



**Madison's Central Business Improvement District (BID)**  
Update, March 30, 2007

**Today's Topics:**

**Construction**

**BID Cooperative Advertising**

**Cars on State May 12 – Classic Cars Needed!**

**Fake ID alert**

**Central District Police – Survey Deadline April 6**

**March/April events**

**Updates in Brief**

**2007 Wisconsin Idea Exchange and Alliance Program April 24-25**

**Construction**

State Street 500-600 blocks: According to news reports, "bids will be sought over the next month and the construction contract and state approval should be ready by May 15." For more information on State Street 500-600 block, Capitol Promenade 3/8 Block Construction, and Capitol Square Bus Shelters replacement, see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

**BID Cooperative Advertising**

The BID is pleased to subsidize 34 cooperative advertising opportunities (this year to date) for member businesses, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities. See attached list plus [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) for media kits and more information. A number of co-op ads and other marketing activities are geared to summer and early fall to boost business during construction. Please feel free to contact me with suggestions which I will share with the Marketing Committee.

**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](http://www.carsonstate.com) for an application. We already have a few BID business and property owners who have entered their cars. Pass the word!

**Fake ID alert**

State Street Officer Linda Covert asked me to pass along information on fake IDs. Police have gathered information on a source creating fake California identification cards in the downtown area. (She attached copies of several that were confiscated recently as examples). They could be used for underage persons or for check cashing. If any business has confiscated any California ID's, please let Officer Covert know and she will come by to pick them up. [LCovert@cityofmadison.com](mailto:LCovert@cityofmadison.com) or 608-577-5731.

**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. Please respond by the survey deadline of Friday, April 6. See [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2553](http://www.visitdowntownmadison.com/news/index.php?category_id=2553) for link to complete the survey.

## March/April Events

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](http://www.wifilmfest.org)

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

Dane County Farmers Market. Saturday market opens April 21; Wednesday market April 25.

<http://www.madfarmmkt.org/>

Crazylegs Classic, April 28, <http://www.crazylegsclassic.com/>. (BID Ambassadors will distribute welcome window flyers for this event next week.)

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 (through April) 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](http://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 where will have information on commercial properties available for lease or sale. Please contact Mary Carbine (below) for information about sponsorship or property information. 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](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@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>