



Madison's Central Business Improvement District (BID)

Update, Feb. 25

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WIAA State Tournaments continue Feb. 25-27 at Kohl Center
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WIAA State Tournaments continue Feb. 25-27 at Kohl Center

WIAA State Tournaments will bring more than 200,000 high school sports fans to Madison, and many will be coming downtown. Thanks to all those BID businesses displaying the "Welcome Window Flyers" distributed by BID Ambassadors. <http://www.wiaawi.org/index.php?id=99>

SWIMMING & DIVING - BOYS: Feb. 19-20, UW Natatorium - Madison
WRESTLING (INDIVIDUAL): Feb. 25-27, The Kohl Center - Madison
WRESTLING (TEAM): March 5-6, UW Field House - Madison
HOCKEY - BOYS: March 4-6, Alliant Energy Center - Madison
HOCKEY - GIRLS: March 5-6, Alliant Energy Center - Madison
BASKETBALL - BOYS: March 18-20 - The Kohl Center - Madison
BASKETBALL - GIRLS: March 25-27 - The Kohl Center - Madison

UW Admitted Student/Parent Visits continue this Friday

Be on the lookout to welcome prospective UW students and their parents who are visiting this Friday and weekend. The BID and UW Admissions are again partnering to welcome admitted UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend. They received a BID Downtown Map & Guide and city parking coupon (courtesy of BID) in advance. On the Friday of their visit, they will be greeted by a BID Ambassador who will give them a welcome bag filled with information, coupons and items from participating BID businesses. Thanks to all BID businesses who provided items for the bags!

New Parking Meters coming

At last, parking meters that take credit cards are coming to downtown! The City Parking Utility has begun installing and testing new "pay by space" parking meters that take coins, credit and debit cards in downtown locations within the BID. This is the result of years of work by DMI, BID and the Parking Utility, and will be a big stride forward in convenience for the downtown parking customer. The "go" date will be announced soon – please stay tuned!

Downtown 2010 Construction Projects – Informational Meeting March 15

Mark your calendars for an Informational Meeting on 2010 Downtown Construction Projects, Monday, March 15, 6:30 pm, location TBD. The meeting will be an overview of projects such as the West Gilman St. reconstruction, Peace Park reconstruction, Capitol Square Streetscape Upgrades, and Hawthorne Ct. utility & resurfacing work. Watch for more info in the BID update, and a letter with details sent to those in vicinity of projects. In the meantime, see:

2010 & Future Construction Projects:

http://www.visitdowntownmadison.com/uploads/media/Planned_Construct_2010_Feb25.pdf

2010 Projects Map: <http://www.visitdowntownmadison.com/uploads/media/ProjectMap2010.pdf>

BID "Construction Updates" web page:

http://www.visitdowntownmadison.com/news/index.php?category_id=2477

BID Ambassadors update

BID Ambassadors helped about 170 people at the downtown info desk at last weekend's Madison Winter Festival (up from about 130 in 2009).. Great job, Ambassadors! Next week, BID Ambassadors will be out doing map replenishment and delivering welcome window flyers for the Student American Veterinary Medical Association conference March 11-13 at Monona Terrace.

Spring New Resident Packets-SPONSOR – confirm by March 5

BID Businesses - Promote your business to new downtown residents. Get your business logo on a reusable bag given to 120 new downtown home and condo owners for only \$350! BID New Resident Packets are distributed to new downtown home and condo owners through participating Realtors. BID businesses can sponsor & receive business logo and website on the outside of the bags. There is only one sponsorship opportunity! (You can also provide items for the bags, see below).

More info:

http://www.visitdowntownmadison.com/uploads/media/BID_NRPBagSponsorship_Spring10.pdf

Spring New Resident Packets – PROVIDE ITEMS – sign up by March 12

Promote your business to new downtown residents. BID New Resident Packets are distributed to new downtown home and condo owners through participating Realtors. The packets included coupons, gift certificates, samples, and informational brochures from many downtown businesses like yours. These packets are a great way for BID businesses to introduce themselves and to create customer loyalty with new and/or returning residents in the downtown area.

How to Participate:

Items should be small in size ranging from coupons or gift certificates, to menus or brochures, to pens or notepads. If you are interested in submitting coupons (with expiration dates), please note that packets will be distributed through the summer, so please make sure the expiration date is far enough away (e.g., end of 2010) that residents have ample time to redeem them.

Number of items: 120

Confirm Participation by: Friday, March 12

Items Ready for Pick-Up by: Friday, March 19

Ambassador Pick-Up: March 22-26

More Info:

http://www.visitdowntownmadison.com/uploads/media/BID_NewResidentPackets_Spring10.pdf

To confirm participation or for more information, contact:

Mitch Freund, BID Programming Coordinator

t: 608.443.1976

e: mfreund@downtownmadison.org

BID Co-operative Advertising Opportunities with March deadlines

The full slate of 2010 BID-subsidized cooperative advertising opportunities will be sent in mid-March. In the meantime, please note two opportunities with March deadlines – the Isthmus Dining Guide (deadline March 17), and Madison Magazine May issue (special section with downtown focus, deadline March 9).

See: http://www.visitdowntownmadison.com/uploads/media/BID_Coops_MarchDeadlines_10.pdf

Cars on State May 8 – now accepting entries

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.

**ICSC Wisconsin Idea Exchange and Alliance Program
Monona Terrace Community and Convention Center, April 14 – 15, 2010**

The International Council of Shopping Centers will have it's "Wisconsin Idea Exchange & Alliance Program" at Monona Terrace this April 14-15. 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>

Downtown Events, Dates:

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

WIAA State Tournaments, <http://www.wiaawi.org/index.php?id=99>

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International Festival, Overture Center, March 6, <http://www.overturecenter.com/community/international-fest>

St. Patrick's Day Parade, Capitol Square, March 14, <http://www.stpatsmadison.org/>

Shamrock Shuffle, Capitol Square, March 14, <http://www.shamrock-shuffle.org/>

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, www.thedailypage.com

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

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

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>

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 615 East Washington Ave. 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.

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>