1. Agenda

   Documents: COW_20150527_AG.PDF

2. Complete Packet

   Documents: COW_20150527_PK.PDF

Administrative Offices
5520 Lacy Road
Fitchburg, WI 53711-5318
Phone: (608) 270-4200 Fax: (608) 270-4212
www.fitchburgwi.gov

AGENDA
COMMITTEE OF THE WHOLE
WEDNESDAY, MAY 27, 2015
7:00 P.M.
CITY HALL

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Common Council, Committee of the Whole at 7:00 P.M. on Wednesday, May 27, 2015 in the Council Chambers of the City Hall, 5520 Lacy Road to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://factv.city.fitchburg.wi.us/Cablecast/Public/Main.aspx?ChannelID=3

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Approval of Minutes – Committee of The Whole – April 29, 2015

5. Public Appearances Non-Agenda Items

6. Historic Properties Book – Landmarks Commission, Susan Badtke

7. Community and Economic Development Authority and Hotel Room Tax Update - Mike Zimmerman
   Fitchburg Chamber Visitor and Business Bureau - Angela Kinderman
   Greater Madison Convention and Visitor Bureau - Diane Morgenthaler
   Madison Area Sports Commission - Jamie Patrick
   Verona Road Business Coalition - Cindy Jaggi, Deidre Garton and Toni Prestigiacomo

8. Announcements
   a. Next Scheduled Meeting June 24, 2015

9. Adjournment

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711,(608) 270-4200

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www.fitchburgwi.gov

DRAFT MINUTES
COMMITTEE OF THE WHOLE
WEDNESDAY, APRIL 22, 2015
7:00 P.M.
CITY HALL

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Common Council, Committee of the Whole at 7:00 P.M. on Wednesday, April 22, 2015 in the Council Chambers of the City Hall, 5520 Lacy Road to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://factv.fitchburgwi.gov/Cablecast/Public/Main.aspx?ChannelID=3

1. Call to Order by Council President Carpenter at 7:05 p.m

2. Pledge of Allegiance

3. Roll Call: Mayor Arnold, Julia Arata-Fratta, Dan Carpenter, Jason Gonzales (7:11 p.m.), Tony Hartman, Jake Johnson, Dorothy Krause, Carol Poole and Patrick Stern. Others Present: Tony Roach – City Administrator.

4. Approval of Minutes - Committee of the Whole – March 25, 2015
   Motion to approve minutes by Stern, 2nd by Poole. Motion carried

5. Public Appearances – Non-Agenda Items - None

6. Ethics Law, Open Meetings Law, Public Records Law – City Attorney, Mark Sewell
   Sewell summarized Open Records, Open Meetings and Ethics. Referenced the document provided for additional information.

7. Other Department Information – 10 min. Presentation by each Department Head
   a. Tom Hovel – Planning/Zoning
   b. Dell Zweig – Assessing
   c. Scott Endl – Parks/Recreation/Forestry
   d. Jill McHone – Senior Center
   e. Tom Blatter – Police
   f. Cory Horton – Public Works
   g. Brian Myrland - EMS
   h. Wendy Rawson – Library
   i. Michael Zimmerman – Economic Development
   j. Chad Grossen – Fire
   k. Misty Dodge – Finance

Each Department Head gave presentations and answered questions.

8. Announcements
   a. Next Meeting Scheduled for May 27, 2015

9. Adjournment - Motion to adjourn by Stern, 2nd by Gonzalez, motion carried at 10:10 p.m.

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711,(608) 270-4200

MEMORANDUM

CITY OF FITCHBURG
PLANNING DEPARTMENT
5520 LACY ROAD
FITCHBURG, WI 53711
(608) 270-4200
FAX: (608) 270-4275
EMAIL: planning@fitchburgwi.gov

TO: Committee of the Whole
FROM: Susan Badtke, Community Planner
Mike Couillard, Landmarks Preservation Chair
DATE: May 19, 2015
SUBJECT: *Historic Properties of Fitchburg* & Wisconsin Historic Preservation Month

In 2014 the Fitchburg Landmarks Preservation Commission undertook an exciting project, producing the *Historic Properties of Fitchburg* book. This book contains information on the local and national designated historic properties in the City along with some frequently asked questions and a copy of the City's Historic Preservation Ordinance. The book recognizes the history of the City and provides background information for each designated property.

Much of the information included in the book was taken from the booklet titled "Local Heritage: Sites on the National Register of Historic Places – Fitchburg, Wisconsin", which the Commission produced in 1999 as part of the Wisconsin Preservation Week activities. Property owners were also contacted at the beginning of the project and encouraged to provide any photos or information they had on their property.

As you may know, May is National Historic Preservation Month. To celebrate and promote Fitchburg's history, the Landmarks Preservation Commission decided to present the book to the Council in May and also invite all of the designated property owners to the meeting to present them with their own individual copy of the book. We're hoping that all invited property owners can attend the May 27 meeting.

A copy of the book will be kept at City Hall with copies available at the Fitchburg Public Library and the Fitchburg Historical Society. Information on each property has also been added to the City of Fitchburg website at http://wi-fitchburg.civicplus.com/2156/Landmarks-Preservation. The Commission hopes this book can serve as a historical record and resource for people to better understand the unique historical heritage of the City.

FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU
your business community connection

TOURISM GOALS

Room tax is intended to provide revenue for community marketing, promotion and visitor spending.

