68	89
Downtown Boulder, CO	82	57	93

Source: Walk Score®, www.walkscore.com, July 2019*

*Walk Score measures the walkability of any address based on the distance to nearby places and pedestrian friendliness. Transit Score measures how well a location is served by public transit based on the distance and type of nearby transit lines. Bike Score measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity and destinations. 100=high, 0=low.

Occupancy Rates for Garages and Lots in Downtown Madison (percentage)



Source: City of Madison Parking Utility (occupancy rates measured from 10am-2pm) G=garage, L=lot.

SUSTAINABILITY

► LEED Certified and Registered Projects:

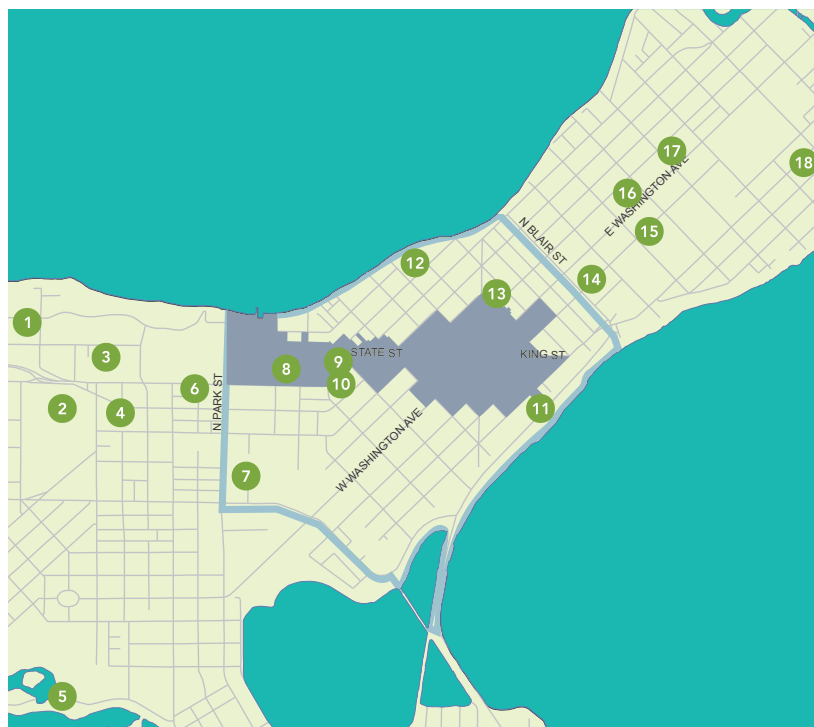
- Downtown Madison: **19**
- City of Madison: **109**

Source: U.S. Green Building Council, www.usgbc.org, LEED Project Directory, August 2019 (downtown Madison defined as the 53703 zip code)

**17% of all LEED Certified and Registered Projects
in the City of Madison are located downtown.**

Source: U.S. Green Building Council, www.usgbc.org, LEED Project Directory, August 2019 (downtown Madison defined as the 53703 zip code)

Electric Vehicle Charging Locations in Greater Downtown Madison 2019



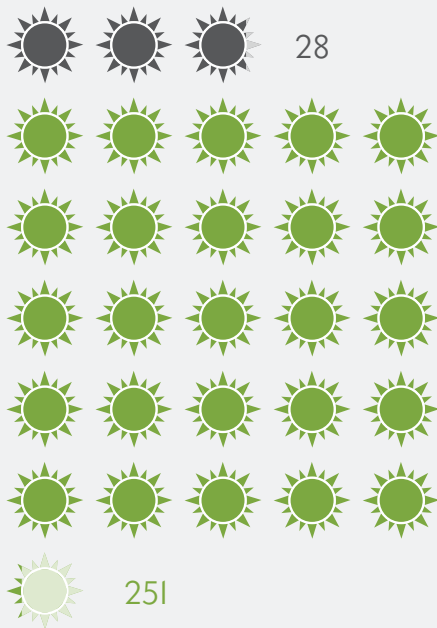
- 1 UW-Madison Lot 36
- 2 UW-Madison Lot 17
- 3 UW-Madison Lot 20
- 4 Wisconsin Union Hotel
- 5 Henry Vilas Zoo
- 6 UW-Madison Lot 7
- 7 UW-Madison Lot 29
- 8 City of Madison State Street Campus Garage
- 9 Ovation 309
- 10 City of Madison Overture Center Garage
- 11 Hilton Madison Monona Terrace
- 12 The Edgewater Hotel
- 13 City of Madison Capitol Square North Garage
- 14 Madison Gas and Electric
- 15 City of Madison South Livingston St Garage
- 16 Festival Foods
- 17 Lyric Apartments
- 18 Willy Street Co-op East

- There are **18** electric vehicle charging locations in the greater downtown Madison area.

