

DISCOVER A THRIVING MARKET FOR YOUR BUSINESS IN A TOP-RANKED PLACE TO LIVE, WORK, AND PROSPER.

MAKE IT DOWNTOWN MADISON

One of the Nation's 25 Best Cities
Kiplinger's Personal Finance, 2007

One of the Top Ten Greenest Cities
Yahoo! Real Estate, 2007

Madison Area Rated One of the Nation's 10 Top Metros for Income Growth
Bizjournals, 2007

One of the 30 Best Towns in America
Outside, 2007

Madison one of the top 50 cities in Fortune's "Small Business 2008"
Best Places to Live and Launch, 2008

Madison one of "Five Perfect College Towns"
Smarter Travel, 2007

Top Medium-Sized Metro in the Arts
Creative Class Group, 2007

Wisconsin's "most sophisticated city"
New York Times Style Magazine, 2008



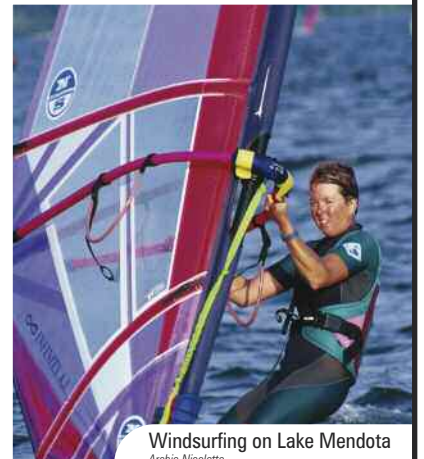
Sports Fans at the Kohl Center
Jeff Miller/UW-Madison



State Capitol & Madison Museum of Contemporary Art
© Jim Brazek



Farmers Market on the Square
Archie Nicolette



Windsurfing on Lake Mendota
Archie Nicolette

Madison's Central Business Improvement District • 608.443.1973 • visitdowntownmadison.com

DOWNTOWN MADISON

Downtown Madison offers an outstanding business location for maximum sales opportunity in one of the nation's top-ranked places to live and work.

Downtown Madison is the region's center for entertainment, shopping, dining and events. Set on an isthmus between two scenic lakes, the famed State Street pedestrian mall links the Wisconsin State Capitol to the University of Wisconsin, one of the largest campuses in the Big 10.

This vibrant district is home to more than 350 shops, galleries, restaurants, and night spots, with locally owned, regional and national brands. A mix of residents, workers, students and visitors generates exceptional foot traffic and spending potential. As an employment center, downtown has a high share of legal, financial, high tech, government and creative workers.

Increasing numbers of young professionals and retirees are choosing the vitality and amenities of downtown living. The University, state government, and convention centers drive significant visitor traffic. Signature downtown destinations include the Dane County Farmers' Market, the Frank Lloyd Wright-inspired Monona Terrace Convention Center, the University of Wisconsin Memorial Union and Kohl Center, and the Overture Center for the Arts.



Downtown Madison
Stot Weidemann/Monona Terrace



University Sailing Club
Jeff Miller/UW-Madison



Sidewalk Sale on State Street
Michelle Downer



University "Library Mall" on State Street
Jeff Miller/UW-Madison

In downtown Madison, your business will be supported by the Central Business Improvement District (BID). The BID provides programs and marketing to create traffic, drive customers to your business, and enhance the downtown environment.

CITY OF MADISON

Population: 224,810 ¹

Madison MSA* population: 555,600 ²

**Metropolitan Statistical Area*

Average Home Price: \$248,000 ³

75% of Madison adults have attended college. ⁴



State Street business district
Archie Nicolette

CENTRAL DOWNTOWN

33,000 downtown employees. Annual retail and dining sales potential of \$213 million. High share of management, business, legal, financial, technology, government, creative and other white-collar occupations. Almost half have household incomes of \$60,000 or more.

41,500 University of Wisconsin students. Estimated annual retail and personal service expenditures of \$175.2 million. ⁵ 11,000 Madison Area Technical College students.

24,000 residents. Estimated annual retail and restaurant spending potential of \$96 million. Large share of college students; growing population ages 25-34 and 55-64.

Visitors spend an estimated \$70 million annually downtown on shopping and dining.