Goals set and accomplished by the FCVBB Tourism Committee
(targeted towards both leisure and corporate travel consumers):

- Serve as City's Visitors Bureau
- Build relationships & pursue events that drive traffic to Fitchburg hotels
- Create marketing materials that highlight Fitchburg's assets & amenities
- Help build community attractions that warrant visitor's spending dollars

GOAL: *Serve as the City's Visitors Bureau*

- The FCVBB website, office and staff all serve as the city's front door for people who are considering staying at a Fitchburg hotel, visiting for the day, or attending events.

- Marketing materials that communicate the value and benefits of choosing a Fitchburg hotel and living and working in Fitchburg.

- Visitor assistance can include: mailing information, working with customers over the phone, providing onsite welcome committees to groups, providing catering information, maps, bike routes, event information, etc…

2014 Visitor Bureau

- Phone logs show an almost 32% increase in visitor inquiry in 2014.

- Distribution of printed materials increased by at least 2000 pieces. 2014 product order was increased. This included the Welcome to Fitchburg Guides and Fitchburg Bike Map.

- Staff provided assisted with specific lodging and trip planning in the months of June, August, November and January.

- Website continually updated with community info. 2nd most frequented page on the website is “so your in Fitchburg for a day” Visit Fitchburg - (1st is “find a business”, 3rd is “biking”)

GOAL: *Build relationships and pursue events and groups that drive traffic to Fitchburg hotels..*

- It is all about relationships and ongoing marketing efforts that help our community distinguish itself from surrounding communities. Also, the best business is repeat business so the Chamber staff works hard to provide additional customer service to visiting groups and guests, both visitor and business travelers.

COUNTRY INN BY CARLSON

Be Our Guest.

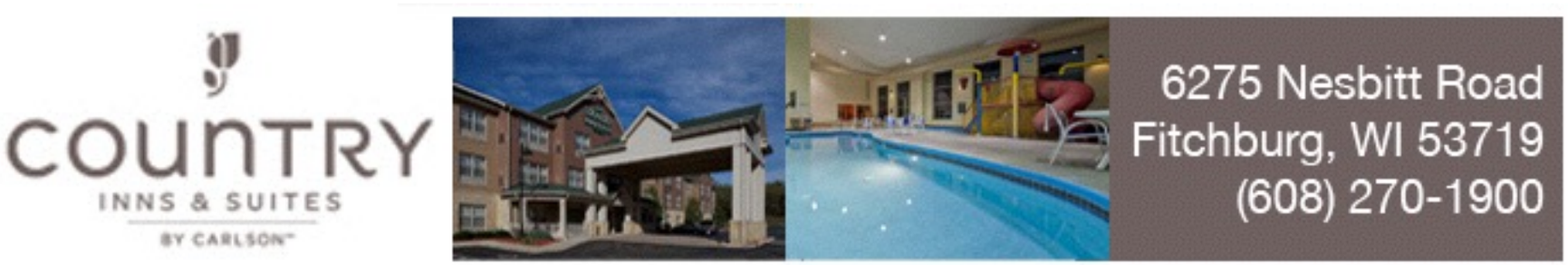
WYNDHAM HOTELS AND RESORTS

CANDLEWOOD SUITES

2014

Maintain a Fitchburg presence in surrounding communities

- The FCVBB works with local communities to market our hotels. Fitchburg hotels are the right location and have the right amenities for sporting groups. We strive for a consistent presence in surrounding communities to assure that when hotel choices are made, Fitchburg is first choice. ***Repeat business for our hotels.***



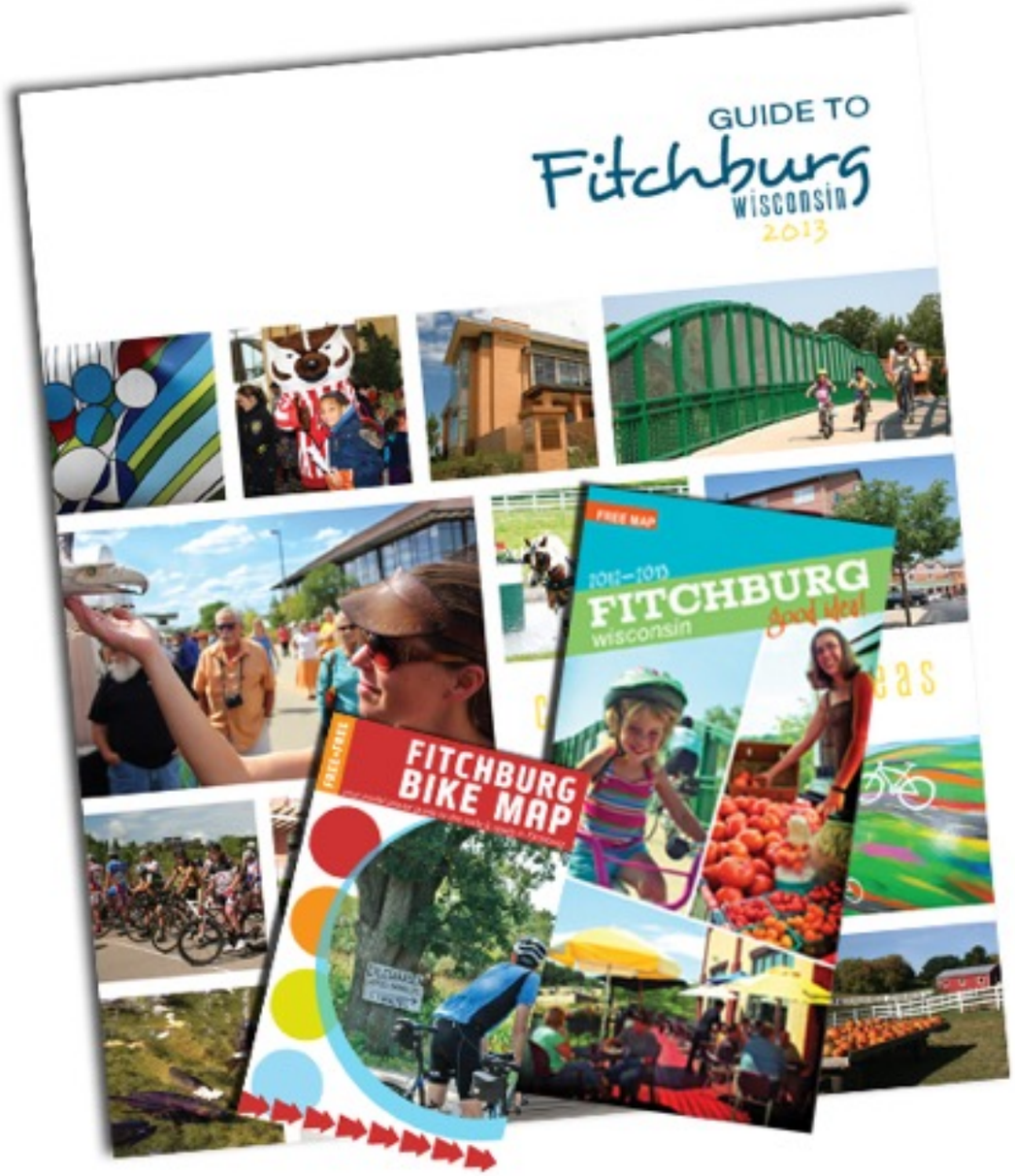
Additional partnerships that keep Fitchburg in the spotlight

