



Madison's Central Business Improvement District (BID)
Update, August 16, 2007

Today's Topics:

New Co-Op Advertising Opportunity – Badger Insider
New Resident / Downtown Living Tour Packets
Downtown Living Tour – Ticket Offer
Alcohol License Density Plan Ordinance Update
Midwest Shrine Association Summer Convention in Town – Parade today
New Event August 24 – Khala Ghali, Aug. 24
Events & Dates – August
BID Cooperative Advertising – August-September Deadline
Capitol Square Bus Shelter Construction Update

New BID Co-op Advertising Opportunity - Badger Insider

Badger Insider (mailed to 40,000 UW alumni)
October issue (mails early October – should arrive before Homecoming)
BID ad would be ¼ page color
Participants: Four (4) spaces available, 2" X 1.25" each, \$270 each
Deadline: August 27
Contact: Your Madison Magazine Representative or Mike Kornemann at (608) 270-3611,
mkornemann@madisonmagazine.com (our usual rep, Connie Lanter, is on vacation).

Badger Insider Magazine is produced by the Wisconsin Alumni Association and is sent to their 40,000 dues-paying members (22,000 in the Midwest region). (It used to be a 2x/year small-format "ride along" publication inserted inside On Wisconsin, the quarterly magazine mailed to all UW Madison alumni.) Badger Insider is being expanded and revamped, with the debut issue in October: New, oversized rectangular format; Stand Alone Piece arriving in member mailboxes 4X annually; More and larger photos and more Alumni News such as Badger Babies, Alumni Profiles, Chapter Spotlights, Super Members, Where's Bucky, and more. Badger Insider will reach the most dedicated alumni and friends of the University of Wisconsin, who return to Madison the most often.

New Resident / Downtown Living Tour Packets

Downtown continues to be a hot spot for new residents in condos and homes. Our New Resident Packets—which includes items ranging from coupons or gift certificates to menus or brochures—are a way to directly market your business to our new downtown neighbors. Downtown realtors love the packets – and have asked us for another 250 this fall for condo and home closings (after 300 this spring). In a happy coincidence, the Downtown Living Tour, "Living the Downtown Lifestyle" takes place Saturday, October 6 from 11am – 4 pm. Sponsored by Downtown Madison, Inc., and Capitol Neighborhoods, the tour will take approx. 350 people interested in downtown living through homes and condos including Nolen Shore, Metropolitan Place—Phase II, and Capitol West—Broom Street Lofts, The Marina, and The Lorraine. We are partnering with the event to provide welcome packets for their participants.

So, we've combined the opportunities and will be making 600 welcome packets. Some will go to new residents, and some to Downtown Living Tour participants.

How to participate:

You provide: Small-size items promoting your business, ranging from coupons or gift certificates, to menus or brochures, pens, notepads or other fun, unique item. If you will supply coupons with expiration

dates, please note that packets will be distributed in late-September and early October, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. the end of summer 2008 or later).

Number of items: 600

Confirm Participation by: Friday, August 31

Items Ready for Pick-Up by: Friday, September 14

Ambassador Pick-Up: September 17-21

To confirm participation or for more information, please contact: Mitch Freund, Madison Central Business Improvement District (BID) Programming Coordinator
t: 608.443.1976 e: mfreund@downtownmadison.org

Downtown Living Tour – Ticket Offer

In addition to participating in the packets (above), the Downtown Living Tour is offering BID and GSSBA businesses yet another way to bring tour participants into your business – the Downtown Living Tour Ticket Offer. This is a way to encourage attendees of the tour to also visit your business that day.

The Downtown Living Tour takes place on Saturday, October 6th from 11am-4pm. Tour locations include: The Bellevue Apartments, Nolen Shore condominiums, Metropolitan Place—Phase II condominiums, Capitol West—Broom St. Lofts, The Marina condominiums, The Loraine condominiums, and homes on S. Henry, E. Main, and N. Pinckney Streets. Attendance for the tour will be between 300-350 people and will be comprised of current and prospective downtown residents, and downtown living enthusiasts.

How To Participate:

You Provide: A special offer that would be available to Downtown Living Tour participants who come to your business and show their Downtown Living Tour ticket. This offer would be good only the day of the event, Sat. Oct. 6. For maximum business exposure, participants are encouraged to provide enticing offers (i.e. free glass of wine, free food item, or 25% off specific specialty items with presentation of tour ticket).

You Get: Participating businesses, offers and business address will be listed in the Downtown Living Tour program (500 copies). Participating businesses and offers will also be listed on the DMI website.

Deadline: Submit your ticket offer by Friday, September 7.

What to send: Name & location of business, and one sentence describing the offer. Entries may be edited for space.

Send to: Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org

Alcohol License Density Plan Ordinance Update

Last night, the Alcohol License Review Committee (ALRC) approved the Alcohol License Density Plan Ordinance, with some amendments. The next step is that the ordinance will go to City Council for a vote, most likely at the September 18 City Council meeting. The version of the plan approved last night contains amendments that change the definition of the plan area (the area will be the “Central Commercial District”—not police sectors – the area from lake to lake, and Blair to Park/Regent/North Shore); extend the “grace period” to 365 days with new language saying that the grace period begins “tolling” only when the property owner regains full control; requires annual review of the plan by Council and referring committees; and changes the sunset from 7 years to 4 years.

To recap, the BID Board opposes this ordinance as a way to address alcohol-related problems downtown, and recommends alternatives such as increased enforcement and creation of ALRC guidelines for considering license applications. However, the BID Board did recommend amendments

should the ordinance pass anyway. The version of the ordinance passed by the ALRC does address some BID-requested amendments (such as property owner control before the grace period commences) but not all of them. For example, the BID recommended a 2-year grace period, a 2-year sunset, and different language regarding “exceptional circumstances” for license applications. To read the BID Board position, see http://www.visitdowntownmadison.com/about/index.php?category_id=2494 (scroll down).

