



Madison's Central Business Improvement District (BID)

Update, April 2

Today's Topics:

Lion King Cast & Crew Welcome Packets – SIGN UP DEADLINE TODAY – April 2

ICSC Wisconsin Idea Exchange and Alliance Program, April 14 – 15 (register by April 7)

BID Co-operative Advertising Opportunities - 2010

2010 Downtown Construction

Overture Broadway Season Promotional Opportunity (deadline April 30) + special offer for BID Businesses

Spring Pansies in planters planned for week of April 12

City of Madison Business Funding Opportunity for energy efficiency

Free Business Resources at Madison Public Library

Cars on State May 8 – Entry Deadline extended to April 16

Downtown Events, Dates & Meetings

BID Board Update – Statement on Central Library, ALDO, Downtown Plan

Reminder: BID has new address, staff contact info!

Lion King Cast & Crew Welcome Packets – SIGN UP DEADLINE TODAY – April 2

Disney's "The Lion King" will be at the Overture Center, from April 27 – May 23. This musical event draws large crowds and has had a strong economic impact in communities where it has been presented. The Lion King also requires a cast and crew of 100, who will be looking for places to shop, eat and go out. Some of them blog about their experiences in the cities they visit! BID is partnering with Overture to create downtown Welcome Packets for the cast & crew, including coupons, gift certificates, samples, and informational brochures from your downtown business. These packets will be a great way to introduce your business to the cast & crew, and encourage them to become your customers during their six week stay in Madison.

How to participate:

Provide items: Items should be small in size ranging from coupons or gift certificates, to menus or brochures. Make sure coupons or special offers are good through the end of May (at least).

Number of items: 100

Confirm Participation by: Friday, April 2

Items Ready for Pick-Up by: Friday, April 9

Ambassador Pick-Up: April 12-16

To confirm participation or for more information, contact Mitch Freund 608.443.1976,

mfreund@downtownmadison.org

More information is at:

http://www.visitdowntownmadison.com/uploads/media/BID_LionKing_Welcome_Packets_FINAL.pdf

ICSC Wisconsin Idea Exchange and Alliance Program

Monona Terrace Community and Convention Center, April 14 – 15, 2010

Register by April 7 for advance registration rate

The International Council of Shopping Centers will have it's "Wisconsin Idea Exchange & Alliance Program" at Monona Terrace this April 14-15. The theme is "It's the Economy." Attend sessions such as: What Do I Do with My Vacancies? Or "Demographics—WI and the Midwest." Network and conduct business with retailers, brokers, developers, owners, lenders, suppliers and city, municipality and economic development agencies. Program, registration form, and sponsor opportunity info is at:

<http://www.icsc.org/srch/mt/descs/2010WI/2010WI.pdf>

BID Co-operative Advertising Opportunities – 2010

We're pleased to provide the full slate of 2010 BID-subsidized cooperative advertising opportunities for BID Businesses. The plan includes 20 cooperative advertising opportunities for BID businesses, with average savings of \$400 per ad, and savings of as much as \$800 on some opportunities. Download here: http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010.pdf
Please contact the sales representatives directly (see list) for more information or to place ads.

2010 Downtown Construction

An informational meeting on 2010 Downtown Construction Projects was held March 15 with City Engineering & Parks, and BID has prepared a 2010 construction projects overview & summary. Download here:

http://www.visitdowntownmadison.com/uploads/media/BID_Mar15ConstructMtngNotes_FINAL.pdf

Please take a moment to review. There are projects downtown which may affect your street or area, and there is information on getting Temporary Business Signage if needed. The overview also lists projects originally scheduled for 2010 that have been delayed, and future construction projects 2011-15. BID staff will attend future city construction meetings and issue regular updates (by email) for projects within the District. More information, including maps, project plans, and future projects, is available on the BID Construction News web page: http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Overture Broadway Season Promotional Opportunity – deadline extended to April 30

The BID and Overture Center are partnering to invite BID member businesses become involved in a promotional opportunity with Overture's 2010-11 Broadway season. More than 100,000 people are slated to attend Overture Center's Broadway shows during its 2009/2010 season, and over 2,500 of them are loyal Broadway subscribers. To recognize and thank those subscribers, Overture Center is planning to roll out a special package with discounts and perks exclusively available to them. This new package will be available for subscribers to Overture's 2010/2011 Broadway season (September 2010- May 2011), which features 4 major Broadway shows. Package subscribers will receive a membership card that they can show to receive their discounts, and the package will be heavily promoted by Overture Center with a special brochure, website listings, social media postings, etc. Overture is seeking at least 20 businesses to offer a special discount/perk for cardholders during the Broadway season. Vendors will be selected to participate based on the diversity of businesses that apply, the quality of the offer, and the potential for appeal to the Broadway audience. Discounts and special offers should be unique and available only to patrons who carry the official membership card.