- The FCVBB works with the Wisconsin Department of Tourism to facilitate grants for organizations booking conventions and room nights in Fitchburg. These grants are only available if a ***Destination Marketing Organization*** works with the clients. **The FCVBB is our city's Destination Marketing Organization.** We utilize coop advertising opportunities with the Wisconsin Department of Tourism to maximize our exposure. One example is purchasing "email blasts" to almost 50,000 opt in subscribers to WI Dept. of Tourism newsletters. These email blasts highlight Fitchburg events.

- The FCVBB works with multiple organizations to feature our assets, bike trails and bike friendly community in local, regional and national arenas. This work drives interest to our community. It helps brand our community as a destination not just for leisure but for business and residential opportunities. The FCVBB has just completed a two-year contract with **Discover Wisconsin** that will feature a major marketing campaign highlighting our community as a bike friendly, ideal biking destination. Significant staff time has been spent working with the film crew.

GOAL: *Create marketing materials & campaigns that highlight Fitchburg's assets, location, value & amenities.*

- If we don't have the materials, staff or time to communicate who we are and what we have to offer, how will we drive traffic to our hotels? We strive to create specific communication pieces that promote Fitchburg and our hotels. ***We keep these items relevant and current.***



2014 *Bike the 'Burg* Campaign

- Video, Print, and Digital Campaign that targeted visitors regionally and nationally.
  Publications included:
  *Silent Sport Magazine
  *Beloit Daily News (that included a shopper that reaches Northern Chicago Suburbs
  *Journeys Wisconsin Travels Magazine
  *Discover Wisconsin Video
  *Inclusion in WI Department of Tourism Bike Guide

2014...

•Bike the ‘Burg Campaign also included print ads in targeted regions—Chicago area, Dubuque area, Twin Cities area and northern Wisconsin.

•We added staff time to expand and promote attendance at community events. Concerts At McKee new format and marketing campaign increased attendance by over 200%.

2014 FCVBB accepted marketing responsibility for Concerts At McKee we also worked with organizers to enhance the event to attract more community members and visitors.
2015 FCVBB took the leadership role in management of Concerts At McKee. This series helps extend the Fitchburg brand and is valued by our citizens an businesses.

GOAL: *Help build a community and community attractions that warrant a visitor's spending dollars.*

- Without good restaurants, interesting events, shopping options, etc., hotels will have a hard time attracting guests. The Chamber works with event organizers, businesses and the City to support their success in Fitchburg.

- Visitor spending that supports our businesses also helps our hotels. A successful hotel needs quality restaurants and events to attract guests and repeat guests. Our hotels benefit from significant corporate travel, so time spent recruiting and maintaining our good relationships with our businesses helps our hotels.

Support, promote and build community events.

- The FCVBB has supported events, with dollars and staff time, that have put Fitchburg on the map as a destination. For example, the ***Agora Art Fair*** (15,000 visitors in 2014, local restaurants report record business all day). The Chamber has worked with our major employers to provide customized service and materials to ensure they choose a Fitchburg hotel for corporate business. We work with our existing businesses to provide them materials they can share with their employees, recruits and trainees. We market our community and our events in multiple media outlets.

