



Madison's Central Business Improvement District (BID)
Update, March 1, 2007

Today's Topics:

BID Member Survey
Winter Weather Update – City Webpage
Small Business Conference March 22
Construction
WIAA Tournaments Continue/Other March Events
Admitted Students/Parents Program going well

BID Member Survey

The BID is doing a brief survey of BID member business and property owners about various programs and activities. It's your BID, and the Board of Directors and staff would like to hear from you! Surveys were mailed or distributed this week. BID business and property owners can also complete the survey online at: http://www.visitdowntownmadison.com/about/index.php?category_id=3013. Please reply by March 9 so that your voice counts. Thank you!

Also, a heads up – another survey will be coming a week or so from UW-Extension. This will be a more in-depth "Business Operators Survey" survey as 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. Survey participants will receive a copy of the final report. Please be on the lookout for this survey. We appreciate your participation.

Winter Weather Update – City Webpage

With the current and anticipated severe weather, the city is posting a "Winter Weather Update" on the city homepage at <http://www.cityofmadison.com/>. Check it for regular updates on how city crews are handling clearing snow, etc., and also links to how to report flooding or other problems.

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, attached. 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),

Construction

State Street Construction Phase IV (500-600 Blocks) is on track to break ground in April (and conclude in September). The bid process is proceeding, and we are in close contact with City Engineering on this and other planned projects for the summer. I will notify everyone when the first State Street construction meeting is scheduled, and provide regular updates. Also, stay tuned for information on marketing opportunities to help boost business during construction.

WIAA Tournaments Continue/Other March Events

WIAA Wrestling (Team) – March 2-3, UW Field House
WIAA Hockey (Boys) – March 1-3, Alliant Energy Center
WIAA Hockey (Girls) – March 2-3, Alliant Energy Center
WIAA Basketball (Girls) – March 8-10, Alliant Energy Center
WIAA Basketball (Boys) – March 15-17, Kohl Center

Line Breaks, spoken word & hip-hop, Feb. 24-Apr. 26, UW Campus,

<http://www.arts.wisc.edu/artsinstitute/air/joseph/linebreaks.html>

Dance Fest, Dane Dances! & UW Office of Multicultural Arts Initiatives First Wave Fundraiser, March 3, Memorial Union, <http://www.danedances.org/dancefest/default.aspx>

St. Patrick's Day Parade, March 17, Capitol Square, <http://www.stpatsmadison.org/>

Shamrock Shuffle, March 17, Monona Terrace, <http://www.shamrock-shuffle.org/>

Admitted Students/Parents Program going well

Thanks again to all the business and organizations who participated in the UW Admitted Student/Parent gift bags. The first two visits (Feb. 9 and 23) went very well. Nearly 100 gift bags were distributed in to enthusiastic crowds at the sessions at the Red Gym. Kristin Korevec, Associate Advisor with UW Admissions said,

"[The BID] goodie bags and parking coupons/information have been very well received. The parents and students seem very surprised and 'wowed' by the bags. There is some GREAT stuff in there! The parking information and coupon also seem to be doing the trick. Despite the crowds of the WIAA wrestling tournament last Friday, everyone seemed to easily find parking with your directions that we've stuffed in the confirmation packets."

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>