350 retail, restaurant, hospitality and service businesses in the Central Business Improvement District. Roughly 1/3 retail, 1/3 food, drink & hospitality, and 1/3 service. ⁶



Capitol Square during summer art fair
Skot Weidemann



Studying by Lake Mendota
Aaron Mayes/UW-Madison

One of the Ten Most Livable Cities in the United States
Places Rated Almanac, 2007

Madison Rated a 5-Star Business Opportunity Metro
Expansion Management, 2007

Capitol to campus on a great street in Wisconsin... few Midwest thoroughfares are as vibrant as Madison's State Street.
The Chicago Tribune, 2007



Shoppers on State Street
Troy Freund

CENTRAL DOWNTOWN MAP



DOWNTOWN CUSTOMERS

Highly educated, with an active, urban lifestyle

High internet, electronics and cell phone usage

Enjoy exercise (gym, yoga, outdoors)

Eat out often

Travel frequently

Leisure activities include attending live music, movies on DVD or in theaters, museums, sports and outdoor activities, clubs, volunteering and community organizations.

CENTRAL DOWNTOWN RESIDENTIAL

1,300 condo units and 1,800 rental units added or under construction since 1995.

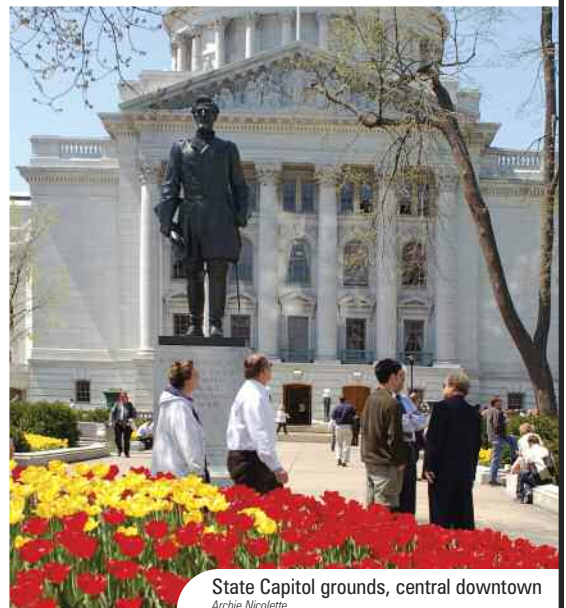
1,100 condo units added or under construction since 2002.

Number of downtown households is growing faster than Dane County or nation (2.4% per year since 2000).

Recent condo sales average price range: \$325,000 - \$452,000 per unit. ⁷

Madison offers plenty of amenities – the arts, ethnic restaurants, pubs and shopping – and includes the city's four in-town lakes plus many parks and trails. “Best Cities for Empty Nesters.”

Kiplinger's Personal Finance magazine, 2007



State Capitol grounds, central downtown
Archie Nicolette

TOTAL TRADE AREA

TOTAL TRADE AREA

293,000 residents in 129,300 households.

Retail Spending Potential: \$2.123 billion.

Eating/Drinking Spending Potential: \$380.9 million

50% of downtown customers are from the Primary Trade Area. Another 25% are from the Secondary Trade Area. Remaining 25% are from outside the trade areas or are visitors (regional, national, international).



TRADE AREA DEMOGRAPHICS ⁸

	Primary Trade Area	Secondary Trade Area
Population	137,000	156,000
Households	60,844	68,423
Avg. HH Income	\$59,000	\$72,300
Avg. HH Income age 25+	\$68,000	\$78,600
Owner-Occupied HHs	37%	48%
Renter-Occupied HHs	58%	47%
Bachelor's Degree or higher	51%	47%
Median Age	27.5	32.5
Males	50%	49.5%
Females	50%	50.5%



Madison, Wis., is the new Berkeley, Calif. This picturesque university town on an isthmus between two lakes has a progressive vibe, great restaurants featuring local produce... and the new Cesar Pelli-designed Madison Museum of Contemporary Art. *The New York Times Style Magazine, 2006*