Results

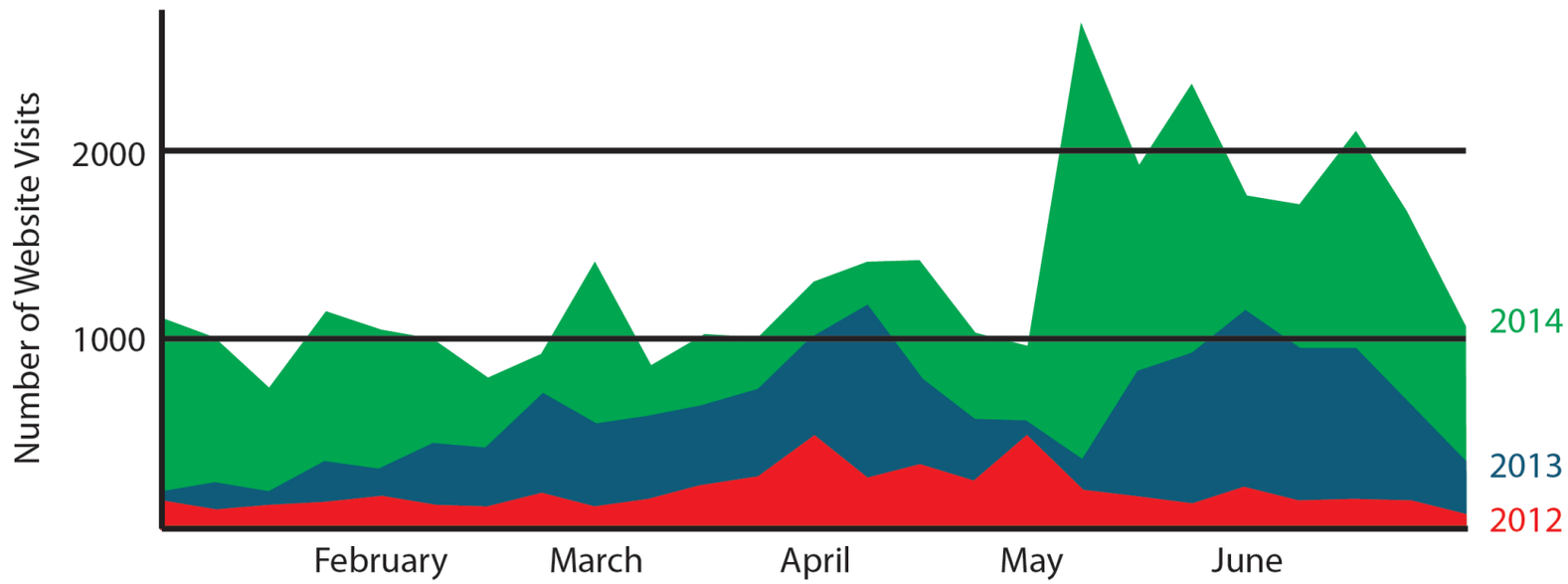
- Significant web traffic increase during the months of publication distributions and marketing campaigns.

- Visit Fitchburg.Com

- Call traffic increased significantly around release dates. Event attendance increased.

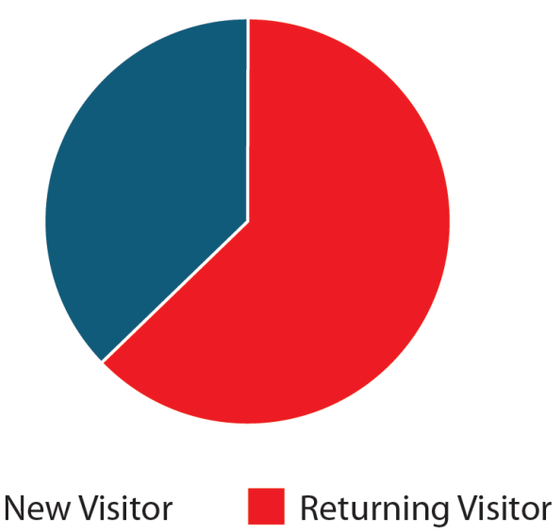
- Phone calls, emails and letters valuing Concerts At McKee, Agora Art Fair and other events. Same for requesting bike maps, information and routes.

2012 - 2014 Fitchburg Chamber Web Traffic Results



Total Website Visits January - June

2012: 5,851
2013: 16,818
2014: 23,402



in the past 2 years our web traffic has increased **390%**

70% of web traffic is by first time visitors

What’s New 2015

- Expanded “Bike the Burg” Campaign. www.biketheburg.org
- Concerts At McKee
- Working with community partners, Boys and Girls Club Dane County - Bike for Boys and Girls Club.

FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU
your business community connection

*Nominated for “Rising Star” award at the 2014 Governor’s Conference on Tourism.

FITCHBURG CHAMBER
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These are just a few examples of the tourism work our staff does to bring business, visitors and attention to Fitchburg.
In 2014, FCVBB staff tourism hours increased by 50%.
Quality and effective programming and marketing equals dedicated staff.
The FCVBB operates and staffs an office that administers tourism and marketing programs that have proven to be effective.

2014 YEAR END PERFORMANCE REPORT

JANUARY-DECEMBER 2014

Prepared by:
Greater Madison Convention & Visitors Bureau

Presented to:
Committee of the Whole
City of Fitchburg

May 20, 2015

MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU

MADISON AREA SPORTS COMMISSION™

ORGANIZATION LEADERSHIP

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

WHO WE ARE & WHAT WE DO

The Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission are dedicated to creating economic impact by growing the visitor economy

We do this by:

- *Attracting new conventions*, sporting events and competitions to the community
- *Providing service* and support to existing and repeat events
- ***Providing comprehensive information*** to visitors to the area and prospective visitors
- ***Promote*** the Greater Madison area

In addition, MASC is committed to giving back to our communities by supporting youth sports engagement through the MASC Youth Grant program

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

WHAT WE ACHIEVED IN 2014

$54.9 MILLION

Every dollar invested in our work generates $13.60 in return

MADISON
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MADISON AREA SPORTS COMMISSION™

