



Madison's Central Business Improvement District (BID)
Update, April 26, 2007

Today's Topics:

BID Cooperative Advertising – upcoming deadlines
Maxwell Street Days/GSSBA membership applications available
Central District Police Community Meeting – April 30
Business Operators Survey – still time to participate
Ambassador Appreciation Party May 9 – You're Invited
Events & Dates – April, May
Capitol Promenade 3/8 Block Construction
Multi-Space Parking Meter Demo coming in May

BID Cooperative Advertising

Some deadlines are coming up for BID-subsidized Cooperative Advertising Opportunities – see the attached list with contact info. Don't miss your chance to take advantage of these great opportunities:

Travelhost of Greater Madison, June/July issue: Deadline April 30
Downtown Madison summer co-op pages. (Wisconsin State Journal and Capital Times), first deadline May 4
"Around Downtown" spring advertising supplement (June 10)– BID member discount. Deadline May 10
Madison Magazine – July Art Fair on the Square Program issue. Deadline May 14.

See also http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for media kits and more information. The BID is pleased to subsidize 34 cooperative advertising opportunities this year to date, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

Maxwell Street Days application

Maxwell Street Days, the downtown summer sidewalk sale organized and sponsored by the Greater State Street Business Association (GSSBA), is coming July 20-22. Only GSSBA members are eligible to participate as vendors in Maxwell Street Days. GSSBA membership is open to all businesses and property owners located on State Street, the Capitol Square, and one block off either of these two areas. There is discount for registration by June 15. See the attached application form or www.maxwellstreetdays.org for more information.

Central District Police Community Meeting – April 30

The Central District Police will hold Community Safety Meeting to share information and listen to district-wide concerns on Monday, April 30, 7 to 8:30 pm, Central Library, 201 W. Mifflin, Rm. 202. This is the second of the quarterly community meetings implemented as part of the Downtown Safety Initiative. BID property and business owners are welcome and encouraged to attend.

Downtown Madison Business Operators Survey

There is still time to participate in the Downtown Madison Business Operators Survey from UW-Extension. The survey is part of a market analysis study of downtown Madison, co-funded by the BID. The study will analyze opportunities to improve downtown Madison as a place to operate a business, and will generate data to support a business retention, expansion and recruitment program. You can complete this survey online at <http://www.visitdowntownmadison.com/business/index.php>. Survey participants will receive a copy of the final report. This study is an important component of business recruitment and retention efforts, and we appreciate your participation.

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."

Events & Dates – April, Early May

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

BID Board Meeting, May 3, http://www.visitdowntownmadison.com/about/index.php?category_id=2494 – note location (Network 222 Building)

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>

Summary: Capitol Promenade 3/8 Block Construction (April through Oct)

Capitol Promenade 3/8 Block Construction has started. This is the 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). Each 1/8 will be reconstructed in sequence (one at a time), starting with the 10 block of East Main, about 2 months per block. Work shall be done between 7am and 5pm, Monday through Friday (normally).

Current Projected Schedule (rough): 10 block East Main (between Pinckney/King and MLK Blvd.): late April – June; 10 Block West Main (between MLK Blvd. and S. Hamilton/S. Carroll): July-August; 10 block of South Carroll (S. Hamilton to West Washington) - Sept -Oct.

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>