"Paddle & Portage" race downtown
Michelle Downer

TRADE AREA MAP



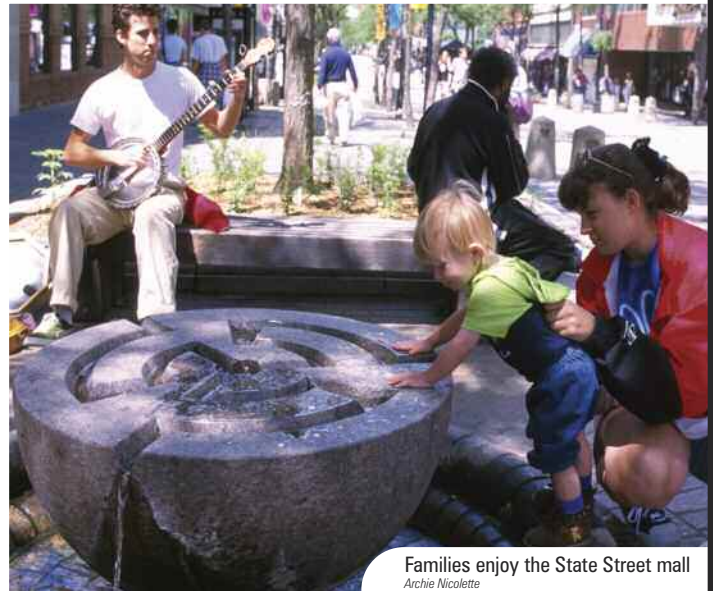
- Central Downtown
- Secondary Trade Area
- City or Village Center
- Primary Trade Area
- Interstates/Highways
- Zip Code Boundaries

PRIMARY TRADE AREA

Large shares of non-family households and individuals age 20-34. Includes students with high levels of disposable income, college graduates, and prosperous empty nesters.

Above average spending potential for branded apparel, dining out, entertainment, electronics, music and sporting goods.

Retail spending potential: \$837.4 million. Eating/Drinking spending potential: \$150.2 million.



Families enjoy the State Street mall
Archie Nicolette

SECONDARY TRADE AREA

Larger share of family households and homeowners, individuals age 35-54. Includes young, upwardly mobile professionals and young families who spend discretionary income on homes and children.

Purchasing preferences: furniture, home improvement, children's goods, entertainment.

Retail spending potential: \$1.286 billion. Eating/Drinking spending potential: \$230.7 million.



Outdoor diners downtown
Archie Nicolette

A lot of the adjectives used to describe this Paris of south-central Wisconsin also apply to its cycling scene: inclusive, enlightened, accessible.

Best Towns 2006: Location is Everything, "Outside Magazine, 2006

Fast Company named Madison in "15 Hot Cities for Creative Types," its profile of the top ten emerging hubs for creative talent in the U.S. and the top 5 in the world, as "a progressive-minded enclave where unemployment is a rock-bottom 2.5% and the creative class continues to expand at an average rate of 7.8% a year."

Fast Company, 2005



Bike races around the Capitol Square
Archie Nicolette



Shoppers on the Capitol square
Archie Nicolette



Farmers' Market & "Cars on State" Classic Car Show
Greater State Street Business Association

HOTELS, VISITORS, CONVENTION CENTERS

Nine downtown hotels with more than 1,220 rooms.

150 additional hotel rooms planned/under construction. ⁹

Monona Terrace Convention Center: ¹⁰

- 250,000 square feet.
- Designed by Frank Lloyd Wright; opened in 1997.
- Annual economic impact (conference & convention) of \$37.8 million.
- Received the 2007 Prime Site Award in *Facilities & Destinations*, a national magazine, for the sixth straight year.
- Voted "Best Place to Have a Wedding" by *The Knot*, a national wedding magazine and website.
- Voted Best Conference Center in Wisconsin by *Corporate Report Wisconsin*.
- First existing convention center in the U.S. to be LEED* Silver-certified by the U.S. Green Building Council.

**Leadership in Energy and Environmental Design – Existing Building.*



Visitors to the State Capitol
Michelle Downer

VISITORS TO MADISON ¹¹

Typical Visitor: 55% age 35-54

65% post-secondary degree

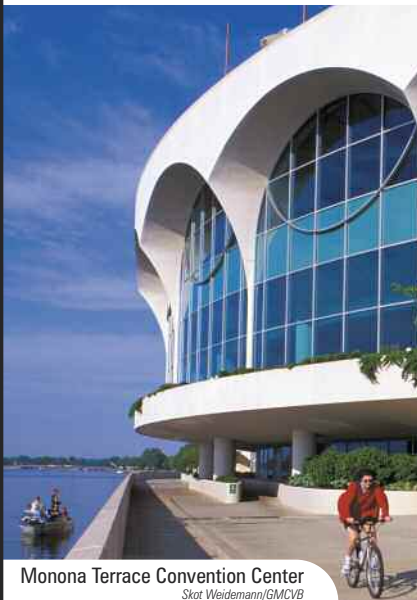
42% \$50-100K household

The top drivers/reasons people visit

Downtown Madison are:

