



Madison's Central Business Improvement District (BID)

Update, March 4

Today's Topics:

Spring New Resident Packets-SPONSORSHIP OPPORTUNITY – confirm by March 5

WIAA State Tournaments continue March 4-6

Greater State Street Business Association (GSSBA) general membership meeting March 10

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

Downtown 2010 Construction Projects – Informational Meeting March 15

BID Co-operative Advertising Opportunities – March Deadlines (9th & 17th)

City Façade Improvement Grants available

Cars on State May 8 – now accepting entries

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

Downtown Events, Dates & Meetings

Spring New Resident Packets-SPONSORSHIP OPPORTUNITY – 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

WIAA State Tournaments continue March 4-6 with hockey & wrestling

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

Greater State Street Business Association (GSSBA) general membership meeting March 10

The GSSBA will have a general membership meeting on Wednesday, March 10, 2pm, at a new location – Tutto Pasta State Street, 305 State St.

GSSBA members, watch for an agenda to be distributed next week.

Not a GSSBA member? Are you a new business owner in the BID and greater State Street & Capitol Square area? GSSBA membership and meetings are a great way to connect with other merchants.

Founded in 1989, the Greater State Street Business Association (GSSBA) includes over 100 businesses and individuals dedicated to the quality, safety and positive commercial climate in downtown Madison. The meetings are designed to keep an open dialogue with merchants, restaurateurs, property owners, public officials, law enforcement and anyone dedicated to the betterment of downtown Madison. The GSSBA produces two major events, the Cars on State Classic Car Show (May 8) and Maxwell Street Days summer sidewalk sale (July 16-18), with support from the BID. GSSBA and BID work closely together on other events, marketing and promotion such as the Downtown Holiday Open House and Downtown Family Trick or Treat. The GSSBA membership year runs June 1 through May 31.

Membership is open to businesses and property owners located on State Street, Capitol Square and one block off in either of these two areas.

For more information, see: [http://www.visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_\(2\).pdf](http://www.visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_(2).pdf), or come to the March 10 meeting.

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

Downtown 2010 Construction Projects – Informational Meeting March 15

Mark your calendars for an Informational Meeting on 2010 Downtown Construction Projects:

Monday, March 15, 3 pm

Overture Center Rotunda Studio, 201 State St..

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. The meeting notice was mailed to BID property and business owners this week, and can be found (along with more information on 2010 & future projects) on the BID "Construction Updates" web page:

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

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

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

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 its "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>

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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>