RESULTS SUMMARY

MADISON
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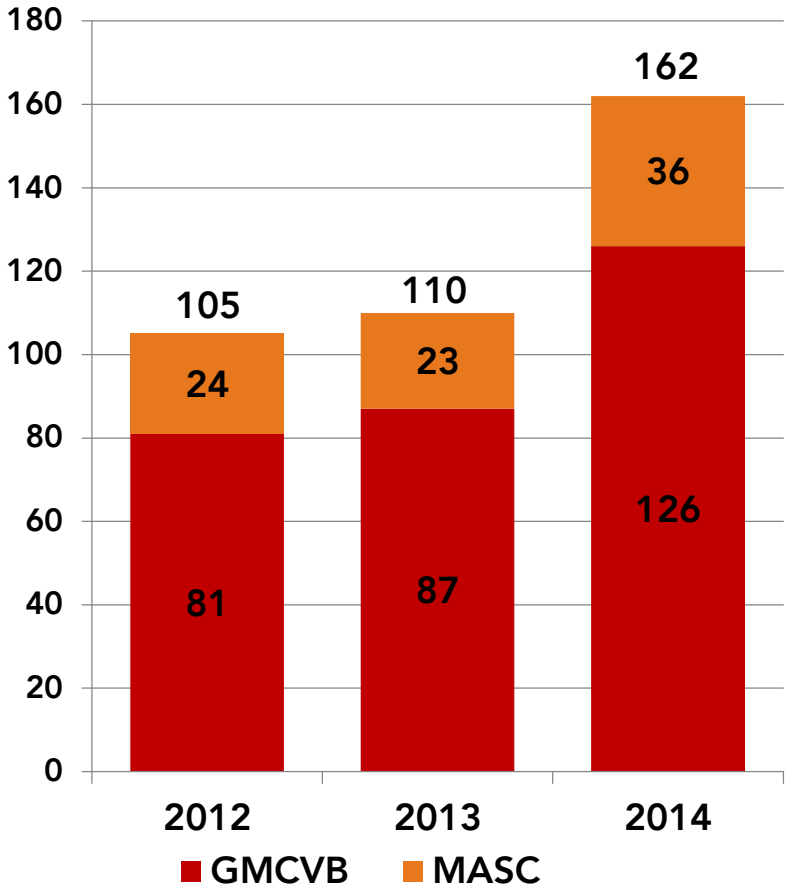
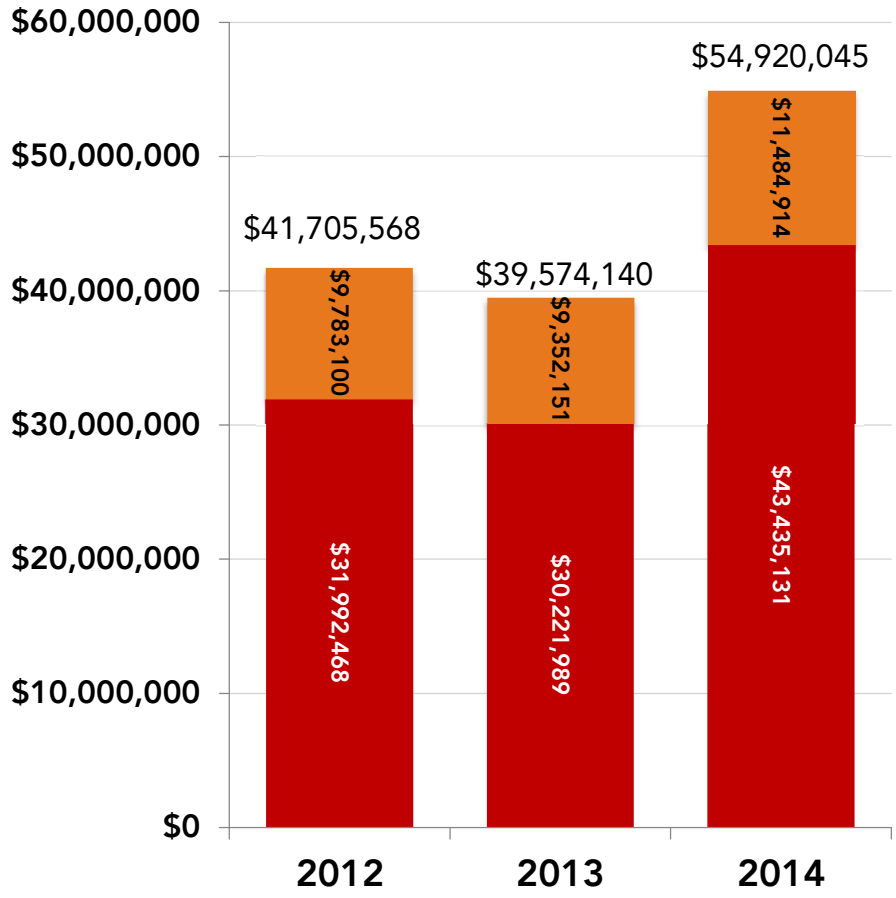
MADISON AREA SPORTS COMMISSION™

