



Madison's Central Business Improvement District (BID)

Update, April 23

Today's Topics:

Big Weekend Downtown – Crazylegs, Isthmus Green Day

Construction Updates including upcoming Gilman project

Three Upcoming Business Education Talks-Panels-Conferences:

- 1) **BID talk by Director of UW Center for Retailing Excellence- April 30**
- 2) **Local Strategies in Today's Business Economy – Breakfast May 5**
- 3) **Small Business in Changing Times – Conference May 12**

Cars on State set for May 9; seeking goodie bag donations

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Conventions & Conferences in Town

Events, Dates & Meetings – Farmers Market on the Square Opening Day this Saturday

Big Weekend Downtown – Crazylegs, Isthmus Green Day

There are two big events downtown on Saturday, April 25, in addition to the Farmers Market on the Square.

-Crazylegs Classic Walk/Run:

Starts on Capitol Square, will affect State St./Langdon/Campus area. More than 17,5000 participants are expected.

Wheelchair Start: 9:45 a.m.

Run Start: 10:00 a.m.

Walk Start: 10:00 a.m.

<http://www.crazylegsclassic.com/index.cfm>

Crazylegs Run Map

<http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=114341426814998646182.000448a7008327c47d783&z=14>

Crazylegs Walk Map

<http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=114341426814998646182.000448a6d4a0a5f884052&ll=43.072078,-89.399405&spn=0.029657,0.076904&z=14>

Bus Detour Map showing road closures:

<http://www.cityofmadison.com/metro/Detours/DowntownDetour/CrazyLegs.html>

-Isthmus Green Day:

Monona Terrace, 9am to 6pm

BID businesses/organizations participating as exhibitors include Isthmus (of course!), Capitol Kids, Madison Children's Museum, A Room of One's Own, Community Car, Home Savings Bank, Goodwill, and others. The BID Ambassadors will be staffing a Downtown Information Table at the event to offer directions and downtown shopping, dining and event information.

<http://www.thedailypage.com/green/>

Construction Updates including Gilman project

-University/Gorham/Broom:

The April 21 construction update/meeting notes are posted at:

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

The next construction meeting is Tuesday, May 5, 10am, University Square Food Court.

-Gilman St.

Reconstruction of the 400 block of West Gilman between University Ave. and State St. begins the week of May 18th and will last through August. There will be some pre-construction utility work on both 400 and 200 Gilman Blocks April 27 – May 6.

Notes from April 21 pre-construction meeting:

http://www.visitdowntownmadison.com/uploads/media/BID_GilmanConstruction_April21_FINAL.pdf

See the BID News – Construction web page for links to the city’s University Ave. Corridor Construction website, the BID Downtown Madison Get-Around Guide, and the Chamber SBAC/City of Madison Construction Survival Guide. http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Three Upcoming Business Education Talks-Panels-Conferences:

1) BID talk by Director of UW Center for Retailing Excellence- April 30- please RSVP

BID Business and Property Owners are invited:

How Customers Define Value Now: Finding your advantage in today’s economy

Jerry O’Brien

Director, Kohl’s Center for Retailing Excellence, UW-Madison

Thursday, April 30, 2 – 3 pm.

30 minute talk with plenty of time for Q & A.

Wisconsin Historical Museum theater

30 N. Carroll St., 1st floor

Free; please RSVP to Mary Carbine, Madison Central BID, mcarbine@downtownmadison.org, (608) 443-1973.

In today’s economy, several trends are changing what customers are looking for: demographic shifts, personal redefinition of “value,” and “wealth stealth.” Also, rapid changes in media (newspapers, online social media) mean that businesses need to look beyond traditional advertising to new ways of connecting with customers. Learn about these trends and how local, specialty businesses—from retail to restaurant, service and entertainment—can determine their advantages and build on them. Jerry O’Brien has 30 years of experience in retailing for Target, and now directs the UW-Madison’s Kohl’s Center for Retailing Excellence, which research the industry and prepares students for active leadership roles in retailing. Thank you to the Wisconsin Historical Museum for hosting this program!

2) Local Strategies in Today’s Business Economy – Breakfast May 5

Tuesday, May 5, 7:45 a.m.