Source: PlugShare, www.plugshare.com, August 2019

Solar Installations

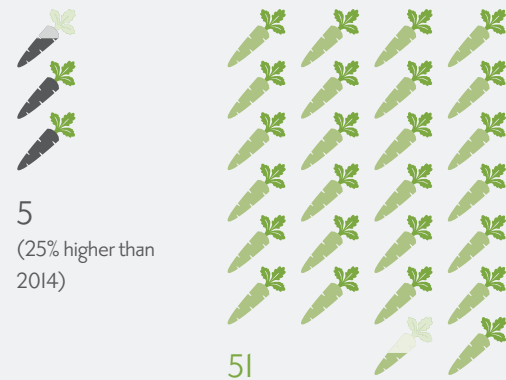
● Downtown Madison ● City of Madison



Source: Google Project Sunroof, August 2019, www.google.com/get/sunroof/data-explorer. (downtown Madison defined as the 53703 zip code)

Community Gardens

● Downtown Madison ● City of Madison



Source: The Gardens Network, danegardens.net, August 2019

Community-Supported Agriculture Farm Pickup Locations

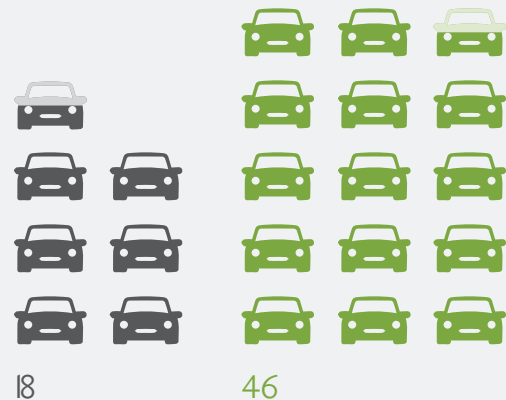
● Downtown Madison



Source: Fair Share CSA Coalition, www.csacoalition.org, Find Your Farm Pickup Location Map, August 2019

Electric Vehicle Charging Stations

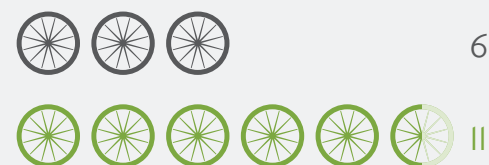
● Downtown Madison ● Greater Madison Area



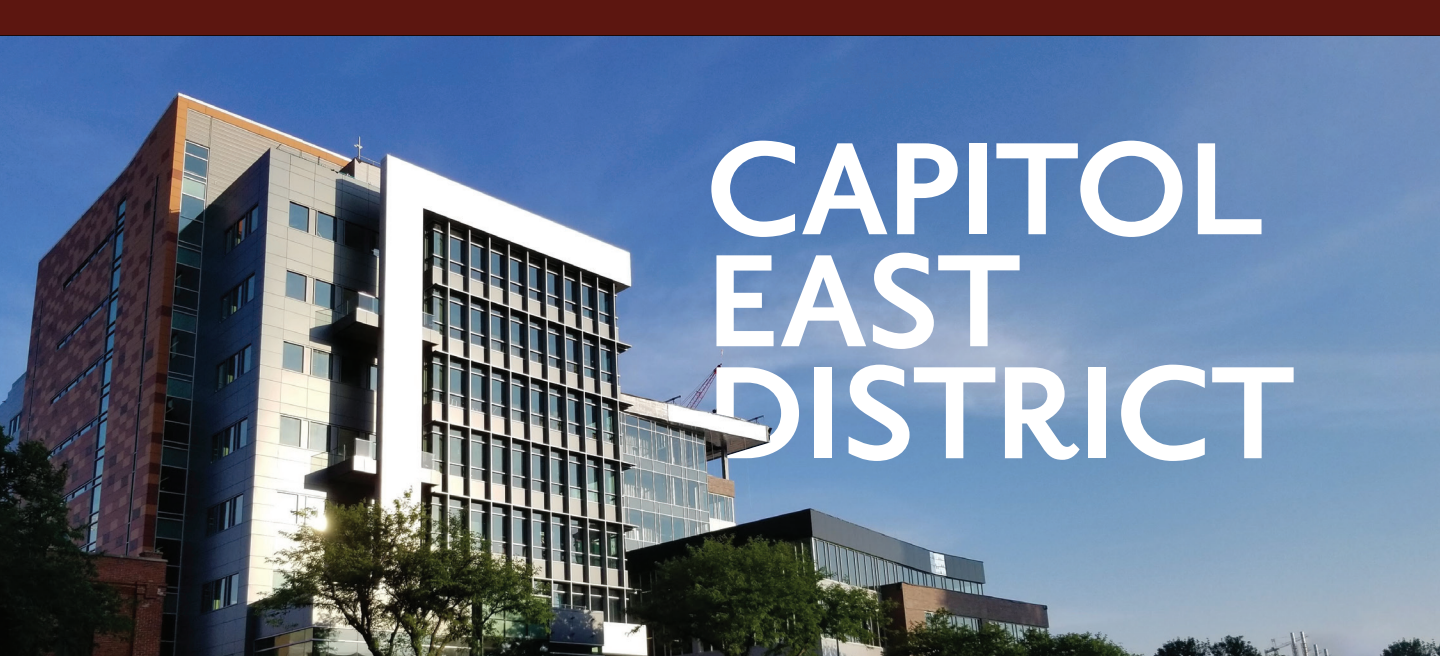
Source: PlugShare, www.plugshare.com, August 2019

