



Madison's Central Business Improvement District (BID)
Update, March 22, 2007

Today's Topics:

Construction (including Capitol Square)
Downtown Madison Business Operators Survey
Central District Police – Survey, Community Meeting
Cars on State May 12 – Classic Cars Needed!
March/April events
Updates in Brief
2007 Wisconsin Idea Exchange and Alliance Program April 24-25 – BID will sponsor member attendance

Construction

Capitol Promenade 3/8 Block Construction (April-Oct)

This summer, the State of Wisconsin will continue sidewalk reconstruction and renovating the Capitol Park grounds. This project will involve the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square. Three blocks (or "eighths") are schedule for completion this summer. The project will start with the 10 block of East Main, then move on to the 10 block of West Main, then to the 10 block of South Carroll. They will work on the blocks in sequence. They will finish one section, and then start the next, so only one section will be under construction at a time.

The target start date for the 10 block of E. Main is the first week of April. The exact schedule is still TBD as details are being confirmed. More information will be forwarded when available.

10 block East Main (between Pinckney/King and MLK Blvd.): April - May/June
10 Block West Main (between MLK Blvd. and S. Hamilton/S. Carroll): June - July/August
10 block of South Carroll (S. Hamilton to West Washington) - July/August - Oct.

To re-cap: State Street 500-600 blocks construction has been delayed, with anticipated dates now May 21 through November 18th. Also, the city is in the process of soliciting bids for Capitol Square bus shelter replacement; tentative schedule is start mid July and complete by the end of August. For details, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Downtown Madison Business Operators Survey

If you received a Business Operators Survey from UW-Extension, please try to complete or mail in your response this week. The survey 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.

Central District Police Survey

Many of you identified safety as a top issue in the BID Member Survey. Here is an opportunity to make sure the business voice is heard by Central District police. The City of Madison Police Department has developed an online survey to help the police department better understand concerns of Central District students, residents, and business owners in regards to their safety, crime, and of the police department in general.

See http://www.visitdowntownmadison.com/news/index.php?category_id=2553 for link to complete the survey.

Central District Police Community Meeting

See http://www.visitdowntownmadison.com/news/index.php?category_id=2553 for a link to the presentation from the Feb. 26 Central District Police Community Meeting, which includes Central District statistics. Mark your calendars for the next meeting Monday, April 30, 7-8:30 pm, Central Library.

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 www.carsonstate.com for an application. We already have a few BID business and property owners who have entered their cars. Pass the word!

March/April Events

Wisconsin Wellness Campaign & Expo, UW-Madison South-East Recreation Facility, March 24, <http://www.recsports.wisc.edu/wwc.html>. BID member participants include Wait Chiropractic, Qdoba Mexican Grill and Community Car.

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>

Wisconsin Film Festival, April 12-15, www.wifilmfest.org

Celebrate Madison! 2007 Festival, April 14, Monona Terrace, <http://www.mononaterrace.com/>

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

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 has gone to print and is 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.

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>