



Madison's Central Business Improvement District (BID)
Update, April 3, 2008

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Downtown Community Meeting Saturday

Safety

Police continue to work intensively to investigate yesterday's murder of a UW Madison student on West Doty in the Bassett neighborhood. The latest reports indicate they have no suspect at this time, but "We've got people we are looking for," said Lt. Joe Balles. City and university police are urging students and other residents to take safety precautions. Madison and UW police will be pairing up today with a large number of foot patrols in the Bassett neighborhood. Anyone with information that may help lead to an arrest is encouraged to call the Madison Police Crime Stoppers line at 608-266-6014. Downtown alders plan a neighborhood safety meeting this Saturday, with time & location still to be announced. We are staying in contact with our Neighborhood Officer Linda Covert for any updates for the business district, and will pass along information as it becomes available.

Also, with spring and warm weather, Officer Covert reminds you that when panhandling and other illegal behaviors cause problems for you or your customers, please contact her (608-577-5731) or police dispatch (608-266-4275). Panhandling enforcement is a priority for police, as panhandling can escalate into other problem behaviors. By calling police, business & property owners help police find and address problems, and document when, where and how often problems are occurring. Please see the attached info sheet and/or the BID website downtown safety page for more information:

http://www.visitdowntownmadison.com/news/index.php?category_id=2553

Frances Plaza Public Art/Water Feature public meeting, Friday, April 4-NOTE TIME AND LOCATION CHANGE

On Friday, April 4th, the five teams chosen as finalists to design a water feature for Frances Plaza will be in town for an orientation. Besides getting a better feel for State Street and meeting with City staff, the Madison Arts Commission would like for them to have the opportunity to hear from other individuals who are invested in State Street and desire to share their opinions with the artists. In order to facilitate that, the Madison Arts Commission has scheduled a public meeting. At this meeting you will have the chance to ask the artists specific questions and let the artists know, in turn, what is important to you about State Street, Madison, Frances Plaza, and how the water feature will fit into the community.

Meeting time and location:

Friday, April 4, 2008
Noon to 1:00 pm
Promenade Terrace
Overture Center for the Arts

The five finalists are:

ActualSize from Stoughton, Wisconsin
Tom Askman from Cheney, Washington
Myklebust + Sears from Stockholm, Wisconsin
Stoller Studio from Portola Valley, California
Howard Ben Tre from Pawtucket, Rhode Island

You can see past examples of all the applicants work, including the five finalists, at the Madison Arts Commission website (<http://www.cityofmadison.com/mac/documents/FrancesPlazaSemiFinalistImages.pdf>) under Public Art Opportunities.

Gilman St. Reconstruction Planning Meeting – April 7

City Engineering and Traffic Engineering have scheduled a public meeting to discuss options for reconstruction of West Gilman (block between State St. & University Ave.). Design and planning will take place this year, with construction planned for summer 2009. Conversion of this block to 2-way is part of the State Street Strategic Plan adopted in 1999. Property and business owners on Gilman St. and in the immediate area are encouraged to attend. I will circulate an agenda when available.

Where: Overture Center
Room: Wisconsin Studio
Date: Monday April 7, 2008
Time: 6:30 to 8:30 pm

Downtown Plan Kickoff Meeting - April 9

Beginning in early 2008, the City will embark on a process to create a plan for the future of downtown. As defined in Madison's recently-adopted Comprehensive Plan, "Downtown" refers to the intensively developed urban core of the City, where the highest density employment, residential and other uses are located. The boundary is not precise, but a working definition of this downtown core will be the area generally bounded by Park and Regent Streets, and Proudfit and Blair Streets, recognizing that some adjacent areas share these characteristics. This definition includes that portion of the UW campus located within these boundaries. The plan will provide a vision for this area, and goals and recommendations on topics such as land use, housing, transportation, economic development, civic/cultural, open space and recreation, and urban design. A public meeting to kick off this effort will be:

Wednesday, April 9
Overture Center, Promenade Hall
6:00 pm open house
7:00 pm – presentation followed by breakout sessions
Website (more information, meeting agenda):
<http://www.cityofmadison.com/neighborhoods/downtownplan/>

State Street 500-600 block reconstruction underway, State St. Oversight Cmte meetings April 24

Per city engineering, the large construction signage on Gorham & at the top of the 300 block of State Street will be replaced with smaller "bike detour ahead" signs. The weekly construction meetings are Tuesdays, 9 am, construction field office, 513 State Street. BID staff will attend those meetings and send out email updates to those in the State Street 500-600 block and adjacent area. Other summer construction projects include Capitol Square streetscape updates on the city side of the Square, and the continued Capitol Promenade Construction on the inner (State) part of the square. For weekly construction updates and project descriptions, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477. Also, the next meeting of the

State Street Design Oversight Committee will be April 24 at 5:15 P.M. at LL130 Madison Municipal Building 215 Martin Luther King Jr. Blvd. I will circulate an agenda when available.

