



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

Update, April 8

### **Today's Topics:**

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**Downtown Events, Dates & Meetings**

**Reminder: BID has new address, staff contact info!**

**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. The BID will have a table at the "deal making" session to provide information about the district, space for lease, etc. Program, registration form, and sponsor opportunity info is at: <http://www.icsc.org/srch/mt/descs/2010WI/2010WI.pdf>

**BID Ambassadors Activities-April**

BID Ambassadors are out this week delivering welcome window flyers for the Wisconsin Deer and Turkey Expo (Alliant Energy Center, April 9-11), Midwest Horse Fair (Alliant Energy Center April 16-18) and the Crazylegs Classic Run/Walk, April 24. BID Ambassadors will be staffing downtown information tables at the upcoming Midwest Horse Fair (Alliant Energy Center April 16-18) and Isthmus Green Day (Monona Terrace, April 17), offering downtown directions, maps and shopping & dining suggestions. Next week, Ambassadors will start delivering flyers for Cars on State, coming up Saturday, May 8, which is the same day the Downtown Information Booths will open for the season.

Another note re: Midwest Horse Fair, on Wednesday, April 14, 1-3 pm, there will be a Midwest Horse Fair promotion in the downtown, with 12 horses and wagon coming from Park St., W. Washington to the Capitol Square (no street closures).

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

Weather permitting, BID-funded spring pansies will be installed in planters the week of April 12.

**GSSBA Board Meeting April 14**

The Greater State Street Business Association will have a Board meeting on Wednesday, April 14, 2pm, at Tutto Pasta, 305 State St. GSSBA members are also welcome to attend. The agenda will include updates on Cars on State (May 8), Maxwell Street Days (July 16-18) and the June GSSBA Board elections.

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 great ways 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) (2010 member application coming soon) or come to the April 14 meeting.

### **Welcome New Businesses**

The BID welcomes these businesses that have opened in the district this spring!

Sweet Impressions, 511 State Street, <http://www.mysweetmadison.com/>  
Brickhouse BBQ, 408 W. Gorham Street, <http://www.thebrickhousebbq.com/>  
Logan's Madtown, 322 W. Johnson Street,  
Piece by Atticus, 551 State Street, <http://piece.atticushop.com>  
Taco Heaven Mexican American Grill, 320 W. Johnson Street,  
(shoo), 109 State Street, [www.shoostore.com](http://www.shoostore.com)

Coming soon: We also welcome these businesses opening this spring or summer in the district:

Francesca's al Lago Italian Trattoria, 111 Martin Luther King Jr. Blvd., <http://www.miafrancesca.com/>  
Taste of Tibet, 430 State Street  
Nostrano Restaurant, 111 S. Hamilton Street  
Graze Gastropub, 1 S. Pinckney Street (2<sup>nd</sup> venue for L'Etoile in their new location, see below)  
Quaker Steak & Lube (summer), 222 W. Gorham Street, <http://www.quakersteakandlube.com/>  
Underground Food Collective (summer), 127 E. Mifflin Street, <http://www.undergroundfoodcollective.org/>

Other business transitions:

Fontana Sports Specialties, moving next store to 216 N. Henry St. in late April, <http://www.fontanasports.com>  
L'Etoile to move and open new gastropub this summer - [http://www.lettoile-restaurant.com/assets/pdf/Jan\\_2010\\_newsletter.pdf](http://www.lettoile-restaurant.com/assets/pdf/Jan_2010_newsletter.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](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\\_Mar15ConstructMtnngNotes\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_Mar15ConstructMtnngNotes_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)

### **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.

For more information and whom to contact:

[http://www.visitdowntownmadison.com/uploads/media/RFP\\_for\\_Economic\\_Development\\_CDBG-R\\_Stimulus\\_Funds\\_2009.pdf](http://www.visitdowntownmadison.com/uploads/media/RFP_for_Economic_Development_CDBG-R_Stimulus_Funds_2009.pdf)

[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](mailto:terrymc@scls.lib.wi.us), 266-6359) or Tana Elias, Web Resources Coordinator ([telias@scls.lib.wi.us](mailto: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](http://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/>

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.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](http://www.overturecenter.com)

Mifflin St. Block Party, May 1, 400-600 blocks West Mifflin

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 122 W. Washington Ave. (Hovde Building), 1<sup>st</sup> 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](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

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@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com) or (608) 512-1340, or Mitch Freund, BID Programming Coordinator, [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com), (608) 512-1341. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>

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