



## **Madison's Central Business Improvement District (BID)**

Update, March 25

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#### **BID Office Move Mar. 26-31, new address & phone as of April 1**

The BID (and DMI) are moving offices- to the BID! As of April 1, we will be in the Hovde Building, 122 West Washington Ave. (northeast corner of W. Washington and Fairchild). We are looking forward to being located within the District, and to having the room for staff to serve you better.

**NOTE:** BID staff will have limited phone & email access during the moving process, Mar. 26-31.

Madison Central BID - New address as of April 1:

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](mailto:info@visitdowntownmadison.com)

Website: [www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)

Mary Carbine, BID Executive Director

Direct line: (608) 512-1340

Email: [mcarbine@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com)

Mitch Freund, BID Programming Coordinator

Direct line: (608) 512-1341

Email: [mfreund@visitdowntownmadison.com](mailto: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

**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](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.

### **Lion King Cast & Crew Welcome Packets – sign up by 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](mailto:mfreund@downtownmadison.org)

More information is at:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_LionKing\\_Welcome\\_Packets\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_LionKing_Welcome_Packets_FINAL.pdf)

### **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](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](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

Lisa Link Peace Park update: Fencing will be installed to secure the site for construction next Monday 3/29. Work will begin on Tuesday 3/30 with demo of the existing walls on Tuesday.

### **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!

### **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](mailto:mhahn@overturecenter.com) with the following information:

business name  
your contact info  
details of special offer

Sign Up Deadline: April 30

### **Spring Pansies in planters planned for week of April 12**

The planters have been moved to the "sunny side" of the street to help them thaw out so winter evergreen décor can be removed. BID-funded pansies are scheduled to be installed week of April 12 (pending weather).

### **Business Resources at Madison Public Library - <http://www.madisonpubliclibrary.org/business/>**

Free research tools for businesses with your Madison Public Library card, including demographic data, business journals, mailing list generators, and company directories. Sign up for new book alerts, discover library services, and see business-related programs at Madison Public Library.

### **City Façade Improvement Grants available**

The City of Madison has a matching grant program that could be a resource for your business or property:

Façade Improvement Grant Program: Matching grants that can be used for restoring or enhancing the entire facade or elevation of a commercial building in the Central Business Improvement District and other areas. Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 per street-facing façade or \$25,000 for a flatiron building.

Examples of past recipients of Façade Improvement Grants include: Nick's Restaurant (226 State St., 2001), Home Savings Bank (2 S. Carroll St., 2002), Ragstock (329 State St., 2004), Irish Pub (317 State St., 2004), Castle and Doyle Building at 125 State (2004), Brocach Irish Pub & Restaurant (7 W. Main St., 2004), Bartell Theatre (113 E. Mifflin St., 2005), and Fromagination (12 S. Carroll St., 2007).

Info at: <http://www.cityofmadison.com/planning/Facade.html>

### **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](http://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  
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>

### **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>  
BASKETBALL - GIRLS: March 25-27 - The Kohl Center - Madison

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

Wisconsin Film Festival, April 15-18, [www.wifilmfest.org](http://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.thedaily.page.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](http://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](http://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>

### **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](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](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>