



Madison's Central Business Improvement District (BID)
Update, April 12, 2007

Today's Topics:

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Multi-Space Parking Meter Demo coming in May

Survey Results

Thank you to the business and property owners who completed the recent Madison's Central Business Improvement District (BID) member survey. The BID Board and staff appreciate you taking the time to share your thoughts, priorities and feedback. Attached is a letter from Board Chair Lori Kay and a summary of the survey results and your comments. The BID Board and staff are already working on the issues and programs you have identified as important, and BID staff continue to respond to individual requests and questions raised in the surveys. As one of more than 80 BID's throughout Wisconsin, we are pleased to work on your behalf to increase the health and vitality of the district and promote business within it. It's your BID – please continue to stay in touch.

Ambassador Appreciation Wine & Cheese Social

When: Wednesday, May 9 from 5:30pm-7:30pm

Where: Café Soleil 27 N. Pinckney Street on the Capitol Square

Host: Madison's Central BID and Café Soleil/L'Etoile Restaurant

You and a guest are invited to help us show our appreciation to the community members who volunteer their time promoting the central downtown staffing the downtown information booths during the warm months, the trolley in the winter, and special events throughout the year. This event is a great way to network with other downtown business and property owners, the BID staff and Board of Directors, and Madison's Central BID Information Ambassadors. **If you and guest are interested in attending, RSVP by Friday, April 27 to Mitch Freund, BID Programming Coordinator: mfreund@downtownmadison.org or (608) 443-1976.** If your business would like to donate a prize for a lucky Ambassador to be raffled off at the event, please let me know by Friday, April 27. This is a great way to show your appreciation for their voluntary efforts and a great way to market your business to people "on the front lines."

New Resident Packets for Spring 2007

Due to the success of last year's New Resident Packets, downtown realtors have asked the BID for 300 packets this spring to go to new downtown neighbors. New Resident Packets are a great way for BID businesses to introduce themselves and to create customer loyalty with new and/or returning residents in the downtown area. Items should be small in size ranging from coupons or gift certificates, to menus or brochures, to pens or notepads. If you are interested in submitting coupons (with expiration dates), please note that packets will be distributed in spring and summer, so please make sure the expiration date is far enough away (e.g., end of 2007) that residents have ample time to redeem them.

Number of items: 300

Confirm Participation by: Friday, April 20

Items Ready for Pick-Up by: Friday, May 4
Ambassador Pick-Up: May 7-11

To confirm participation or for more information, please contact:

Mitch Freund, Madison Central Business Improvement District (BID) Programming Coordinator
Office: 615 E. Washington Ave. 2nd Floor
Mailing: P.O. Box 71 Madison, WI 53701
t: 608.443.1976
e: mfreund@downtownmadison.org

Sponsorship/Marketing Opportunity

Is your company or organization looking for new ways to achieve high visibility downtown? Consider sponsoring the BID Downtown Map posters, 13 in all. Sponsors receive logo (big!) and website on the posters. New versions will be posted in the kiosks on State Street and the Square in late May. These map posters are a favorite resource for residents and visitors alike--think of the folks visiting Farmers Market, Art Fair, Maxwell Street Days, or home football games who will consult these map posters and notice and appreciate the sponsor. Details attached. Contact Mary Carbine, BID Executive Director, (608) 443-1973, mcarbine@downtownmadison.org

Construction

State Street 500-600 blocks – To re-cap, the city agreed to with last week's BID Board recommendation that the State Street 500-600 blocks construction be delayed until summer 2008, so that the project can be started on time (in April '08) and completed before the crucial fall business season starts. The plan is for City Engineering to advertise bids and confirm a contractor this fall (in 2007) and have construction start in April 2008. Delaying construction until 2008 should not jeopardize federal or city funding for the project (In fact, it could open the possibility of some additional federal funding). To see recent media coverage, see our website, "BID in the News" at http://www.visitdowntownmadison.com/news/index.php?category_id=2557

Capitol Promenade 3/8 Block Construction, sidewalk reconstruction on the inner side of the Capitol Square (10 block of East Main, 10 block of West Main, 10 block of South Carroll). As of April 10, notice to proceed has been issued; tree removal will take place Monday 4/16, and details on the schedule should be available next week.

For more information on State Street 500-600 block, Capitol Promenade 3/8 Block Construction, and Capitol Square Bus Shelters replacement, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Spring Plantings

Spring bulbs and pansies are scheduled to go into the planters next week (weather permitting). We are working with our contractor, Mall Maintenance and Parks on ways to enable plantings for the 500-600 blocks of State Street, as plantings were not originally planned for these blocks due to the construction.

