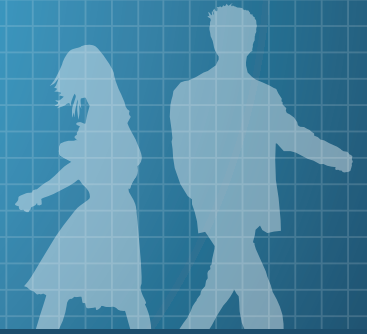


BUSINESS WALK

COMMUNITY BLUEPRINT SERIES



APRIL 18, 2018 - POST EVENT REPORT

PARK STREET CORRIDOR

The City of Madison hosted the first Business Walk on Park Street and Regent Street during the Park Street Corridor Walk on April 18, 2018. Madison Gas and Electric, Madison College, Workforce Development Board of South Central Wisconsin, and South Metropolitan Business Association also supported this program. A business walk is an economic development initiative that, in a short amount of time, allows local leaders to get the pulse of how a business community is doing. The premise behind each walk is to target the successes and obstacles the local business community faces, track that information, and provide assistance.

In total, 39 business and civic leaders visited 146 businesses in three hours. Of those 146 businesses, 47 businesses requested and received follow-up assistance.

The conversation with these 146 businesses focused on four basic questions:

- How's business?
- What do you like about doing business in your area?
- What can be done to improve doing business in your area?
- Would your company like to be followed up with after the business walk?

Regent Street also focused on these questions:

- Regent Street is a corridor that is likely going to see some changes and redevelopment. What would you like to see happen in this area? What would be helpful to your business?
- What percentage of your day-to-day business/customers are University of Wisconsin related?

Park Street also focused on these questions:

- Would you find value in the creation of a Park Street Business Association?
- Would you consider being an organizer?

SUMMARY RESULTS

The Park Street and Regent Street Corridors are a diverse blend of restaurants, established family-owned businesses, traditional box stores, hospitals, schools, and non-profit organizations. Overall, the results showed that both corridors benefit from their location but also face challenges due to their location. When asked "How's Business?", 92 percent cited that business was at least steady/fair if not good/great. When asked what they liked about doing business on each Corridor, three things stood out: 1) location, 2) community/customers, and 3) diversity.

When the volunteer business and civic leaders asked business owners what could be done to improve business in the area, the most frequent responses were: 1) parking, 2) traffic/safety, and 3) less regulations. Although many businesses are facing challenges, very few said they were planning to close down or relocate. The remainder of this report will provide additional detail on the responses to each question as well as the steps the City of Madison and supporting partners are taking to further improve the local business climate on the Park Street and Regent Street Corridors.

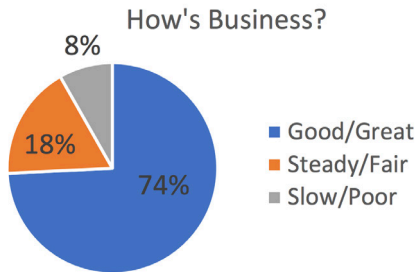
QUESTION 1: HOW'S BUSINESS?

In response to the question "How's business?", the business respondents provided a variety of answers from "Been here over 40 years, still going strong" to "Okay, business is seasonal" to "Business is slow due to online competition."

Seventy-four percent of businesses stated that business was **good/great**, indicating that they are succeeding due to various reasons: central location, University of Wisconsin being nearby, being a well-established business, and having consistent clientele. The 18 percent of businesses that are **steady or fair** mentioned they have been doing "okay." Business tended to fluctuate due to the season and sporting events, while others mentioned that changes in consumer spending habits and regulations have affected them, but

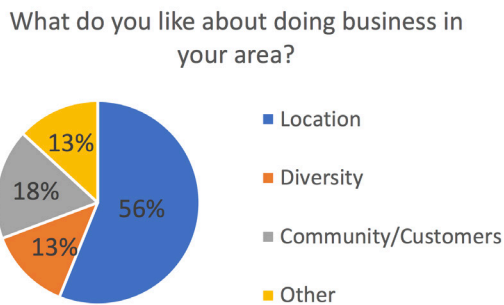
they are still stable.

Some businesses interviewed (8 percent) mentioned that business has been **slow/poor** due to seasonal slowdowns, decrease in foot traffic, people buying online, and/or the company unwillingness to adapt. These setbacks were voiced, but only one person mentioned having to leave or close down due to them.



QUESTION 2: WHAT DO YOU LIKE ABOUT DOING BUSINESS ON THE PARK STREET AND REGENT STREET CORRIDORS?

Respondents listed **location** (56 percent) as the main reason for doing business on Park Street and Regent Street. Several businesses stated they liked being able to work close to where they live. Having easy access to the beltline and downtown Madison is important and allows them to connect with other businesses. The location facilitates foot traffic because they are close to hospitals, Kohl Center, Camp Randall Stadium, downtown, and campus. Easy access to transportation (bus line) helps with workforce needs.



Eighteen percent of respondents described business **community/customers** as “neighborly, regulars, and tight-knit.” Many businesses have had a long history in the area, and many are family owned. They know a lot of the other businesses and have built strong relationships with their customers.