Overture Center, 201 State Street, Madison

Join Dane Buy Local, Isthmus Publishing & Madison Central BID for a panel discussion presented by Edgewood College and hosted by the Overture Center for the Arts. THIS FREE FORUM will feature a panel of local experts who will discuss strategies for success, and share ideas. This is an opportunity for you to compare notes with other businesses, and ask and answer questions, and then head back to your job by 9:30. Continental breakfast compliments of Fresco. There will be door prizes! To RSVP & for more info: <http://www.thedailypage.com/newsletters/online/businesspanel.html>

3) Small Business in Changing Times – Conference May 12

The City of Madison, in cooperation with the Greater Madison Chamber of Commerce’s (GMCC) Small Business Advisory Council (SBAC), will host a day-long conference on stabilizing and growing a small business in today’s challenging economic times. Initiated by Mayor Dave Cieslewicz and the GMCC, this is Madison’s third small business conference.

The conference – Madison Small Business in Changing Times – will be held on May 12, 2009 at Monona Terrace and is open to business owners and other interested individuals in the Madison area. Conference topics will include:

- How to Build and Sustain a “Green” Business
- Adjusting Operations to the New Economic Climate
- Financing Challenges and Opportunities in Today’s Economy
- High Impact Entrepreneurship: Expanding the Local Business Model

For more information & to register, see <http://www.cityofmadison.com/business/sbc/>

Cars on State set for May 9; seeking goodie bag donations

The Cars on State Classic Car Show returns to State Street in Madison for a third year on Saturday, May 9, 2009, from 10 am to 3 pm. The event is organized by the Greater State Street Business Association with support from Madison’s Central Business Improvement District (BID). For event information, see www.carsonstate.com. The event has quickly become a downtown Madison tradition, with thousands of spectators packing State Street.

Car Owner Goodie Bag donations: GSSBA will again put together “Goodie Bags” for Cars on State car owners in appreciation of their participation in our show. In the past many GSSBA & BID businesses have provided coupons for discounts, coupons for free items or they have donated merchandise to the car owners.

If you want to donate (up to 150 items), GSSBA needs to receive your donation by May 1st. Please contact Hawk Schenkel of Hawk’s Bar & Grill by phone at 608-347-4295 or email Hawk at 1hawks@tds.net and he will arrange to pick up your donation. Or you can drop them by Hawk’s Bar & Grill at 425 State Street.

Also for car enthusiasts, the exhibition, Fill’er Up, a tour of historic Wisconsin gas stations, is at the Wisconsin Historical Museum through June 20.

<http://www.wisconsinhistory.org/calendar/index.asp?id=1702>

BID Ambassador Appreciation Event May 19 – You’re Invited! Plus, donate prizes for raffle.

Dear BID members and friends: You and a guest are invited to the BID’s Spring Ambassador Appreciation Event at the Monona Terrace Community & Convention Center, featuring refreshments and a special tour of the Terrace (including the new rooftop restaurant, The Lake Vista Café!).

When: Tuesday, May 19 from 5:30pm - 7:30pm

Where: Monona Terrace Community & Convention Center, Rooms MN, 1 John Nolen Drive

Please RSVP by May 13 to Mitch Freund (below)

In 2008, BID Ambassadors helped more than 27,500 downtown customers and visitors. At the Midwest Horse Fair at the Alliant Energy Center April 17-19, BID Ambassadors helped more than 800 people with downtown maps, directions and shopping, dining and entertainment suggestions!

If your business would like to donate a prize to our Ambassador Raffle, please let Mitch know by May 8. This is a great way to say “Thank You” to these community members; many who volunteer their time and efforts promoting Downtown Madison for the BID. Plus it could be a great way to introduce them to your business. We hope to see you there!