CONFIRMED EVENTS & DIRECT SPENDING

- Confirmed Events



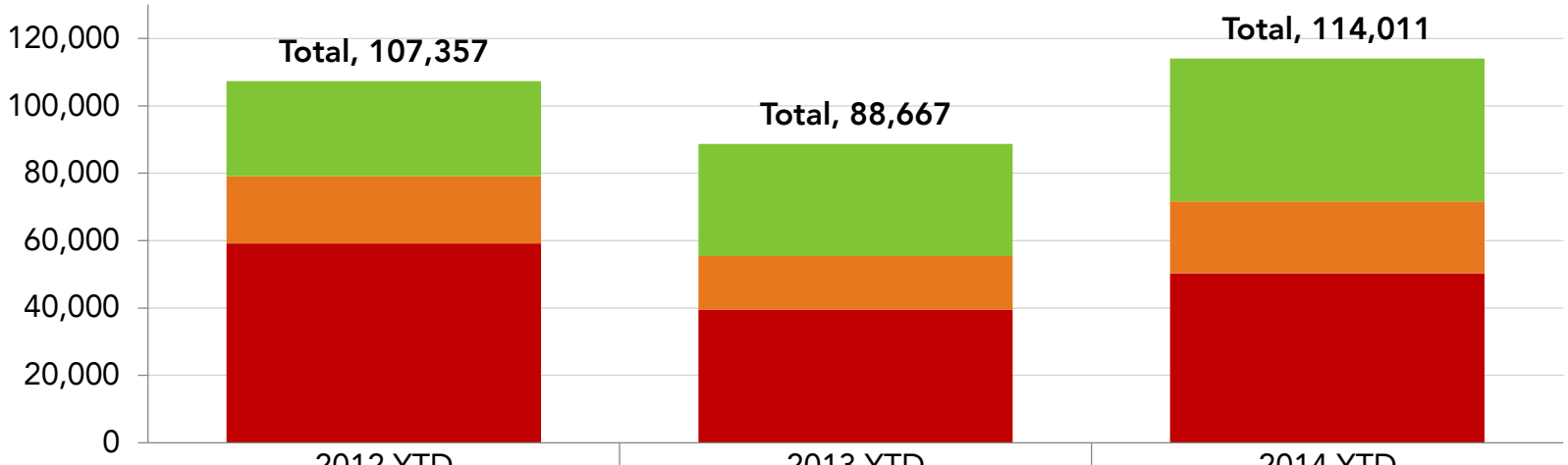
- Direct Spending



MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

TOTAL CONFIRMED EVENT ROOM NIGHTS FOR SALES AND SERVICES



	2012 YTD	2013 YTD	2014 YTD
Total	107,357	88,667	114,011
Services	28,237	33,222	42,330
MASC	20,005	15,982	21,351
GMCVB	59,115	39,463	50,330

This chart reflects room nights contracted for all GMCVB and MASC confirmed events. These figures do not include events to which we provide services such as World Dairy Expo.

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MADISON AREA SPORTS COMMISSION™

PUBLIC RELATIONS SUMMARY

Scope	Goal	YTD	% goal achieved
Destination	$500,000	$1,074,308	215%
Local/ Organization	$225,000	$104,745	47%
Sports	$225,000	$191,412	85%
Trade	$75,000	$35,606	47%
Total:	$1,025,000	$1,453,130	142%

GREATER MADISON CONVENTION & VISITORS BUREAU HIGHLIGHTS

- USA Today lists Madison #3 in "Ten Best College Football Towns"
- Craft Beer Week
- Gold Wing Road Riders coverage
- Livability rates Madison as #1
- San Antonio Express News Finding Fall Colors
- FOX 6 Milwaukee multi-segment on day-trips to Madison
- Midwest Living - 10 Things for Active Travelers to Do in Madison, WI
- Conde Nast Traveler 10 Best New Restaurants in the Midwest
- Business Insider: 20 Best Places to Live In America

MADISON AREA SPORTS COMMISSION HIGHLIGHTS

- IRONMAN Wisconsin 2014
- World Archery in the Schools
- International Tug of War Championships
- Nerd Wallet rates Madison one of the top places to recreate
- Local press noting recipients of MASC Youth Grants

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

DESTINATION MANAGEMENT ACTIVITY 2014

LEADERSHIP ENGAGEMENT

- Judge Doyle Square development conversations
- Alliant Energy Center Strategic Design Committee

BOARD COMMITTEES

- MASC Sports Product Development Committee
- GMCVB Partnership Committee
- GMCVB Community Relations Committee

INDUSTRY REPRESENTATION WITHIN THE DANE COUNTY & STATE OF WISCONSIN:

- Serve on WI Governor's Council on Tourism
- Chair Department of Tourism Meetings & Convention Committee
- Serve on Department of Tourism and Wisconsin Assoc. of CVB's Sports Committees
- Board of Directors, WI Association of Convention & Visitors Bureaus (WACVB)
- WACVB Sports Marketing Committee

MADISON AREA SPORTS COMMISSION

MADISON AREA SPORTS COMMISSION

SPORTS MARKETING 2014

- Morning Sports Report: Quarterly Networking Events to build awareness of MASC
- Redesigned our website: www.madisonsports.com
- Invested in art assets by adding to our photography library
- Redesigned our presentation to meeting planners : Bid Book
- Provided extensive event marketing support
- Executed WIAA welcome programs and planned for the 100th Anniversary of Boys Basketball

