



Madison's Central Business Improvement District (BID)
Update, February 14, 2008

Happy Valentines Day!

Today's Topics:

Be a part of the 25th anniversary celebration of Concerts on the Square – Deadline Feb. 15
State Street 500-600 Block Construction Meeting – March 19
Downtown Information Table a hit at the WPT Garden Expo Feb. 8-10
UW Admitted Student-Parent Visits Continue
Events & Dates – February/March – WIAA and Jazz at Five fliers coming
2008 Events List

Be a part of the 25th anniversary celebration of Concerts on the Square by showcasing poster artwork – Deadline Feb. 15

The Wisconsin Chamber Orchestra is looking for Downtown Madison stores and businesses to showcase the artwork of the finalists for the 2008 Concerts on the Square Poster Competition. The WCO sponsored a juried competition to select an image that reflected the spirit of this unique Madison summertime tradition. Several finalists were chosen to be showcased, in addition to the winning piece, and we would like to exhibit the finalists' artwork in Downtown Madison storefronts during the summer months. This is a great way to be a part of an exciting summer celebration for Concerts on the Square - while at the same time displaying the incredible talents of Wisconsin artists! For more information, please contact Chrissie Hensley at the WCO office at 257-0638 or christinahensley@wcoconcerts.org by Friday, February 15.

State Street 500-600 Block Construction Meeting – March 19

State Street 500-600 blocks reconstruction is scheduled to begin March 31 and conclude Sep. 12, with installation of final streetscape items (benches, trees, etc.) in early November. The project will include the State Street 500 and 600 blocks from Gilman to Lake, the Gilman/Broom/State intersection, Frances Plaza, "Concrete Park," and Hawthorne Court. The contractor is Speedway Sand & Gravel. A Frances Street Plaza public art/water feature project is also planned. The pre-construction informational meeting with City Engineering & Speedway for property and business owners is Wednesday, March 19 at 2pm at State Street Brats (2nd floor), 603 State Street. (Our thanks to Kelly Meuer at Brats for hosting this meeting.) Business and property owners within and adjacent to the project area are encouraged to attend. City engineering will send an informational letter to property and business owners in early March confirming this meeting. Once construction begins, there will be weekly construction meetings with business and property owners (schedule forthcoming); BID staff will attend and provide updates to BID members.

Downtown Information Table a hit at the WPT Garden Expo Feb. 8-10

BID Ambassadors staffed a Downtown Information Table for the first time at the Wisconsin Public Television Garden Expo at the Alliant Energy Center Feb. 8-10. They helped a whopping 1,240 people with downtown shopping and dining suggestions, and distributed 1,195 general brochures for downtown events and businesses, and 1,000 Downtown Madison Map & Guides over the three days. Many event attendees were from the greater Madison/southern Wisconsin region, and our Ambassadors are glad to have helped them become downtown customers. Our thanks to Garden Expo organizers, and congratulations to Mitch Freund, BID Programming Coordinator, and the Ambassadors for staffing a successful event.

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 February 15, 22 & 29; March 14 & 28, and 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!

Events & Dates – February/March

NOTE: BID Ambassadors will be distributing window fliers and posters for the upcoming WIAA State Tournaments and Jazz at Five Winter Series starting Friday and continuing through the weekend. Thanks for helping to welcome WIAA athletes and fans and to support the Jazz at Five Winter Series by posting these fliers at your business.

Winter Farmers Market (indoors), Saturdays, 8 am - noon, Madison Senior Center, Jan. 6-April 14.
<http://www.madfarmmkt.org/>

International Festival, February 16, Overture Center, www.overturecenter.com

Downtown Coordinating Committee, Feb. 21, 5:30 pm, Rm. 108 City-County Building, to find agenda see <http://legistar.cityofmadison.com/calendar/#current>

WIAA State Wrestling Tournament (Individual), February 21-23, Kohl Center. <http://www.wiaawi.org/>

Jazz at Five Winter Series, Wednesdays, Feb. 27-Mar. 12, Overture Center, <http://www.jazzat5.org/>

WIAA State Basketball Tournament (Boys), March 6-8, Kohl Center, <http://www.wiaawi.org/>

BID Board Meeting, March 6, http://www.visitdowntownmadison.com/about/index.php?category_id=2494

2008 Shamrock Shuffle, March 16, <http://www.shamrock-shuffle.org/>

St. Patrick's Day Parade, March 16, <http://www.stpatsmadison.org/>

2008 Events List

Attached is an informal calendar of 2008 downtown events & dates I compiled for planning purposes – I'm sharing in case you find it useful as you plan your own marketing and events.

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