



Madison's Central Business Improvement District (BID)
Update, March 8, 2007

Today's Topics:

BID Member Survey

Downtown Madison Business Operators Survey

March Events

Small Business Conference March 22

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

BID Member Survey

Thanks to everyone so far who has completed the BID Member Survey – we have had a great response. Please reply by March 9 (Friday). BID business and property owners can also complete the survey online at: http://www.visitdowntownmadison.com/about/index.php?category_id=3013. We look forward to sharing the survey 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.

March Events

WIAA Basketball (Girls) – March 8-10, Alliant Energy Center

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, 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),

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. 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>