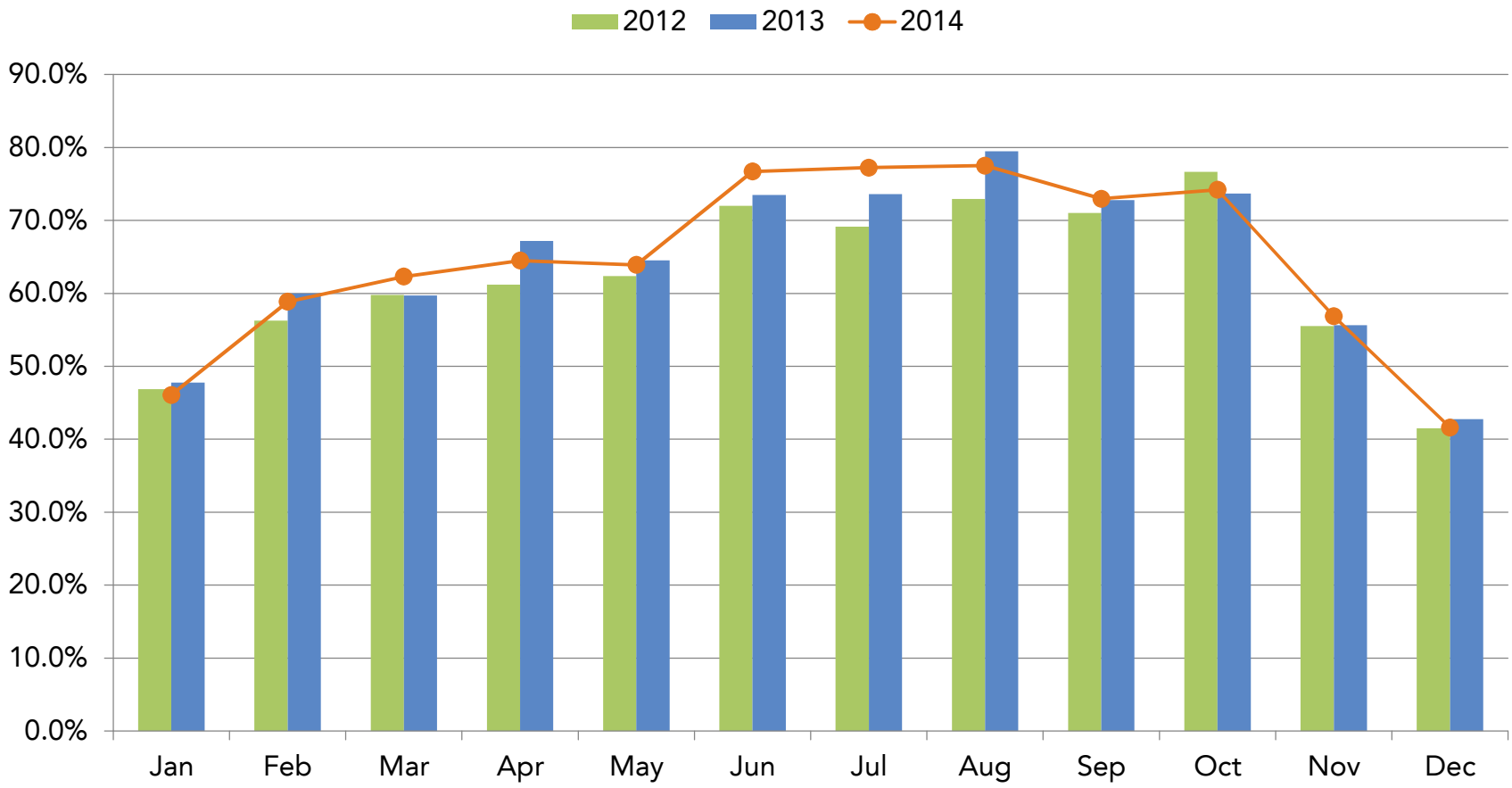
MADISON AREA SPORTS COMMISSION

INDUSTRY

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

OCCUPANCY RATE

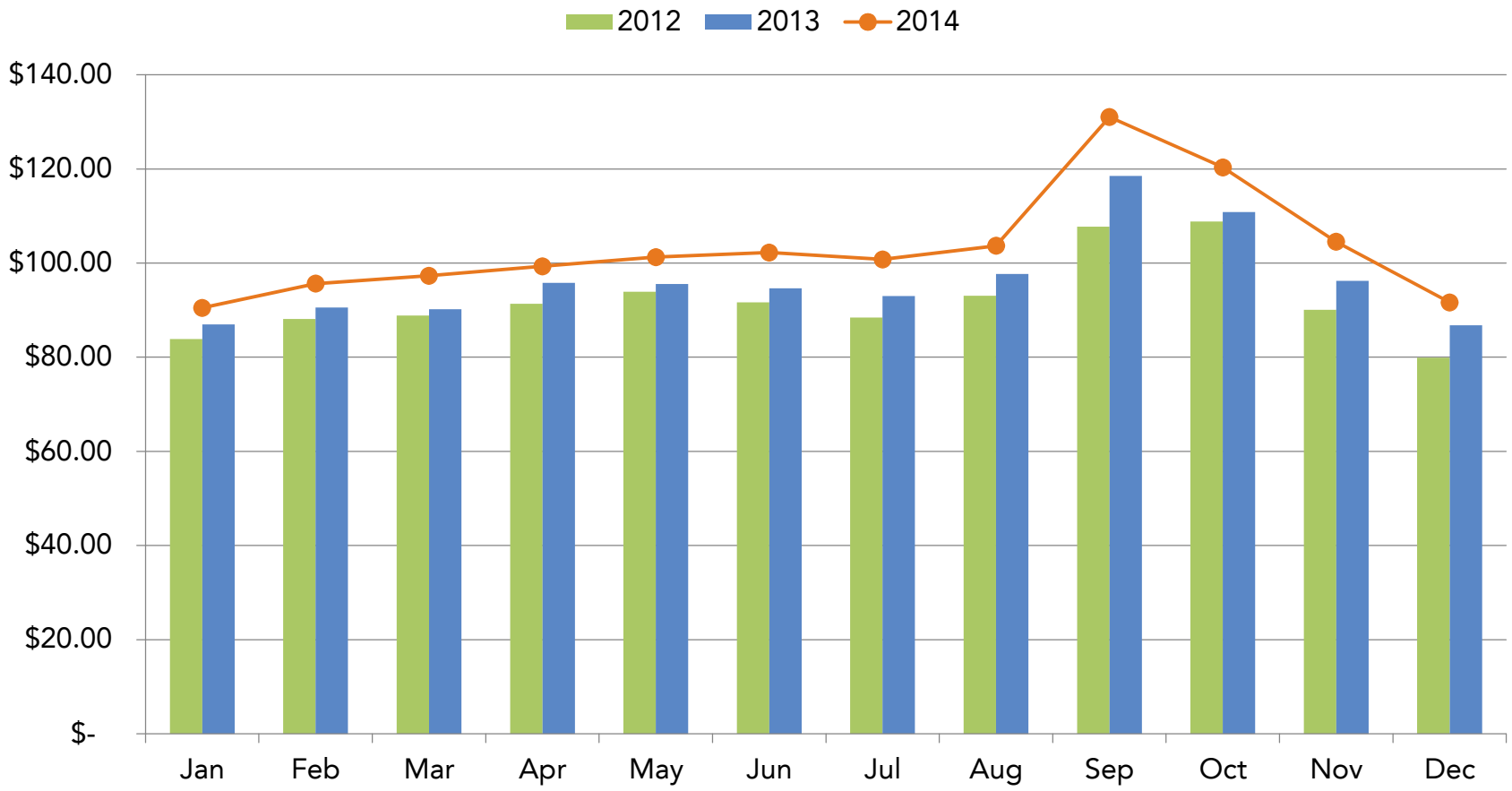


Source: Smith Travel Research

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

AVERAGE DAILY RATE



Source: Smith Travel Research

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

THANK YOU

MADISON
GOING > BEYOND > VISIT™

MADISON AREA SPORTS COMMISSION™

BUILDING OUR FUTURE

VERONA ROAD BUSINESS COALITION

VeronaRoad.info

VERONA ROAD BUSINESS COALITION

Who Is the Verona Road Business Coalition?

- Verona Road Business Coalition (VRBC) is a volunteer group of Verona Road businesses and citizens concerned about ***the largest and longest urban road construction in the state.***
- Goal: Minimize disruption to businesses over the ***five year period*** – keep businesses, customers & the general public informed of alternative routes and updates
- Support businesses affected before, during and after completion of the construction.

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

Who Is Being Impacted?

- Businesses in the Cities of Madison, Fitchburg and Verona along the Verona Road corridor are being impacted as a result of the construction taking place at the Madison Beltline and Verona Road during the **five-year construction period.**
- This is unprecedented in the State.

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

Who Is Involved?

- Cities of Fitchburg, Madison & Verona, Fitchburg Chamber, WisDOT, elected officials
- This effort is open to anyone interested in committing to the continued success of businesses along the Madison-Verona-Fitchburg corridor
- VRBC is designed to help businesses thrive during this five-year challenge and beyond
- VRBC will proactively act to prevent potential issues that could impact business for those located along the corridor and other affected construction areas (i.e. Williamsburg Way and McKee Road)

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

How is VRBC Structured?

- Deirdre Garton, owner of Quivey's Grove, and Toni Prestigiacomo, commercial real estate owner at Williamsburg Way, organized the VRBC & are part of the Executive Team volunteering their time and energy to spearhead this effort.
- Cynthia Jaggi, has been hired as the Project Manager to lead this initiative
