



Madison's Central Business Improvement District (BID)
Update, March 20, 2008

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Construction

The State Street 500-600 blocks pre-construction meeting was held March 19. That construction will begin Monday, March 31. All of State Street between Lake St. and Gilman/Broom intersections will be closed to traffic and deliveries during construction. In addition, the intersection of State, Gilman & Broom will be closed to through traffic for the first phase (Mar. 31 – July 1). The weekly construction meetings are Tuesdays, 9 am, construction field office, 513 State Street, starting Tuesday, April 1. BID staff will attend those meetings and send out email updates to those in the State Street 500-600 block and adjacent area. If you are in the State Street 500-600 block or adjacent area, and did not receive today's construction update, email me if you want to be put onto that list. Other summer construction projects include Capitol Square streetscape updates on the city side of the Square, and the continued Capitol Promenade Construction on the inner (State) part of the square. For weekly construction updates and project descriptions, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477.

Gilman St. Reconstruction Planning Meeting – April 7

City Engineering and Traffic Engineering have scheduled a public meeting to discuss options for reconstruction of West Gilman (block between State St. & University Ave.). Design and planning will take place this year, with construction planned for summer 2009. Conversion of this block to 2-way is part of the State Street Strategic Plan adopted in 1999. Property and business owners on Gilman St. and in the immediate area are encouraged to attend. I will circulate an agenda when available.

Where: Overture Center
Room: Wisconsin Studio
Date: Monday April 7, 2008
Time: 6:30 to 8:30 pm

Cars on State Classic Car Show May 10 – Entry deadline April 11

The Cars on State Classic Car Show returns to State Street in Madison on Saturday, May 10, 2008, from 10 am to 3 pm. The event is organized by the Greater State Street Business Association with support from Madison's Central Business Improvement District (BID). For event information, see www.carsonstate.com. At the first annual event last year, thousands of spectators packed State Street to view more than 100 classic cars, and celebrity judges such as UW Head Football Coach Bret Bielema, UW Athletic Director Barry Alvarez, and auto expert Matt Joseph, bestowed awards ranging from Best in Show to "Best Getaway Car" and "Best Prom Date Car." Organizers are looking for cars more than 25 years old, and hope to showcase Madison-area classics in the show – including cars owned by downtown business and property owners. To enter a car, see www.carsonstate.com to download an application or call Hawk Schenkel at (608) 347-4295 to request an application. The entry deadline is Friday, April 11th.

Downtown Taxi Stands - Pilot Project

A taxi stand "pilot project" is being planned for downtown:

What: In this pilot project, selected downtown bus stops will become Taxi Stands late at night on Thursday, Fridays & Saturdays, to make it easier for people to find cabs and for the cab drivers to find their customers. All three Madison cab companies are on board to work with the city on the project.

Why? This is a collaborative effort to improve late-night transportation options downtown and to help alleviate bar-time density and crowding outside of establishments.

When: Kickoff dates are still to be determined. The goal is to do the pilot this spring or summer.

Where: Exact bus stops still to be determined. Proposed locations include the 600 block of University, the corner of State and Johnson, and/or the corner of State, Gilman & Broom (post-construction).

How can you help? Your feedback and suggestions are welcome! Also, the pilot project needs partners - businesses and organizations willing to donate printing/advertisement, food/coffee for those staffing the stands, and volunteers.

Contact: Katherine Plominski, city Alcohol Policy Coordinator @ 608-264-9295 or KPlominski@cityofmadison.com

Economic Development Plan – Listening Sessions March 25

The draft City of Madison Economic Development Strategic Implementation Plan is available to be downloaded at <http://www.cityofmadison.com/business/economicDevelopmentPlan.cfm>. Here are upcoming dates for presentation and discussion of the draft plan:

Monday March 3, 2008: Presentation/discussion of the draft plan by the City's consultant, Mr. Tom Ticknor with the Common Council, 6:00 PM - 7:30 PM, Council Chambers, Room 201 City/County Building, 210 Martin Luther King Jr. Blvd.

Tuesday March 25, 2008: Economic Development Draft Plan Review Sessions with the City's consultant, Mr. Tom Ticknor, Wisconsin Studio in the Overture Center, 201 State St.

Session #1 - 8:30-11:00 am

Session #2 - 1:00-3:30 pm

Session #3 - 6:30-9:00 pm

Each session will be the same, beginning with a short introductory presentation followed by an opportunity for discussion with the City's consultant, Mr. Tom Ticknor. Please attend the session that is most convenient with your schedule. At any time your comments and suggestions are welcome via email at obr@cityofmadison.com or by calling the City of Madison Office of Business Resources at 267-8721.

BID Cooperative Advertising Opportunities 2008

The BID is pleased to subsidize **43 cooperative advertising opportunities** in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Opportunities with upcoming deadlines:

Capital Newspapers –Dining Guide (May). Deadline April 14. Contact: Carrie Johnson, Capital Newspapers, 608-252-6298, cjohnson@capitalnewspapers.com

Travelhost of Greater Madison – June/July issue. BID Downtown Madison Co-op, 2-page spread. Deadline April 18. Contact: Betty Marquardt, (608) 669-8478, trvlhst@centurytel.net

Online Publicity Opportunities

Two opportunities to publicize your business online: madisonverve.com has launched their online guide and weekly eMagazine (www.madisonverve.com). It's free to sign up as a business partner, and then you can post your store or restaurant opening and events (sales, special meals, charity events, etc.). Also, you can keep Shayna Miller (smiller@madisonmagazine.com) at Madison Magazine posted on retail store news she might feature in her online shopping blog at www.madisonmagazine.com.

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 March 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 – March/April

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

Easter Hat Parade, Sat., Mar. 22, <http://www.capitolkids.com/events.html>

Greater State Street Business Association (GSSBA) General Membership Meeting: Tuesday, April 1, 8:15am, Uno Chicago Grill, Uno Chicago Grill, 222 W. Gorham St.

BID Board Meeting, Thursday, April 3
http://www.visitdowntownmadison.com/about/index.php?category_id=2494

Wisconsin Film Festival, April 3-6 www.wifilmfest.org

SkillsUSA State Leadership & Skills Conference, Alliant Energy Center, April 8-9, many high school attendees

Dane County Farmers Market, outdoor market opens Saturday, April 19 <http://www.madfarmmkt.org/>

Midwest Horse Fair, Alliant Energy Center, April 18-20

Badger Spring Football Game, April 19, http://www.uwbadgers.com/sport_news/fb/SpringFootball.aspx

Design MMoCA, April 25-27, Madison Museum of Contemporary Art
<http://www.mmoca.org/events/designmmoca/>

27th Annual Crazylegs Classic Run/Walk, April 26 <http://www.crazylegsclassic.com/>

Isthmus Green Day, April 26, Monona Terrace <http://www.thedailypage.com/green/>

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, [mfrend@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>