To RSVP or donate raffle items, contact Mitch Freund, BID Programming Coordinator:

t: 608.443.1976

c: 608.219.0281

e: mfreund@downtownmadison.org

Concerts on the Square to be Performed as Scheduled this Summer

The Wisconsin Chamber Orchestra has announced that Wisconsin Chamber Orchestra musicians will perform Concerts on the Square. The free summer concert series led by Maestro Andrew Sewell, includes six consecutive Wednesday evenings from June 24th to July 29th beginning at 7:00 p.m. Information is at <http://www.wcoconcerts.org/new/cos/concertsonthesquare.php>

GSSBA Membership & Maxwell Street Days application

The 2009 Greater State Street Business Association (GSSBA) Membership and Maxwell Vendor Application is posted on the Maxwell Street Days website (www.maxwellstreetdays.org) at: [http://visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_\(2\).pdf](http://visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_(2).pdf) . Application deadline June 1.

The next GSSBA general membership meeting will be May 13th. Maxwell Street Days will be July 17-19. Only GSSBA members can vend outside or have their sidewalk cafes out on State Street during Maxwell Street Days, as GSSBA has an "exclusive use" permit for those days. For more information about the GSSBA, see the Membership Application.

BID 2009 Cooperative Advertising Opportunities – Upcoming Deadlines

The BID 2009 Marketing Plan includes twenty-four (24) BID-subsidized cooperative advertising opportunities for BID member businesses, with average savings of \$375 per ad, and savings of as much as \$880 on some opportunities. Opportunities with upcoming deadlines include:

Wisconsin State Journal - Around Downtown summer insert (June 7). Deadline: May 13. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Madison Magazine – Art Fair on the Square Program (July issue). Deadline: May 12. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com.

Also, the BID has added a partnership with the Bucky Book to the 2009 co-ops. Find the full list of BID advertising and marketing opportunities at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554

Downtown Works Week - Business Special Offer – Sign Up by May 15

Downtown Works Week, a NEW event, June 22-26, 2009, is being organized by Monona Terrace in partnership with the BID, Downtown Madison Inc., the Greater Madison Chamber of Commerce, the Greater Madison Convention & Visitors Bureau, Isthmus, Overture Center for the Arts, and Mid-West Family Broadcasting.

It is a weeklong series of events and activities designed to encourage participation by employees and inspire pride in working in Downtown Madison. DWW will be marketed to downtown workers plus general Madison area employees through the event partners.

BID Businesses can participate by creating your own special offer or discount available to Madison employees during June 22-26. The target market is downtown workers (with a large percentage of office/government workers), plus any Madison area employees. Please see the Info Sheets below for more information and how to sign up:

DWW Info Sheet Page 1:

http://www.visitdowntownmadison.com/uploads/media/DWW_BusParticInfo_BID_P1.pdf

DWW Info Sheet Page 2:

http://www.visitdowntownmadison.com/uploads/media/DWW_BusParticInfo_BID_p2.pdf

Sign Up Form:

http://www.visitdowntownmadison.com/news/forms.php?id=683&category_id=2554&subcategory_id=6198

(Please review Info Sheets before signing up)

Events, Dates:

UW-Madison Badger Family Spring Visit, April, 2009 <http://www.parent.wisc.edu/visit/>

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Crazylegs Classic Run/Walk, April 25, <http://www.crazylegsclassic.com/>

Isthmus Green Day, April 25, Monona Terrace, <http://www.thedailypage.com/green/>

Spring Gallery Night, May 1, <http://www.mmoca.org/events/gallerynight/index.php>

March of Dimes March for Babies, Capitol Square, May 2,
http://marchforbabies.org/connections_walk_list.asp?state=WI

Wisconsin Law Enforcement Memorial Ceremony, Capitol Square, May 8,
[http://www.wlem.com/\\$spindb.query.events.wlem](http://www.wlem.com/$spindb.query.events.wlem)

Cars on State Classic Car Show, State Street, May 9, www.carsonstate.com

Mayor's Bi-Annual Small Business Conference: Madison Small Business in Changing Times. Tuesday, May 12, Monona Terrace. More info coming soon.

Syttende Mai Walk/Run, Capitol Square, May 16, <http://www.stoughtonwi.com/walk.shtml>

Madison Marathon, May 24, <http://www.madisonfestivals.com/marathon/index.html>

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>

More events at <http://www.visitdowntownmadison.com/events/index.php>

2009 BID Board Meeting Schedule

The 2009 BID Board Meeting schedule is posted on the BID website at http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along with 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>