Many describe choosing this location because of its **diversity** (13 percent). There is diversity in type of businesses (startups, restaurants, established businesses, mom-and-pop, etc.). There is also diversity in the types of business owners and

customers regarding both age and ethnicity. Many describe the area as a place for “all walks of life” with different cultures and demographics.

Some respondents provided several “**other**” reasons (13 percent) for liking Park Street and Regent Street including:

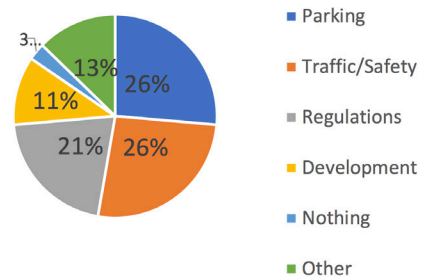
- Access to Madison College
- Close to the police station
- Development of Park and Regent Street
- Walkable area

QUESTION 3: WHAT CAN BE DONE TO IMPROVE BUSINESS ON THE PARK STREET AND REGENT STREET CORRIDORS?

Parking (26 percent) and **Traffic/Safety** (26 percent) were on the top of the list for what needed to be done to improve Park Street and Regent Street. Most people agreed that more parking is not only needed in the area, but the lack of parking hurts their business/customers and their ability to secure a quality workforce. Traffic and safety is also a concern. Speeding in parking lanes, traffic lights not being timed correctly to make pedestrian crossing safe, and dangerous intersections were all cited as concerns. A few areas cited the growing homeless population in the area as a safety concern and asked for more security and police presence.

Burdensome **regulations** (21 percent), city ordinances, and signage restrictions are a key concern for the businesses in the area. Many suggested needing more reasonable signage options, revamping the liquor license process, and getting rid of regulations that are hindering business growth. They commented that landlords are overpriced to the point they cannot develop and innovate, which in turn creates an

What can be done to improve business in your area?



opportunity cost for the area.

More **development** (11 percent) was addressed as a need for both Park Street and Regent Street. Businesses like the changes they are seeing and hope the development continues. Many are looking for continued diversity in the

types of businesses as well as development projects that could bring more people to the area. Redevelopment of vacant spaces and old buildings is also needed.

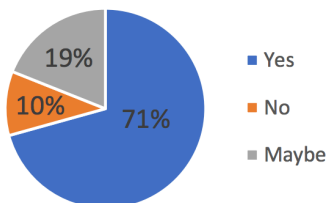
In addition, some respondents provided several “other” needed improvements and changes (13 percent) including:

- Build a community identity
- Invest in or provide financing options to businesses
- Fix sidewalks and provide better lighting
- Increase the workforce
- Reduce the cost of living

QUESTION 4: (PARK STREET) WOULD YOU FIND VALUE IN THE CREATION OF A PARK STREET BUSINESS ASSOCIATION?

Seventy-one percent of the businesses surveyed said **YES**, they would find value in the creation of a Park Street Business Association, citing that a unified voice is needed in the area. Ten percent said **NO**, adding they would not have time or interest. Nineteen percent said **MAYBE**, indicating it would depend on the level of commitment, or they had not thought about it before but might be interested.

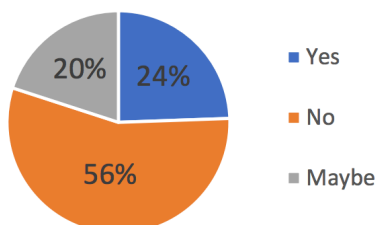
Would you find value in the creation of a Park Street Business Association?



Would you consider being an organizer?

Of the businesses who responded, 24 percent said **YES**, they would be interested in helping or being an organizer, while 56 percent said **NO**, they would not be interested in being an organizer, and 20 percent said **MAYBE**.

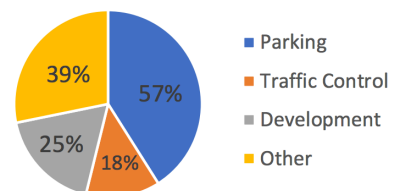
Would you consider being an organizer?



QUESTION 5: (REGENT STREET) RESPONDENTS WERE ASKED WHAT DEVELOPMENT THEY WOULD LIKE TO SEE HAPPEN IN THE AREA THAT WOULD BE HELPFUL FOR THEIR BUSINESS.

By far, the biggest redevelopment opportunity for businesses would be to see an increase in **parking** (57 percent) availability. Parking would not only help their customers but also help with workforce concerns. There is a stated need for more parking lots and all-day parking options. **Traffic Control** (18 percent) was mentioned as a way to decrease congestion as it is difficult for pedestrians crossing the road. More crosswalk lights or advance lights are needed in the area. Regarding overall **development** (25 percent), businesses suggested creating a mini business park, creating a green space, and adding retail and local shops, and more apartments and hotels. **Other** (39 percent) includes: creation of a marketing campaign for Regent Street, less gravel in the back alleys, access to construction/redevelopment timeline, easier access to the Kohl Center from Regent Street, and better signage options.

