



Madison's Central Business Improvement District (BID)
Update, April 17, 2008

Today's Topics:

BID Spring Plantings

New Resident Packets for Spring 2008 – Confirm participation by tomorrow, April 18

Earth Day Picnic April 22

Financing & Assistance for your Business Expansion or Start-up - Panel Discussion, April 23rd

State St. Oversight Cmte meeting / Gilman St. reconstruction planning, April 24

Art Fair on the Square Seeks 50th Anniversary Memories

BID Cooperative Advertising Opportunities 2008

UW Admitted Student-Parent Visits Continue

48 Hours of Madison, April 25-27

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Upcoming Conference & Conventions

Note: For construction updates, see:

http://www.visitdowntownmadison.com/news/index.php?category_id=2477

BID Spring Plantings

It is really spring – finally! The BID-funded spring pansies have been installed in the planters on State Street and the Capitol Square area, just in time for the opening Saturday of the Dane County Farmers' Market on the Square. Thanks to the Mall Maintenance crew for their assistance. Some of the spring bulbs (daffodils, etc.) are making their appearance in the BID-supported beds around the square. Watch for installation of summer annuals in those beds, as well as the hanging baskets, the week of May 19.

Promote Your Business to New Downtown Residents - New Resident Packets for Spring 2008

Did you know . . .? According to the 2007 Downtown Market Analysis Study, central downtown's 24,000 residents had an estimated retail and restaurant spending potential of \$96 million.

Help new downtown residents become your customers by participating in the BID's New Resident Packets. In 2007, the Madison Central BID distributed over 1,000 packets to many of our new downtown neighbors. The packets included coupons, gift certificates, samples, and informational brochures from many downtown businesses like yours. These 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 May 2008, so please make sure the expiration date is far enough away (e.g., end of 2008) that residents have ample time to redeem them.

Number of items: 200

Confirm Participation by: Friday, April 18

Have Items Ready for Pick-Up by: Friday, April 25

Ambassador Pick-Up: April 28-May 2

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

Earth Day Picnic April 22

BID members are invited to celebrate Earth Day with Madison Environmental Group, Inc. and Community Car.

Earth Day Picnic
Tuesday, April 22
11am – 1:30pm

In front of our offices at 25 N. Pinckney (on the Capitol Square)

Bring your own sack lunch and we'll provide the Organic Valley cheese and Café Soleil treats. Community Car and the EnAct Steps to Greener Living program will share tips on reducing your carbon footprint, and we'll offer tours of our third floor green offices at 11:15 and 1pm. In case of rain, we'll picnic on the third floor.

Madison Environmental Group, Inc. 608.280.0800 www.madisonenvironmental.com
Community Car, LLC 608.204.0000 www.communitycar.com
EnAct 608.204.2888 www.enactwi.org

Financing & Assistance for your Business Expansion or Start-up - Panel Discussion, April 23rd

The BID and Madison Development Corporation are presenting a panel discussion on "Financing & Assistance for your Business Expansion or Start-up" for BID property and business owners. Topics will include financing and assistance available for small business expansions and start-ups, from loans and grants to business planning assistance, training, and technical assistance. Panelists will include representatives from Madison Development Corporation, City of Madison Office of Business Resources, UW Small Business Development Center, and the U.S. Small Business Administration. The panel is Wednesday, April 23rd, 2:00 – 3:30 pm, Mimosa Books & Gifts, Activity Room, 2nd floor, 260 W. Gilman St. (corner of Gilman, Broom & State). Please RSVP to Mary Carbine, Madison Central BID, mcarbine@downtownmadison.org, (608) 443-1973. Thanks to Madison Development Corporation for organizing the panel, and to Mimosa for hosting.