- Verona Road corridor sectioned into nine 'blocks' of businesses, with a 'block captain' effectively coordinating and facilitating communication in each block

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VERONA ROAD BUSINESS COALITION
VeronaRoad.info

How Is VRBC Helping Businesses?

- Regular WisDOT meetings to gain updates and share information on a timely basis & share alternate routes
- VRBC will be involved in Neighborhood Strategic planning & Redevelopment Plans
- VRBC is proactively marketing/promoting the businesses in the Corridor through website and Social media
- Business Survey to gain feedback on concerns and Impact of construction – for Strategic Plan
- Block Captain meetings to share concerns and strategies with Businesses
- Ongoing Advocacy, communication and Outreach

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

How is VRBC Being Funded?

- City of Fitchburg – Capital Improvement Plan(CIP) 2015-2019 pledged $130,000 over 5 years as a matching grant for VRBC marketing and business retention initiatives.
- $25,000 pledged for four years (2015, 2016, 2018 and 2019) and $30,000 for 2017, when construction starts in Fitchburg.
- VRBC raised $25,000 in 2014 in matching funds through obtaining sponsorships and soliciting in-kind donations
- 2015 – VRBC match to date = $10,000

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

Milestones

- Infrastructure Built for VRBC – all committees
- Launched VRBC with a Kick-off Rally – over 60 attended
- Set up communications to VRBC members
- VRBC Facebook & Website Launched
- Business Survey sent out to all Verona Road businesses
- Seminars conducted for Verona Road Businesses – Condemnation, Best Practices & Signage
- Advocacy & Outreach – WisDOT, municipalities, EPIC, Verona Road Businesses, Neighborhood Associations
- Provide input into Neighborhood strategic plans
- Fundraising Efforts – Sponsors, Grants & City Support
- Strategic Plan for VRBC

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

Get Involved!

CONTACT:

Cynthia K. Jaggi, Project Manager
Verona Road Business Coalition
Cell: 608-712-1980
Office: 608-832-6776
Email:cjaggiEDP@tds.net

BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION
VeronaRoad.info

THANK YOU!

QUESTIONS?

BUILDING OUR FUTURE

VERONA ROAD BUSINESS COALITION

VeronaRoad.info