BID Cooperative Advertising

The BID is pleased to subsidize 34 cooperative advertising opportunities (this year to date) for member businesses, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities. See the full list at http://www.visitdowntownmadison.com/news/index.php?category_id=2554 plus media kits and more information. A number of co-op ads and other marketing activities are geared to summer and early fall to boost business during construction. Please feel free to contact me with suggestions which I will share with the Marketing Committee.

Cars on State May 12 – Classic Cars Needed – Deadline April 20

The Greater State Street Business Association is sponsoring "Cars on State – Classic Car Show" on State Street, Saturday, May 12, from 10 am to 3 pm. If you have a classic car at least 25 years old, or know someone who does, see www.carsonstate.com for an application. We already have a few BID business and property owners who have entered their cars. The deadline is April 20.

Events & Dates – April, Early May

Wisconsin Film Festival, April 12-15, www.wifilmfest.org
Celebrate Madison! 2007 Festival, April 14, Monona Terrace, <http://www.mononaterrace.com/>

Dane County Farmers Market. Saturday market opens April 21; Wednesday market April 25.

<http://www.madfarmmkt.org/>

Earth Day Open House, Madison Environmental Group, April 22, <http://www.madisonenvironmental.com/>

Crazylegs Classic, April 28, <http://www.crazylegsclassic.com/>.

BID Board Meeting, May 3, http://www.visitdowntownmadison.com/about/index.php?category_id=2494

March of Dimes Walk America, May 5, <http://www.walkamerica.org/>

Madison Trust for Historic Preservation Walking Tours, State Street & other downtown neighborhoods start in May, <http://www.madisontrust.org/tours/index.html>

Cars on State - Classic Car Show, State Street, May 12, www.carsonstate.com

BID Ambassador Booths open, May 19

Syttende Mai Run, May 19, <http://www.stoughtonwi.com/>

University of Wisconsin Spring Commencement, Kohl Center, May 18-20,
<http://www.secfac.wisc.edu/commence/GeneralInformation.htm>

More events at <http://www.visitdowntownmadison.com/events/index.php>

2007 Wisconsin Idea Exchange and Alliance Program (April 24-25, Monona Terrace, Madison)

The 2007 Wisconsin Idea Exchange and Alliance Program is a program of the International Council of Shopping Centers (ICSC, www.icsc.org). The Wisconsin Department of Commerce, Bureau of Downtown Development, has tracked almost \$1-2 billion dollars each year of new projects investments from this conference.

Retailers, restaurateurs, brokers, developers/owners, lenders, cities/municipalities from across Wisconsin will be represented. Programs will provide insights for developers and brokers, as well as for independents retailers and restaurants on national trends, competition and/or locating near a national that attracts the same target market customer base. National and regional retailers will discuss site selection criteria. Brokers will discuss the retailers they represent, site selection criteria, and incentives. Other topics include mixed-use development, retail and its impact on Wisconsin, and how to attract retail development.

The BID will sponsor attendance by small BID business or property owners (there are still 2 spots left), and will have an information table at the conference where will have information on commercial properties available for lease or sale. Please contact Mary Carbine (below) no later than April 18 with commercial property information. For a conference program, see <http://www.visitdowntownmadison.com/business/index.php>.

City Parking Utility – Multi-Space Parking Meter Trial

At the April 3 GSSBA meeting, Bill Knobloch of the City Parking Utility presented plans for an upcoming demo of new parking meters. The Parking Utility will conduct 90-day tests of two different kinds of multi-space parking meter models that take credit, debit and smart cards as well as coins. Tests of one model will begin May one, the other later in May (date TBD). One model will be “pay-by-space,” where spaces are numbered, and you punch your space number into the machine. The other model will be “pay-and-display,” where you get a slip and take it back to display on the dash of your car. With both models, there is one machine per block. Locations for testing will be 100 W. Main and 300 N. Henry (for one model) and 100 S. Pinckney and 100 E. Main (for the other model). The Parking Utility is pulling together a flyer, and will go door to door to businesses in the immediate area to provide information before the demo begins. They will also have staff out by the new meters during peak times to help people use them. The BID is working closely with the Parking Utility to coordinate getting information to merchants, provide Ambassadors to station by the test areas, and to help market the demo.

This update provided courtesy of Madison's Central Business Improvement District (BID). If you have comments, suggestions or questions, please contact Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>