- University of Wisconsin-Madison
- Monona Terrace and Alliant Energy Center events
- Wisconsin State Capitol/Government

Top visitor activities: Dining 65%
Shopping 48%



Monona Terrace Convention Center
Skot Weidemann/GMCVB



University campus and downtown
Jeff Miller/UW-Madison

Blazing an Eco-Path: Wisconsin's sights are set on Earth-friendly tourism... If any visitor magnet in the state can connect those dots, it appears to be Madison.

USA Today, 2007

Madison is ranked as one of the "10 Best Weekend Family Trips," with this "eco-friendly capital city's" outdoor pursuits, sports, and cultural opportunities as primary reasons to visit this "Heartland Hit."

Nick Jr. Family Magazine, 2007



Concerts on the Square
Archie Nicolette

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MAJOR DOWNTOWN DESTINATIONS & EVENTS



Art Fair on the Square
Michelle Downer

Dane County Farmers Market
rated #1 in country.
Eating Well Magazine, 2007

Madison Children's Museum rated
as one of the "Top 20 Children's
Museums in America."
Grand Magazine, 2007

[Overture Center] ... adds signifi-
cantly to the small city's vibrant
cultural scene, which is already
comparable to that of many
larger cities.

The New York Times, 2004

Overture Center for the Arts: 420,000 annual attendance. Event-related spending (excluding ticket price) by Overture audiences—\$19 million.¹²

Monona Terrace Community and Convention Center: 378,000 visitors per year. Annual direct spending impact (conference & convention) of \$37.8 million.¹³

Kohl Center (University of Wisconsin): 850,000 annual attendance¹⁴

Memorial Union (University of Wisconsin): 3.65 million visitors annually¹⁵

Wisconsin State Capitol Tours: 85,000 visitors annually¹⁶

Dane County Farmers' Market: The largest producer-only farmers market in the country. Annual attendance: 497,500. \$6 million annual economic impact.¹⁷

Art Fair on the Square: 200,000 attendees annually. 500 artists from across the country.¹⁸

Ford Ironman Wisconsin Triathlon: 2,400 participants, 30,000 spectators, \$2.25 million economic impact¹⁹

Maxwell Street Days Summer Sidewalk Sale (on State Street): 30,000 customers annually²⁰

Madison Children's Museum: Annual audience served 101,000²¹

Madison Museum of Contemporary Art: Annual attendance 173,000²²

Taste of Madison: Annual attendance 175,000²³

Six downtown museums: The Madison Children's Museum, the Madison Museum of Contemporary Art, the Chazen Museum of Art, the Wisconsin Historical Museum, the Wisconsin Historical Society and the Wisconsin Veterans Museums.

ADDITIONAL TRAFFIC GENERATORS FOR DOWNTOWN

Badger Football at Camp Randall Stadium: 651,000 fans per season.²⁴

Alliant Energy Center: 500 events and 1 million visitors annually²⁵



Overture Center for the Arts
Archie Nicolette



Badger Football at Camp Randall Stadium
Bryce Richter/UW-Madison

EDUCATIONAL INSTITUTIONS

Both the University of Wisconsin campus and Madison Area Technical College downtown campus, and their student housing districts, are integrated directly into downtown Madison, with additional student housing areas immediately adjacent.

UNIVERSITY OF WISCONSIN ²⁶

42,000 students
18,300 faculty and staff
362,500 living alumni

One of the largest Big 10 universities.

