



Madison's Central Business Improvement District (BID)
Update, September 20, 2007

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Halloween on State Street – Consignment Ticket Selling opportunities – deadline Sep. 26
Following on the successes of last year, Halloween will be a gated, ticketed event with entertainment. This year, Frank Productions will handle significant aspects for the annual event including booking entertainment, publicity, sponsorship and ticketing. Tickets will be sold online via the Ticketmaster system; Frank Productions plans to coordinate with district businesses as consignment ticket outlets (rather than having ticket booths downtown). Please see attached letter inviting interested businesses to contact Frank Productions for consignment ticket sales opportunities by Sep. 26.

Watch for more information—including BID public informational meeting announcement—soon.

(An update on Halloween plans is also on the agenda for tonight's Downtown Coordinating Committee meeting, Thursday, Sep. 20, 5:30 pm., 215 Martin Luther King, Jr. Blvd., Room 120 (Madison Municipal Building.)

Downtown Dynamic Study update at Sep. 27 breakfast

The results of the DMI Downtown Dynamic Market Analysis study of downtown Madison will be discussed at the next DMI “What’s Up Downtown Breakfast,” Thursday, Sep. 27, 7:45-9:00am at The Madison Club, 5 East Wilson Street. BID Business and Property owners are invited to attend. The study was done by UW-Extension and co-funded by the BID and City of Madison. Matt Kures of UW Extension will give the presentation. Many of you participated in a Business Operator Survey which was part of the study. Study topics include Descriptions of Downtown Madison's Consumer Segments, Demographic and Lifestyle Characteristics, Needs and Perspectives of Business Operators, Analysis of Comparison City Downtowns, and Opportunities to Increase Downtown Madison's Economic Vitality. The study will form the basis of a future downtown business retention, expansion and recruitment program.

Literacy Network Run/Walk – promo opportunity deadline extended to Sep. 28

Is your business near the corner of State & Gorham and/or State, Broom & Gilman? Here's an opportunity for you to tie into a downtown event – open early and/or provide special offer to those with race bibs.

Date of Event: Sat. Oct. 7

5K & 10K Run and Walk events start 10:30 am, corner of State & Gorham.

Up to 1,500 participants

Finish is near corner of State, Broom & Gilman

People will start arriving around 9:00 am; Finishers will start coming in between 11am and noon

<http://www.litnetwork.org/rw/index.html>

Race participants & spectators show up around 9am, eager for a place to get coffee, and would like somewhere to eat after they are done. We'd also like to encourage them to stay downtown to shop.

TO PARTICIPATE:

1. Are you/would you open early on Sunday, Oct. 7? Especially if you are near the race area and serve coffee, breakfast items, and/or brunch, consider opening early for when participants arrive around 9am, or by 11am when racers start crossing the finish line. If you are already open early, let us know!

2. "Race Bib" Special Offer. Consider providing a special offer that would be available to Literacy Network Run/Walk participants who come to your business and show their "race bib" (the paper square with their race number on it). This offer would be good only the day of the event, Sun. Oct. 7.

What you get: The BID will create a list of businesses opening early on the 7th, and/or providing special "race bib" offers to participants. That list will be provided to all race participants along with the Downtown Map & Guide, and the Literacy Network will include "opening early" coffee shops, etc., in a pre-race email to participants.

Deadline: Send your information by Friday, September 28.

What to send: Name & location of business, if you will open early and at what time, and one sentence describing any special "race bib" offer. Entries may be edited for space.

Send to: Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org

Trash Pickup on State Street

Here is an update from Streets and Mall Maintenance: On State Street, apartments & businesses will not automatically get the new brown trash bins (because in many cases there is nowhere for residents to put them). Don't use the new bins for trash put out on State Street; Mall Maintenance does not have equipment for them. Put the trash out the "old way" in bags. Mall Maintenance will pick up trash on Thursdays, starting 6am. Trash can be put out after 6pm Wednesdays. If you are on State Street, but put out trash for pickup once a week on an adjacent street, you can call East Side streets (608/ 246-4532) to request a new brown bin for your once a week, OFF-State Street pickup. For recycling of cardboard, if it isn't in a green bin, it can still be picked up if it is bundled (no more than 3 ft. by 3 ft.), and put out every other Thursday by 9 am. On the Capitol Square, the new brown trash bins will be delivered and should be used. Please put them out on the curb (not on the grass terrace) in an unobstructed area with bags inside securely closed.

State Street 500-600 blocks construction schedule

Those of you in the 500-600 blocks of State & adjacent received a letter on the Oct. 3 noise hearing (see below) re: the reconstruction of the 500-600 blocks.