Bike-Friendly Businesses

● Downtown Madison ● Greater Madison Area



Source: The League of American Bicyclists, bikeleague.org, August 2019



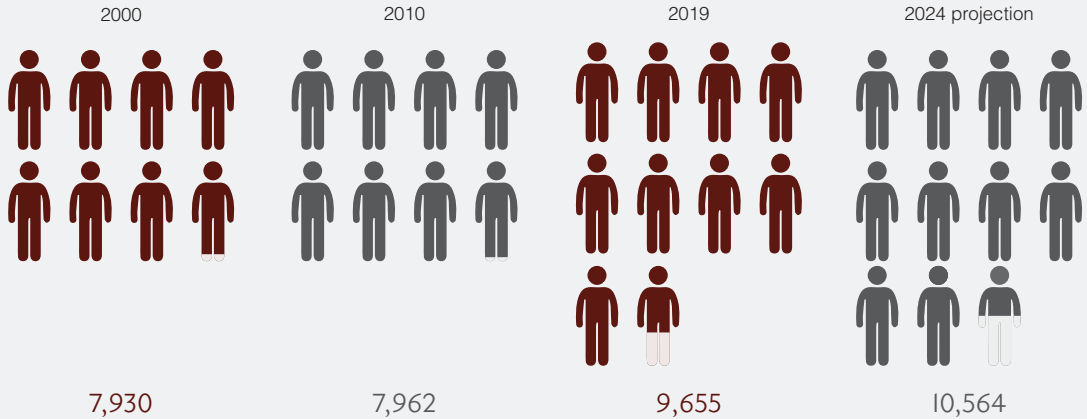
CAPITOL EAST DISTRICT

The **Capitol East District** is directly east of the central downtown and is bounded by Lake Mendota, Lake Monona, Blair Street and the Yahara River (see map on page 3).

- New development approved in the Capitol East District in 2018:
 - **21** projects
 - **138** residential units
 - **5,461** sq. ft. of commercial space
- Residential units constructed or approved for construction in the Capitol East District since 2010: **1,599**
- Tax base in the Capitol East District in 2019: **\$1.2 billion**, an increase of **63%** since 2013*
- Real estate and personal property taxes generated in the Capitol East District in 2019: **\$25.1 million**, up **\$7.6 million** since 2013*

Sources: City of Madison Planning Division, City of Madison Assessors Office (*compiled by DMI)

Population in Capitol East District



Source: U.S. Census Bureau, 2000, 2010 Census; ESRI estimates, 2019 and 2024 projection*

From 2000 to 2019, the population of the Capitol East District has increased by 22%.

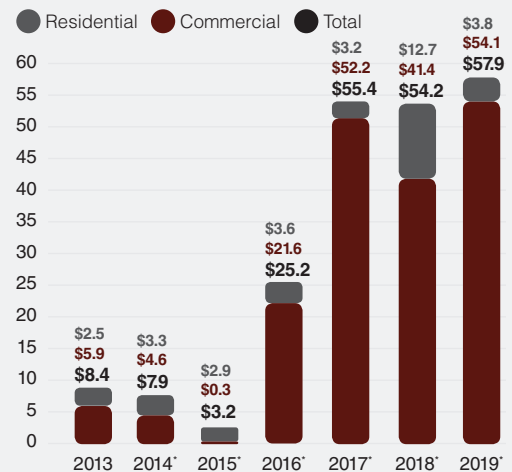
Source: U.S. Census Bureau, 2000 Census and ESRI estimates, 2019*

Employment in Capitol East District



Source: CBRE, ESRI 2019

New Construction in Capitol East District (in millions)



Source: City of Madison Assessors 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.

*ESRI data are estimates only and 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.

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VALUES STATEMENT: DMI strives to be an inclusive organization committed to respect and generosity of spirit. We believe that diversity strengthens downtown Madison and our entire community and encourage our members to engage with, learn from, and develop an understanding of others. We expect behavior that exhibits respect for all people and supports these values at DMI gatherings.