Ranked 8th overall among public universities, 1st in faculty awards among public universities, 2nd in number of doctorate degrees awarded, and 4th in total research expenditures. ²⁷

Alumni base is among the top 10 in the nation in terms of size. More than 175,000 alumni live within a five-hour "weekend getaway" driving distance of Madison. ²⁸

Annual spending by visitors to the University ²⁹

- Academic and Cultural: \$71.1 million in spending and 943,400 visit days from conference attendees, alumni, prospective students.
- Visitors to Students: Parents and friends spend \$48.4 million annually
- Athletics: More than 2 million attendees per year for events in athletic facilities. Football, men's basketball and men's hockey generate an estimated annual \$26.3 million direct economic impact.
- University Business: Job candidates, business representatives and technical advisors generate 209,000 visit days and \$17.4 million in spending.

MADISON AREA TECHNICAL COLLEGE

Downtown Education Center: 11,000 students. 550 faculty and staff; 100 conferences/events per year. ³⁰



University of Wisconsin graduates
Jeff Miller/UW-Madison

Madison named one of "Five Perfect College Towns." *Smarter Travel, 2007*

UW-Madison Ranked "America's Hottest Big State School."
Kaplan/Newsweek "How to Get Into College Guide", 2007

Where the brainpower is: Madison tops the list. Madison ranks #1 in metro areas with the highest levels of collective brainpower, as indicated by their residents' educational attainment, according to a study of the nation's 100 largest markets. *Bizjournals, 2008*



University of Wisconsin campus tours
Jeff Miller/UW-Madison



Memorial Union
Jeff Miller/UW-Madison



Downtown Madison isthmus
Archie Nicolette

TRAFFIC COUNTS ³¹

Gorham St. & Johnson St. at State St: 64,000 vehicles per day (vpd)

John Nolen Drive at Broom St: 55,000 vpd

East Washington at Blair: 44,000 vpd

ACCESSIBILITY

Madison is located in south central Wisconsin
Interstates: 90, 94, 39

Drive time from: Milwaukee – 90 min.
Chicago – 2.5 hrs
Minneapolis – 4.5 hrs

Airport: Downtown is about 5 miles/10 minute drive from Dane County Regional Airport.

Nonstop flights to 15 cities including New York, Newark, Washington D.C., Dallas-Ft. Worth, Atlanta, Denver, Chicago, and Minneapolis.

DOWNTOWN PARKING

5,000 off-street public parking spaces (city, county, other)
35% average weekday vacancy rate (city ramps) ³²

1,300 on-street metered spaces

3,000 spaces in private ramps for tenants, guests, visitors



Memorial Union Terrace
Jeff Miller/UW-Madison

MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT (CID)

Encompassing the greater State Street and Capitol Square area, Madison's Central CID is an assessment district which re-invests more than \$300,000 annually in marketing, the physical environment, and resources for district businesses. Key activities include the Downtown Madison Map & Guide, visitdowntownmadison.com website, subsidized cooperative advertising, Downtown Information Ambassador program, Downtown Gift Certificate program, and landscaping, hanging flower baskets and holiday lighting in the district.

www.visitdowntownmadison.com

DOWNTOWN MADISON INC. (DMI)

A member-based organization that works to ensure the health and vitality of downtown Madison through advocacy, member programs and involvement in all issues affecting the central city. www.downtownmadison.org

CITY OF MADISON OFFICE OF BUSINESS RESOURCES

Works with entrepreneurs and businesses providing business start-up, retention, expansion, attraction and technical assistance services, including Site Selection, Economic/Demographic Information, and Financial Assistance.

www.cityofmadison.com/Business/OBR/

CITY OF MADISON FACADE IMPROVEMENT GRANT PROGRAM

Matching grants that can be used for restoring or enhancing the entire facade or elevation of a commercial building in the Central Business Improvement District and other areas. Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 per street-facing facade.

www.cityofmadison.com/planning/Facade.html

MADISON DEVELOPMENT CORPORATION (MDC)

MDC has loan funds available for growing or start-up businesses that cannot fully meet the underwriting standards of private commercial lenders. MDC can lend up to \$200,000 to qualifying businesses for working capital, inventory, equipment and leasehold improvements, as well as real estate. www.mdcorp.org

GREATER STATE STREET BUSINESS ASSOCIATION (GSSBA)

Member-based merchant association for the greater State Street area which organizes the Maxwell Street Days summer sidewalk sale and Cars on State classic car show. www.maxwellstreetdays.org