City engineering followed up to clarify the construction schedule: "The schedule for 500 & 600 block State St reconstruction is to begin on March 31, 2008. Construction will conclude September 12, 2008, with the exception of tree plantings and installation of benches, banners & planters which shall occur between November 3, 2008 and November 14, 2008. As in years previous, the street is to be paved by Maxwell St days." Also according to city engineering, the State Street 500-600 blocks construction project will go out to bid on November 2, with the plan to have the Council approve the bid at their December 4, 2007 meeting.

Public hearing: The City of Madison Board of Public Works will hold a public hearing on the issue of allowing construction activities, with associated noise impacts, outside the period of 7:00 AM to 7:00 PM for certain work items on State Street and the adjacent streets. The Public Hearing will be on Wednesday, October 3, 2007 at 6:30 PM at the City County Building, 210 Martin Luther King Jr. Blvd, Room 201.

ASM Neighborhood Watch programs

Associated Students of Madison (UW Madison Student Government) has several neighborhood watch programs that operate late night Friday and Saturday nights, one of them on West Washington and Mifflin Street just south of State Street. These programs are staffed by volunteers – students and non-students

can volunteer. There are two shifts every Friday and Sat night (10pm-12am, and 12am-2am). For information on how to volunteer for this program, contact Kelly Arendt at karendt@wisc.edu. The BID will also be working to connect the neighborhood watch programs to support from the business community. You can contact me or Kelly for more information.

Events & Dates – September

Madison Made Music Project concert night, Sep. 20, various downtown locations, www.madisonmademusic.org

World Car-Free Day Celebration, Sep. 22, <http://www.carfreechallenge.com/eventsrewards.html>

Kids for Peace Day 10th Anniversary Celebration, Sep. 22, Madison Children's Museum, 30 on the Square (State at Carroll), <http://www.madisonchildrensmuseum.org/playlearn/free-events>

FYI, Saturday Sep. 22nd, 7pm start, UW Home football game, Camp Randall.
Saturday, Sep. 29, start time TBD, UW Home football game, Camp Randall.

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

Alcohol License Density Ordinance – Council Decision re-cap

On Tues., Sep. 18, City Council passed the Alcohol License Density Ordinance, which in essence puts a 3-year moratorium on issuing new alcohol licenses for bars, taverns and liquor stores downtown (restaurants, hotels and grocery stores can still apply for licenses). The ordinance will become law when published, 15 days after Mayor signs it (projected date around Oct. 8). A link to the ordinance as introduced to Council is at <http://www.cityofmadison.com/council/>, but there were some amendments made on the floor (such as reducing the sunset term from 4 to 3 years).

News reports can be read at:

<http://www.madison.com/ws/home/local/246696>

<http://www.madison.com/tct/mad/topstories/index.php?ntid=246754>

The BID Board opposed the ordinance (see report and recommendations are at: http://www.visitdowntownmadison.com/about/index.php?category_id=2494). However, a number of changes recommended by the BID Board were considered, and shaped the final version of the ordinance. For more information, please feel free to contact me.

Co-Op Advertising Opportunities

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities.

Capital Newspapers Rhythm Dining Guide (Oct) Deadline Extended to: Sep. 20 Contact: Tiffany Frisch, 608-252-6298, tfrisch@capitalnewspapers.com

Madison Magazine – Nov. "Downtown Hot Off the Shelf" pages Deadline: Oct. 15 Contact: Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a full list of co-op opportunities, ad rep contacts, media kits and more information. The BID is pleased to subsidize 34+ cooperative advertising opportunities this year, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

Next GSSBA Membership Meeting Oct. 2

The next Greater State Street Business Association (GSSBA) Membership meeting will be Tues., Oct. 2, 8:15 am, Hawk's Bar & Grill, 425 State St. BID Ambassadors will distribute agendas to GSSBA members prior to the meeting. For information on GSSBA membership and contacts, see http://visitdowntownmadison.com/uploads/media/Greater_State_Street_Business_-_Maxwell_Street_2007.pdf

Next Central District Police Community Meeting Oct. 3

The Central District Police Community Meeting is Wednesday, Oct. 3, 7 - 8:30 pm, Memorial Union, 800 Langdon Street, check TITU (Today in the Union) board for room location. Part of the Downtown Safety Initiative, this meeting is an opportunity to hear from and talk with Central District Police, who will review recent crime statistics, trends, and developments, and discuss with attendees. Central district business and property owners and residents are encouraged to attend.

“Passionately Pink for the Cure”-downtown Oct. 19-21, how to participate

“Passionately Pink for the Cure” is a breast cancer awareness event that will take place downtown and city-wide Oct. 19-21. Downtown aspects include lighting the State Capitol and some downtown buildings pink, and opportunities for businesses to display pink lights in their windows. See attached flyers for details. BID Ambassadors will also have “participation kits” available (with pink mini-lights, etc.) for businesses in the coming weeks.

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>