State St. Oversight Committee meeting April 24

The next meeting of the State Street Design Oversight Committee will be on April 24 at 5:15 P.M. at LL130 Madison Municipal Building 215 Martin Luther King Jr. Blvd. The current State Street 500-600 block project will be discussed, as well as plans for the summer 2009 West Gilman reconstruction (Gilman between University and State St.). I will circulate an agenda when available. At the April 7 Gilman Street reconstruction meeting, Traffic Engineering presented several reconstruction options (both two-way and one-way) for community input. West Gilman Street business and property owners are encouraged to attend meetings to provide input on the options. Please see attached letter for more information.

Art Fair on the Square Seeks 50th Anniversary Memories

One of Madison's favorite summertime traditions, Art Fair on the Square, will celebrate its 50th anniversary on July 12 and 13, 2008. In acknowledgement of this milestone anniversary, the Madison Museum of Contemporary Art, which organizes the fair each summer, invites fair participants--both artists and shoppers--to contact the museum with memories and photographs from the early years of the fair.

Individuals should contact Katie Kazan, the museum's director of public information, at 608.257.0158 x 237 or katie@mmoca.org.

BID Cooperative Advertising Opportunities 2008

The BID is pleased to subsidize **43 cooperative advertising opportunities** in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Opportunities with upcoming deadlines:

Travelhost of Greater Madison – June/July issue. BID Downtown Madison Co-op, 2-page spread. Deadline April 18. Contact: Betty Marquardt, (608) 669-8478, trvlhst@centurytel.net

UW Admitted Student-Parent Visits continue

The BID and UW Admissions will welcome admitted students and their parents to Madison during nine daylong visits on Fridays in winter & spring 2008, continuing April 18. Some 450 students and their parents will participate in campus programs during the day of the visit – and will be encouraged to explore downtown that afternoon, evening & weekend. BID Ambassadors will help welcome participants, and distribute the BID Welcome Bags to each student and their parent. Thanks to the 30 BID businesses and organizations who contributed items for the bags, and to UW Credit Union for sponsoring the bags. Be on the lookout for admitted students and their parents this Friday and over the weekend to help welcome them to downtown Madison!

48 Hours of Madison, April 25-27

The Greater Madison Convention & Visitors Bureau is launching a new visitor promotion, called “48 Hours of Madison” because try as you might, it will take more than a day to experience it all! The first highlighted weekend, April 25 – 27, 2008, focuses on downtown events: Design MMoCA, April 25-27; The Crazylegs Classic Run/Walk, April 26, and Isthmus Green Day April 26. http://www.visitmadison.com/events/index.php?category_id=106. The BID will assist in cross-promoting, and will have a Downtown Information Ambassador table at the Isthmus Green Day event.

Events & Dates – April/May

Dane County Farmers Market, outdoor market opens Saturday, April 19 <http://www.madfarmmkt.org/>

Human Rights Torch Relay, Saturday, April 19. Starts 11am, Capitol Square with rally & speeches, then 12 noon march down State Street to library mall. www.humanrightstorch.org

Badger Spring Football Game, April 19, http://www.uwbadgers.com/sport_news/fb/SpringFootball.aspx

Design MMoCA, April 25-27, Madison Museum of Contemporary Art
<http://www.mmoca.org/events/designmmoca/>

27th Annual Crazylegs Classic Run/Walk, April 26 <http://www.crazylegsclassic.com/>

Isthmus Green Day, April 26, Monona Terrace <http://www.thedailypage.com/green/>

Monona Terrace Community Open House, May 3,
http://mononaterrace.com/community/community_events.html

Circus at the Chazen, Chazen Museum of Art, May 9-10, <http://www.chazen.wisc.edu/home.htm>

Cars on State Classic Car Show, May 10, www.carsonstate.com

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

Upcoming Conference & Conventions

Upcoming conferences & conventions whose attendees you may see downtown:

Green Medicine Conference, April 14-15, Monona Terrace

Midwest Horse Fair, Alliant Energy Center, April 18-20

Nelson Institute Earth Day Conference, April 16, Monona Terrace

American Institute of Architects, April 30-May 1, Monona Terrace

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>