GREATER MADISON CHAMBER OF COMMERCE

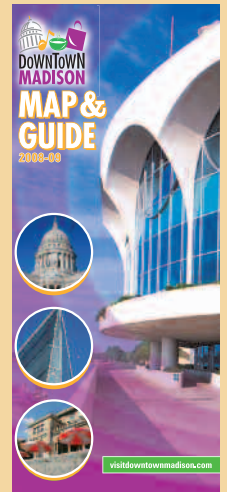
A membership organization with over 1800 members, including businesses of every size, non-profits, educational, governmental and other organizations, whose role is to support enlightened economic growth, positioning the greater Madison area as a globally competitive place to live, work, play and do business.

www.greatermadisonchamber.com

GREATER MADISON CONVENTION & VISITORS BUREAU (GMCVB)

The GMCVB is the greater Madison area's official destination marketing organization. The GMCVB is responsible for attracting new conventions, events and leisure business to the community, as well as providing service and support to existing and repeat events, and providing comprehensive information to visitors to the area. www.visitmadison.com

Find more resources at: www.visitdowntownmadison.com, "Doing Business" link.



Data are from the Downtown Madison Market Analysis Study (University of Wisconsin Extension, Center for Community & Economic Development, 2007) except where otherwise footnoted.

Co-funded by Madison's Central Business Improvement District (BID) and the City of Madison, the Downtown Madison Market Analysis Study is part of Downtown Madison Inc.'s "Downtown Dynamic" business retention, expansion and recruitment initiative.

The full study is available at: www.visitdowntownmadison.com/business/index.php

FOOTNOTES

- ¹ Wisconsin Department of Revenue, 2007.
- ² U.S. Census Bureau, March, 2008.
- ³ City of Madison Assessors Office, April, 2008.
- ⁴ Bizjournals, April 11, 2008.
- ⁵ Northstar Economics, 2003.
- ⁶ Central BID annual business mix survey, March 2008.
- ⁷ Multiple Listing Service, 2006 & 2007, Real Estate Association of South Central Wisconsin.
- ⁸ Downtown Madison Market Analysis study, updated with ESRI forecasts for 2007.
- ⁹ The Alexander Company.
- ¹⁰ Monona Terrace 2007 Year-End Performance Report. Economic impact figures for Madison, Dane County and Wisconsin, 2007.
- ¹¹ Destination 2020, Greater Madison Convention & Visitors Bureau, 2007.
- ¹² Arts and Economic Prosperity III Study (Americans for the Arts & Overture Center), Arts & Economic Prosperity Calculator, Overture Center & Local Resident Companies. Figures for 2006.
- ¹³ Monona Terrace 2007 Year-End Performance Report. Economic impact figures for Madison, Dane County and Wisconsin in 2007.
- ¹⁴ University of Wisconsin Athletics Department.
- ¹⁵ Memorial Union.
- ¹⁶ Wisconsin Department of Administration/State Capitol Tours.
- ¹⁷ Dane County Farmers' Market Survey, 2003.
- ¹⁸ Madison Museum of Contemporary Art.
- ¹⁹ Greater Madison Convention & Visitors Bureau.
- ²⁰ Greater State Street Business Association.
- ²¹ Madison Children's Museum.
- ²² Madison Museum of Contemporary Art.
- ²³ Madison Festivals, Inc.
- ²⁴ University of Wisconsin Athletics 2006-07 Annual Report.
- ²⁵ Alliant Energy Center.
- ²⁶ University of Wisconsin, as of fall 2007.
- ²⁷ University of Wisconsin-Madison, Office of Corporate Relations fact sheet, 2007.
- ²⁸ Wisconsin Alumni Association.
- ²⁹ Northstar Economics, 2003 and the University of Wisconsin Athletics 2006-07 Annual Report.
- ³⁰ Madison Area Technical College.
- ³¹ City of Madison Average Weekday Traffic Volume Flowmap 2006.
- ³² City of Madison Parking Utility, Dane County, and Monona Terrace parking ramp data.



University of Wisconsin football fans greet mascot Bucky Badger
Jeff Miller/UW-Madison

Thanks to the University of Wisconsin-Madison for supporting production and dissemination of this piece.

Thanks also to the Board and members of the Central Business Improvement District, Downtown Madison Inc., and City of Madison Business Resources and Planning & Development for their input, and to the Greater Madison Convention & Visitors Bureau for providing media quotes and rankings.

To learn more about opportunities to locate your business in downtown Madison, please contact:
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 Improvement District (BID)
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