Cars on State Classic Car Show May 10 – Entry deadline April 11

The Cars on State Classic Car Show returns to State Street in Madison on Saturday, May 10, 2008, from 10 am to 3 pm. The event is organized by the Greater State Street Business Association with support from Madison's Central Business Improvement District (BID). For event information, see www.carsonstate.com. At the first annual event last year, thousands of spectators packed State Street to view more than 100 classic cars, and celebrity judges such as UW Head Football Coach Bret Bielema, UW Athletic Director Barry Alvarez, and auto expert Matt Joseph, bestowed awards ranging from Best in Show to "Best Getaway Car" and "Best Prom Date Car." Organizers are looking for cars more than 25 years old, and hope to showcase Madison-area classics in the show – including cars owned by downtown business and property owners. To enter a car, see www.carsonstate.com to download an application or call Hawk Schenkel at (608) 347-4295 to request an application. The entry deadline is Friday, April 11th.

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.

Welcome New Businesses

Anthology, paper & craft boutique, 218 State Street (grand opening events this weekend)
Goodwill Industries of South Central Wisconsin – new "boutique concept" store coming in at 651 State Street (opens April 8)
Epoch Vintage Clothing, opening in May at 214 State Street
Septi Fitness, 10 S. Carroll St.

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.

Downtown Taxi Stand Service Kicks Off April 3

Taxi stand service will be offered on University Avenue starting on April 3. The service is being offered on a trial basis, and was developed in conjunction with the Mayor's office, City staff, Madison's three taxi companies, the Alcohol Policy Coordinator and the Police Department. "This is good example of a public-private partnership to make our community safer," said Mayor Cieslewicz. "Well-placed and frequently serviced taxi stands have been shown to reduce concentrations of intoxicated patrons and improve patron safety by reducing the opportunity for crime." Recently, Seattle developed several late-night taxi stands near their entertainment district through the "Last Call" Public Health Department initiative. Representatives from Last Call indicate that the taxi stands have been a success and have not led to any acts of violence. Like Madison, Seattle is home to several universities and has a vibrant entertainment district. In addition to increasing patron safety, the taxi stands will assist cab companies in efficiently getting passengers into and out of the downtown area in light of the upcoming construction on State Street. "Badger Cab is looking forward to participating in this project," said Rick Allen of Badger Cab. "It is in everyone's best interest to make this work."

The Madison taxi stand project will begin on April 3. It is starting with one taxi stand at the 600 block of University Avenue. The taxi stand will operate on a trial basis Thursday through Saturday nights from

12:00 a.m. to 3:00 a.m. Throughout the opening weekend, volunteers will be staffing the taxi stand. The taxi stand project will be evaluated on a regular basis and may be expanded or eliminated in the future.

The Mayor thanked Alcohol Policy Coordinator Katherine Plominski for her work in spearheading the project. The Alcohol Policy Coordinator is a two-year-old position jointly funded by the City and the University. For more information, Contact: Katherine Plominski, city Alcohol Policy Coordinator @ 608-264-9295 or KPlominski@cityofmadison.com

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:

Capital Newspapers –Dining Guide (May). Deadline April 14. Contact: Carrie Johnson, Capital Newspapers, 608-252-6298, cjohnson@capitalnewspapers.com

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 11 & 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

Wisconsin Film Festival, April 3-6 www.wifilmfest.org

Wisconsin Women in Government annual banquet Thursday, April 10th, Monona Terrace, guest speaker Jenna Bush. www.wiscwomeningovernment.org/events.cfm.

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/>

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

Upcoming Conference & Conventions

Upcoming conferences & conventions whose attendees you may see downtown:

SkillsUSA State Leadership & Skills Conference, Alliant Energy Center, April 8-9, many high school attendees

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

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

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

Downtown Community Meeting Saturday

Alder Mike Verveer and the Bassett District of Capitol Neighborhoods invite all downtown residents to join them for a community gathering and dialogue in the wake of the tragic murder that occurred this week.

On Saturday April 5 at 2:00 PM please join us at the Grand Hall at the Capitol Lakes Retirement Community (formerly known as Meriter Retirement) 333 W. Main St. Representatives of the Madison Police Dept., the UW Police Dept. and the UW Dean of Students will be on hand to update the community on the status of the investigation and efforts to insure safety in downtown Madison.

Saturday April 5th 2:00 PM

Grand Hall

Capitol Lakes Retirement Community(formerly Meriter Retirement)

333 W. Main St.

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>