HOW TO PARTICIPATE

To participate, please contact Marla Hahn, Marketing and Sales Manager for Overture Center, at 258.4451 or mhahn@overturecenter.com with the following information:

business name
your contact info
details of special offer

Sign Up Deadline: April 30

Overture offer BID Business owners & employees priority code for "Silk Road ensemble with Yo-Yo Ma"

Overture Center has partnered with the BID businesses on many promotions (such as the Broadway Season promotion above), and is now offering something special for BID business owners and employees – a priority ticket code for "The Silk Road ensemble with Yo-Yo Ma" on August 22, 2010. The Silk Road priority code for BID businesses and their employees is "MUSIC." This code will be valid starting on April 14th, and it will allow anyone who has it to purchase tickets to the Silk Road Ensemble before they go on sale to the general public on April 16 at 10 AM. BID Business and property owners are free to utilize this code and share with your employees. Where & how to buy tickets:

<http://www.overturecenter.com/tickets>

City of Madison Business Funding Opportunity for energy efficiency

The City of Madison Community Development Division has a new funding opportunity available targeted toward "green businesses" and those businesses seeking to increase energy efficiency within their buildings. The projects must result in job retention/creation. Businesses are eligible to apply directly to

the City for funding under this program. The program is structured as a loan, and the City will negotiate the terms based on the needs of the applicant. This could include long term deferred loans, loans that convert to grants or fully amortizing loans. Please see attached for more information and whom to contact.

[You may be aware of the Business Energy Efficiency Program (BEEP), which is currently being prepared by the City. Please note that this grant opportunity is NOT BEEP. The City is in the process of preparing the BEEP guidelines, and hopes to release the BEEP program over the next few weeks. The funds for this program are from a different allocation of stimulus assistance.]

Free Business Resources at Madison Public Library - <http://www.madisonpubliclibrary.org/business/>
Did you know the Central Library on 201 W. Mifflin St. has free resources you can use to track business trends, generate mailing lists of people in Wisconsin or businesses across the United States, or conduct demographic research? Visit the library's business page – <http://www.madisonpubliclibrary.org/business> – for links to all these resources, many of which you can use from home with your Madison Public Library card. Or sign up for monthly email alerts which share new books on topics such as marketing, employee relations, and business trends, as well as updates on business-related resources, databases, and programs at the library. If you'd like a tour, a database demo or a professional consultation on the best tools to use for your research question, stop by the library to schedule an appointment, contact Terry McMenamin, Reference Librarian (terrymc@scls.lib.wi.us, 266-6359) or Tana Elias, Web Resources Coordinator (telias@scls.lib.wi.us, 266-4953).

Cars on State May 8 – Entry Deadline extended to April 16

The 4th annual Cars on State Classic Car Show will be Saturday, May 8, 2010, 10 am to 3 pm, rain or shine, on State Street. More than 150 classic cars will be on display on State Street from the State Capitol to Library Mall. The show is now accepting entries of classic cars for the show. More information and entry form is at www.carsonstate.com

Cars on State is presented by the Greater State Street Business Association with support from Madison's Central BID.

Downtown Events, Dates:

Dane County Winter Farmers Market, Jan. 9-April 10, Madison Senior Center, <http://www.dcfm.org/>

Easter Hat Parade, Capitol Square, April 3, <http://www.capitolkids.com/>

Memorial Union Terrace opens April 4, <http://www.union.wisc.edu/terrace/>

Badger Family Spring Visit, April, <http://www.parent.wisc.edu/visit/>

Wisconsin Film Festival, April 15-18, www.wifilmfest.org

Dane County Farmers Market on the Square, Saturdays, April 17 -Nov. 6 <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 21 -Nov. 3

UW Spring Football Game: April 17, <http://www.uwbadgers.com/>

Isthmus Green Day, April 17, Monona Terrace, <http://www.thedailypage.com/green/>

UW All Campus Party, April 17, <http://www.allcampusparty.com>

Design MMoCA 2010 - April 23–May 2, <http://www.mmoca.org/events/designmmoca/index.php>

Crazylegs Classic Run/Walk, April 24, <http://www.crazylegsclassic.com/>

Lion King, Overture Center, Apr 27 - May 23, www.overturecenter.com

Gallery Night, May 7, <http://www.mmoca.org/events/gallerynight/index.php>

Cars on State Classic Car Show May 8, www.carsonstate.com

UW-Madison Spring Commencement, May 14-16,
<http://www.secfac.wisc.edu/commence/GeneralInformation.htm>

Syttende Mai Run/Walk May 15, <http://www.stoughtonwi.com/>

Madison Marathon, May 30 – now starts & ends on the Capitol Square -
<http://www.madisonfestivals.com/marathon/>