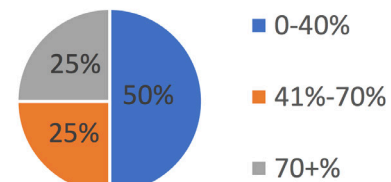
Regent Street is a corridor that is likely going to see some changes and redevelopment. What would you like to see happen in this area? What would be helpful to your business?



What percentage of your day-to-day business/customers is University of Wisconsin related?

When polled, half of respondents said **0-40 percent** of their day was spent serving customers who were UW related. Twenty-five percent said **41-70 percent**, and the other 25 percent said **over 70 percent** of their business was UW related.

What percentage of your day-to-day business/customers is University of Wisconsin related?



PRESENTED BY



SPONSORED BY



SUPPORTED BY

Madison College,
Workforce Development Board of South Central Wisconsin,
and South Metropolitan Business Association

THANK YOU TO ALL OF THE PARTICIPATING BUSINESSES

- 20th Century Books
- 7-Eleven (2)
- ABC Seamless Home Specialists
- AG Daggett Law
- All Metals Recycling
- America's Best Value Inn - Mayflower
- Arby's
- Asian Sweet Bakery
- ATTIC Correctional Services, Inc. (2)
- Banana Buybacks
- Barriques
- Biryani & Gyros
- Bob's Copy Shop
- Boost Mobile
- BP (2)
- Buckingham's
- Budget Bicycle Center
- Burger King
- Burnie's Rock Shop
- Capital Fire and Security Inc
- Capital Lock, Inc.
- Cargo Coffee
- Chanell Ardor Schools of Beauty and Culture
- Choles Floral Company
- Community, A Walgreens Pharmacy
- Comstock Tire & Auto
- Cricket Wireless
- CrossFit Big Dane
- Crystal McPaulard Fine Studio and Gallery
- designCraft
- Discount Commodities, Inc (DCI)
- Dog Haus University
- Double 10
- Drake and Company
- Dunkin' Donuts
- Early Childhood Learning Center, Inc.
- Edo Japanese Restaurant
- Express Laundromat
- FedEx Office Print & Ship Center
- First Choice Dental (2)
- Flightprime Training
- Fraboni's Italian Specialties & Delicatessen
- Freedom Inc
- George's Flowers
- Grabbit and Run Madison
- Greenbush Bakery
- Greenbush Bar
- Gulesserian's Oriental Rug Sales & Service
- H&R Block
- Hansen's Auto Service Center, Inc
- Hausmann Johnson Insurance
- Helen Unisex Salon
- Higher Fire Clay Studio
- Hiring and Staff Services
- Hong Kong Café
- HotelRed
- iCare
- Indie Coffee
- J&K Security Solutions
- Jensen Auto Inc.
- Jimmy John's
- K Beauty Supply
- Kadampa Meditation Center Madison
- Klinke Cleaners
- La Hacienda
- La Movita
- Labor Temple
- Lane's Bakery & Coffee
- Leisure Concepts Inc.
- Liberty Tax Service
- Life Style Staffing
- Madison Bazaar
- Madison Property Management (MPM)
- Madison Public Library - Goodman South Madison
- Mandarin Kitchen
- Marlene Hair Braiding & Boutique
- McDonalds (2)
- McGee's Chicken
- Mercado Marimar
- Metro PCS
- Mex Mufflers & Brakes
- Midas
- Milio's Sandwiches
- Mini Hot Pot
- Mister Car Wash
- Morfey's Limbs & Braces Inc
- Movin' Shoes
- Neal J Katz Podiatrist-Medical and Surgical Foot Specialist
- New Orleans Take-Out
- Nordic
- Oriental Food Mart
- Pan and Pan Bakery
- Panera Bread
- Paradise Nails
- Park Bank
- Park Street Garage
- Park Street Storage
- PickNSave
- Qdoba
- Regent Market Co-op
- Regent Street Liquor
- Renu Auto Body
- Rock Hound Brewing
- Rockabetty's
- Rocky Rococo Pizza and Pasta
- Ryan Brothers
- Saiki
- Shell Gas Station
- St. Vincent de Paul of Madison
- Stadium Barbers
- Stony Hill Antiques
- Strand Associates, Inc.
- Strang, Patteson, Renning, Lewis & Lacy, s.c.
- Studio Jewelers Ltd.
- Subway
- Summit Credit Union
- Sweet Home Wisconsin
- Swoop Search
- Sync Energy Systems
- Tallard Apartments LLC
- Tammy Baldwin Campaign Office
- Taqueria Guadalajara
- TAS Communications
- The UPS Store
- Toby's Body Shop
- Toppers
- Uncle Joe's Shoes & Sportswear
- United States Postal Service
- Unity Point Health Speech and Language Pathologists
- Urban League
- Vapor Wireless
- Vernee Nycole House of Beauty
- Walgreens
- Wayne's Barber Shop
- West Badger Liquor
- Whole Pet Veterinary Clinic
- Wire Works Engineering
- With in Sight, LLC
- Yue-Wah Oriental Foods