



Madison's Central Business Improvement District (BID)

Update, April 5, 2007

Today's Topics:

Construction – 500-600 blocks schedule
Multi-Space Parking Meter Demo coming in May
BID Cooperative Advertising
Cars on State May 12 – Classic Cars Needed!
Central District Police – Survey Deadline April 6
April events
Updates in Brief
2007 Wisconsin Idea Exchange and Alliance Program April 24-25

Construction

State Street 500-600 blocks. Today, the BID Board voted to recommend that 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.

Larry Nelson, head of City Engineering, spoke at the BID Board Meeting today. Because this project involved more than \$900,000 in federal funds, the Wisc. Dept. of Transportation needed to administer the project and give the ok to advertise to bid. This ok was just received (yesterday). This means that the earliest the project could start this year would be May 29. Even if a very aggressive schedule was followed and weather cooperated, the street would be torn up for Maxwell Street Days July 20-22, and mainline sidewalk construction would start Sept. 1 at the earliest. Both the city and the BID have heard from business and property owners who are very concerned, and who have asked that the project be pushed back to 2008. BID Board members (as business and property owners) and city staff share your concerns about the impact that starting in late May would have on your businesses during the key season of student move-in, football season, Homecoming, etc..

Larry Nelson presented the option of delaying work until next summer. The plan would be 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).

The BID Board voted unanimously to recommend that work be delayed until 2008 and start on time in early spring. I will keep you posted on final decisions and further developments. If you have questions, please don't hesitate to contact me.

Regarding the Capitol Promenade 3/8 Block Construction, work has not begun yet as they are still finalizing a contract. The state project manager will contact me as soon as he knows a start date (probably this month, yet) and other details. 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

City Parking Utility – Multi-Space Parking Meter Trial

At the April 3 GSSBA meeting, Bill Knobeloch 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.

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 attached list plus

http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for 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!

The Greater State Street Business Association is sponsoring “Cars on State – Classic Car Show” on State Street, Saturday, May 12, from 10 am to 5 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.

Central District Police Survey

Many of you identified safety as a top issue in the BID Member Survey. Here is an opportunity to make sure the business voice is heard by Central District police. The City of Madison Police Department has developed an online survey to help the police department better understand concerns of Central District students, residents, and business owners in regards to their safety, crime, and of the police department in general. Please respond by the survey deadline of Friday, April 6.

See http://www.visitdowntownmadison.com/news/index.php?category_id=2553 for link to complete the survey.

March/April Events

Easter Hat Parade, Saturday, April 7, Capitol Square, <http://www.capitolkids.com/activities.html>

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/>

Crazylegs Classic, April 28, <http://www.crazylegsclassic.com/>. (BID Ambassadors will distribute welcome window flyers for this event next week.)

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

Updates in Brief:

The BID Ambassador Booths are slated to open Saturday May 19 and run through mid-October. One will be positioned in Library Mall to help direct people through the construction area; the other where the Capitol Square meets State Street . . . the 2007 Downtown Map & Guide has gone to print and is on schedule for delivery before the end of April . . . we are finalizing the BID contract for plantings and hanging baskets. Spring bulbs are scheduled to go into planters the week of April 16, before the Farmers Market opens April 21 . . . the BID-UW Admissions Admitted Student/Parent programs (through April) continue to go well, with students and parents very excited by the gift bags.

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) for information about sponsorship or property information. For a conference program, see <http://www.visitdowntownmadison.com/business/index.php>.

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>