City of Madison meetings calendar: <http://legistar.cityofmadison.com/calendar/#current>

For conventions & conferences, see:

Monona Terrace Events Calendar: <http://www.mononaterrace.com/events/eventsearch.php>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

BID Board Update – Statement on Central Library, ALDO, Downtown Plan

At its April 1 meeting, the BID Board:

-Approved a statement on the Central Library project, encouraging continued exploration of the West Washington Ave. site for the Central Library project. Read the statement here:
http://www.visitdowntownmadison.com/uploads/media/BID_CentralLibraryStatement_April1.pdf

-Discussed updates on BID-recommended potential amendments to the Alcohol License Density Ordinance (ALDO) and the city's annual review of that ordinance, in advance of an April 8 meeting of the city's ALRC Subcommittee on Downtown Issues and Ordinances at which these issues will be discussed. Stakeholders and interested parties are encouraged to attend the April 8 ALRC Subcommittee meeting (agenda below).

BID position on ALDO and recommended amendments:

http://www.visitdowntownmadison.com/uploads/media/BID_ALDO_Amendments_Compiled_Feb2_Rev.pdf

BID letter to ALRC Subcommittee on ALDO Annual Review:

http://www.visitdowntownmadison.com/uploads/media/BID_ALDOReview_10_Letter_FINAL.pdf

April 8 ALRC Subcommittee meeting agenda (with time & location):

<http://www.cityofmadison.com/clerk/documents/2010/ALRCSubAg20100408.pdf>

-Heard an update from city Planning staff on the city's Downtown Plan:

<http://www.cityofmadison.com/neighborhoods/downtownplan/>

The Downtown Plan will provide a vision for the downtown and goals and recommendations on topics including: land use, housing, transportation, economic development, civic/cultural, open space and recreation, and urban design. The final Plan will intersect with the zoning code rewrite, and be a framework for the future land use and development of downtown Madison. Recently, planning staff have had discussion sessions with the Plan Commission. Later this spring (April or May), there will be a public meeting where Draft Plan recommendations are presented for public input. Then the Draft Plan will go back to the Plan Commission for public hearings and eventually to Council. The BID Board will discuss the Downtown Plan again at its May 6 meeting, where it may decide on recommendations pertaining to the BID area. Input from BID property and business owners is welcome; we will also keep you posted on when the next Downtown Plan public meeting is.

Recent city updates on the Downtown Plan are at:

<http://www.cityofmadison.com/neighborhoods/downtownPlan/whatsnew.cfm>

Also of interest:

Over the last year Downtown Madison, Inc. has been working with city staff, officials, downtown professionals and committee members to assist with the work of the downtown plan. Specifically, they worked with a group of Downtown Real Estate Professionals (DTREPs) and Downtown Design

Professionals (DDP) to assess the downtown in terms of design, density, flow and process, and to make recommendations to the city of Madison for the final Downtown Plan.

Work of the DMI Downtown Design Professionals (Design Visions for the City of Madison Downtown Plan)

http://www.downtownmadison.org/uploads/media/DDPW_Document_final.pdf

Work of the DMI Downtown Real Estate Professionals (Recommendations on the Downtown Plan)

http://www.downtownmadison.org/uploads/media/DTREP_10.20.09.pdf

2010 BID Board & Other Meetings

The 2010 BID Board Meeting schedule is posted on the BID website at

http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along with Board and other BID meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 122 W. Washington Ave. (Hovde Building), 1st floor conference room. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. The BID Board meetings follow city of Madison committee meeting procedures. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

Reminder: BID has new address, staff contact info!

The BID (and DMI) have moved offices- to the BID! We are now in the Hovde Building, 122 West Washington Ave. (northeast corner of W. Washington and Fairchild). We are very happy to now be located within the District, and to have the room for staff to serve you better.

Madison Central BID - New address

Location: 122 West Washington Ave., Suite 250

Mailing Address: P.O. Box 2136, Madison, WI, 53701

Fax: (608) 204-9028

General Email: info@visitdowntownmadison.com

Website: www.visitdowntownmadison.com

Mary Carbine, BID Executive Director

Direct line: (608) 512-1340

Email: mcarbine@visitdowntownmadison.com

Mitch Freund, BID Programming Coordinator

Direct line: (608) 512-1341

Email: mfreund@visitdowntownmadison.com

We would like to thank Hovde Properties (especially Janine Punzel) for working to make the new office space possible for BID and DMI. We also want to thank all of the following people/businesses who have donated time/items/services to assist DMI and BID with our move:

Two Men and a Truck

5nines Data

Commercial Interior Contractors

Integral Building Services

Johnson Bank

First Weber Group

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>