



Madison's Central Business Improvement District (BID)
Update, March 15, 2007

Today's Topics:

Construction

Updates in Brief

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2007 Wisconsin Idea Exchange and Alliance Program April 24-25 – BID will sponsor member attendance

Construction

The schedule for 500-600 blocks State Street construction has been pushed back to start in late May. According to a March 13 letter from City Engineering: "There has been a change in the anticipated construction schedule as city staff is still coordinating the necessary state approvals for the expenditure of federal funds. Construction on this phase of State Street will not begin until late May and is expected to be complete mid-November." The letter states that more information and the schedule for weekly informational meetings would be available after the contract is awarded. I was also informed: "The State Street contract will specify construction from May 21st to November 18th. For Maxwell Street Days [July 20-22] the complete right-of-way will be available for the merchants and the areas which have not been permanently restored will be temporarily paved or made accessible to pedestrians with a walkable crushed stone surface as in years past. Also the contractor will be required to remove all equipment and barricades from the work area."

Regarding the planned Capitol Square bus shelter replacement: "The Capitol Square project this summer will be isolated to the immediate areas around the existing bus shelters, disturbance to the square will be minimal. Tentative schedule is start mid July and complete by the end of August." I was told this work would begin after Art Fair On/Off the Square, July 14-15.

I will provide more information as it becomes available.

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 the attached application to enter the car in the show. We already have a few BID business and property owners who have entered their cars. Pass the word!

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 is in final edits and 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 continue to go well, with students and parents very excited by the gift bags.

Co-op Advertising

I am working with the BID Marketing Committee to confirm the '07 cooperative advertising opportunities, especially for spring/summer/early fall. I hope to have the list out next week. In the meantime, we confirmed a co-op with the Isthmus Dining Guide (published April 27, deadline this Friday March 16) and

sent out information to BID restaurants and food/drink establishments last week. For more information, please contact your Isthmus representative or Melissa Badini, 608-251-5627, mbadini@isthmus.com, by Friday, March 16.

Surveys

'Tis the season for surveys – including one from the Madison Central District Police.

BID Member Surveys: Thanks to everyone so far who completed the BID Member Survey – we had about 100 respondents. We are compiling the responses and look forward to sharing the results. Thank you!

Downtown Madison Business Operators Survey: Many of you have also received a Business Operators Survey from UW-Extension. This 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. We appreciate your participation.

Madison Central District Police Survey: The City of Madison Police Department has developed an online community survey. This survey is designed to help the police department better understand the feelings, beliefs, and perceptions of the Central District students, residents, and business owners in regards to their safety, crime, and of the police department in general. Many of you identified safety as a top issue in the BID Member Survey, so here is an opportunity to give more feedback to the police on this topic. The survey can be completed at: <http://www.surveymonkey.com/s.asp?u=450353427008>

March Events

WIAA Basketball (Boys) – March 15-17, Kohl Center
St. Patrick's Day Parade, March 17, Capitol Square, <http://www.stpatismadison.org/>
Shamrock Shuffle, March 17, Monona Terrace, <http://www.shamrock-shuffle.org/>
Children's Arts Festival, Overture Center, March 24-25, <http://www.overturecenter.com/kids.htm>
Line Breaks, spoken word & hip-hop, Feb. 24-Apr. 26, UW Campus, <http://www.arts.wisc.edu/artsinstitute/air/joseph/linebreaks.html>

Small Business Conference March 22

The 2007 Madison Small Business Conference, "Small Business Growth: Key to Economic Success," will be held March 22, 2007, Monona Terrace Community and Convention Center, 7:30 a.m. until 12:30 p.m. Session topics will cover two tracks. One geared to start-up business needs and one focusing on the growth phase for small business. Topics include: Business Plans, Access to Capital and Financing, Office Space, Marketing, Employment Law and other basic issues. The conference will conclude with a roundtable discussion on health care issues. Registration is FREE, but space limited, with advance registration required. Please see registration form and invitation letter at <http://www.visitdowntownmadison.com/business/index.php>. The conference is presented by the City of Madison, the Small Business Advisory Council (SBAC), the African-American/Black Business Association (AABBA), the Latino Chamber of Commerce and the Greater Madison Chamber of Commerce (GMCC),

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 5 small BID business or property owners, and will have an information table at the conference. See the attached letter about the sponsorship. There are still a few spots available. 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>