BID members who wish to express their views on the issue are encouraged to contact their alder and/or attend the September 18 City Council meeting (to find your alder, see <http://www.cityofmadison.com/council/findAddress.cfm>). Please feel free to contact me if you have questions or need more information.

Midwest Shrine Association Summer Convention

The Midwest Shrine Association Summer Convention will take place August 15-18, at the Madison Concourse Hotel, with anticipated attendance of 2,000. Activities will include a parade around the Capitol Square on Thursday, August 16, starting at 6:15 pm (parade line-up begins at 5:15 pm). We have supplied Downtown Map & Guides to the Shriners for all attendees, and the Shriners’ suggested “ladies activities” including shopping and dining downtown. For more information, see <http://www.zorshriners.com/interest.html>.

New Event August 24 – Khala Ghali, Aug. 24

The Madison Arts Commission presents Khala Ghali, a BLINK Temporary Art Project. See their announcement below:

Khala Ghali - art alley - night market
100 Block of W. Mifflin (top of State at Philosopher’s Grove) and
100 Block of N. Carroll (top of State at Forum of Origin)
Friday, August 24 from 5:00pm – 9:00pm

The next BLINK! project, Khala Ghali, is quickly approaching. Khala Ghali, the Hindu words for art alley, gathers a unique array of artists from a variety of disciplines including: theater, music, performance art, painting, mixed media, sculpture, multimedia and dance for a blink-and-you’ll-miss-it art happening on the 100 block of West Mifflin and 100 block of North Carroll on Friday, August 24 from 5 to 9pm. Khala Ghali is inspired by the night markets of Hong Kong and the art streets of India, and infused with D.I.Y. spirit of the craft wave that is sweeping the national art scene. The Khala Ghali BLINK recipients are organizing this event out of a deep desire to bring the diversity of Madison’s arts community together for an outdoor night market with a little fringe. The premiere Madison Khala Ghali will take place at the Philosophers Grove(2004) by Jill Sebastian and the Forum of Origin(1995) by Brower Hatcher at the tops of State, Mifflin, and Carroll on Friday, August 24 from 5:00-9:00pm. The event features nationally recognized multimedia artist Mark Nelson, Mercury Players Theater, and Kanopy Dance Company among others.

For more information about Khala Ghali contact Yvonne Montoya at (858) 335-5132 or ymontoya@wisc.edu. For more information about the Madison Arts Commission’s BLINK! grants visit our website at www.cityofmadison.com/mac or contact Karin Wolf, the Arts Program Administrator for the Madison Arts Commission, kwolf@cityofmadison.com.

Events & Dates – August

Juniorpalooza at the Madison Children's Museum, August 18, <http://www.madisonchildrensmuseum.org/>

Kanopy Dance Studio Open House, August 18, <http://www.kanopydance.org/>

Subaru "Urban Assault" Bike Race, August 19, includes checkpoint stops at Monona Terrace and at Chipotle (658 State St.). The race is from 8am – 12pm and involves teams of racers, including family teams, who go from checkpoint to checkpoint. Racers are spread out over this time. For more info, see <http://www.urbanassaulttrace.com/madison.php>

“Khala Ghali-Art Alley. Night Market,” August 24, 6-10 pm.

Ongoing Events:

Dane Dances, Fridays, Aug. 3-31, Monona Terrace, <http://www.danedances.org/>

Jazz at Five, Wednesdays, Aug. 8-Sept. 5, where State Street meets the Square, <http://www.jazzat5.org/>

Madison Trust for Historic Preservation has added Thursday evening "Twilight Tours" in August, including a State Street tour: <http://www.madisontrust.org/tours/index.html>

Folk on State, Saturdays, June 2-Sept. 1 – note that location has moved back to Concrete Park at State & Frances - <http://www.madfolk.org/FolkOnState.htm>

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

BID Cooperative Advertising – August & September Deadlines

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities. (See also the Badger Insider opportunity, just added, at top of this email).

Travelhost of Greater Madison – Oct/Nov issue. Deadline: Aug. 31 Contact: Betty Marquardt (608) 669-8478, trvlhst@centurytel.net

Capital Newspapers Rhythm Dining Guide (Oct) Deadline: Sep. 4 Contact: Tiffany Frisch, 608-252-6298, tfrisch@capitalnewspapers.com

Isthmus Wisconsin Book Festival program / thedaily page.com Deadline: Sep. 7 Contact: Melissa Badini, 608-251-5627, mbadini@isthmus.com

Madison Magazine, Nov. "Downtown Hot Off the Shelf" pages Deadline: Sep. 10 Contact: Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a full list of co-op opportunities, ad rep contacts, 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.

Capitol Square Bus Shelter Construction Update

The Capitol Shelter bus shelter construction project has resumed; however, the new shelters will be installed later than expected due to a delay in their manufacture. Demolition of the old bus shelters is underway, along with installing new utilities and pouring concrete pads. Pedestrian and street lighting (the "glitter lights") also will be replaced on East Mifflin from State St. to Wisconsin Ave. and North Carroll from State St. to W. Washington Ave. This work will continue until mid-September. The current projected date for installation of the new bus shelters is Monday, Oct. 29. In case there are further delays in the manufacture of the new shelters, the contingency plan is for temporary shelters to be installed for the bad-weather winter months. The new shelters have a smaller footprint and are shorter than the current ones. For a link to a picture of the planned bus shelters, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477.

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>