



Madison's Central Business Improvement District (BID)

Update, April 15

Today's Topics:

Big Weekend Downtown – Wisconsin Film Festival, Farmers Market opening day, Isthmus Green Day, and more

Cars on State May 8 – Entry Deadline this Friday April 16

City of Madison Business Funding Opportunity for energy efficiency- deadline April 19

GSSBA 2010 Membership / Maxwell St. Days Vendor Applications now online

Downtown Madison Gift Certificates make great graduation gifts

Spring Pansies week of April 19

Mobility and the Modern Metropolis-presentation on public transit, April 26

BID Co-operative Advertising Opportunities - 2010

2010 Downtown Construction

Downtown Events, Dates & Meetings

Big Weekend Downtown – Wisconsin Film Festival, Farmers Market opening day, Isthmus Green Day, and more

Downtown will be hopping this weekend with many events and visitors:

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

Downtown venues include Orpheum, MMoCA, Monona Terrace, and Memorial Union.

Dane County Farmers Market on the Square, spring opening day, Saturday, April 17, <http://www.dcfm.org/>

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

Featuring celebrity chef Rick Bayless and environmentalist Bill McKibben.

BID Ambassadors will staff a Downtown Information Table, courtesy of Isthmus.

Busking for Books, State St., April 17, 1 pm,

http://www.litnetwork.org/happenings/index.php?category_id=4477)

Music performed on twenty-seven corners on State Street, and patrons will contribute money to Literacy Network by tipping the bands.

UW Spring Football Game: April 17 & Varsity Band Concert (Kohl Center, April 15-17)

<http://www.uwbadgers.com/>

UW All Campus Party, April 17-23, <http://www.allcampusparty.com>

ALSO – the Midwest Horse Fair will be at Alliant Energy Center, April 16-18, and BID Ambassadors will also staff a Downtown Information Table at that event, providing directions, downtown event info, and encouraging attendees to come downtown and shop, dine and go out.

Cars on State May 8 – Entry Deadline this Friday 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 accepting entries of classic cars; deadline Friday April 16. 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.

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

[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.]

GSSBA 2010 Membership / Maxwell St. Days Vendor Applications now online

Information on 2010 Greater State Street Business Association Membership (GSSBA) and Maxwell Street Days Vending is now online.

Download at:

http://www.visitdowntownmadison.com/uploads/media/GSSBA_Member_Vendor_App_2010.pdf

Maxwell Street Days on State Street will be Fri. July 16 – Sunday July 18, www.maxwellstreetdays.org

Greater State Street Business Association (GSSBA) membership is open to all businesses and property owners located on State Street, Capitol Square and one block off in either of these two areas.

PLEASE NOTE: GSSBA will have an “exclusive use” permit for State Street July 16-18, which supersedes all other café and outside vending permits. Only those with Maxwell vending permits will be able to vend outside or have an outside cafe on State Street during Maxwell Street Days, and only GSSBA members can apply to vend during Maxwell Street Days.

Downtown Madison Gift Certificates make great graduation gifts

Downtown Madison Gift Certificates are accepted at more than BID district 170 shops, restaurants, museums, cafes, bars and other establishments on State Street and the Capitol Square. They make a perfect gift for graduation, birthdays, holidays, or as customer or employee incentives. They can be ordered online! For more information on how to purchase or participate, see http://www.visitdowntownmadison.com/shop/index.php?category_id=2501

Spring Pansies in planters planned for week of April 19

Installation of BID-funded spring pansies in planters will take place next week.

Mobility and the Modern Metropolis: Public Transit in an Era of Diminishing Resources, April 26

The City of Madison is sponsoring an April 26 presentation on public transportation featuring Peter Katz, founding executive director of the Congress for New Urbanism. This will be a great opportunity to learn more about the implementation of public transportation in modern cities. The 2011 Congress for New Urbanism will be held here in Madison.

Mobility and the Modern Metropolis: Public Transit in an Era of Diminishing Resources

Featuring Peter Katz - <http://citistates.com/associates/peter-katz/>

4:00pm Monday, April 26th, Monona Terrace

Topic: Transportation has always had a huge impact on the form of America's communities. As we move beyond the automobile era, how will public transit shape cities and towns of tomorrow? Will the design of new transportation systems reinforce the positive aspects of our communities or will it degrade them? What are the critical details that make the difference?

More information:

http://www.visitdowntownmadison.com/uploads/media/Mobility_the_Modern_Metropolis_Flyer.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

More information, including maps, project plans, and future projects, is on the BID Construction News web page: http://www.visitdowntownmadison.com/news/index.php?category_id=2477

City of Madison "Downtown Construction" website: <http://www.cityofmadison.com/engineering/downtown/>

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

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 17-23, <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

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

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, 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.

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