



Madison's Central Business Improvement District (BID)
August 14, 2008

Today's Topics:

Student Move-In

Fall New Resident Welcome / Downtown Living Tour Packets – Confirm participation by Aug. 29
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Student Move-In

State Street 500-600 block work construction will stop and access will be provided to State Street for student move-in August 14-16. (Work will continue in Frances St. that will not interfere with Towers or Statesider student move-in which is later, and some minor work will continue on State St. that will not interfere with move in).

State Street information (access, who, when, where, etc.):
http://www.cityofmadison.com/news/view.cfm?news_id=1025

“What To Do With Your Trash and Recycling” info:
http://www.cityofmadison.com/news/view.cfm?news_id=1000

Fall New Resident Welcome / Downtown Living Tour Packets – Confirm participation by Aug. 29

Downtown continues to be a hot spot for new residents in condos and homes. Downtown realtors, developers, and condo associations have asked us for another 150 Welcome Packets to distribute to new home owners at condo and home closings. Our Welcome Packets—which includes items ranging from coupons or gift certificates to menus or brochures—are a great way to directly market your business to our new downtown neighbors.

In a happy coincidence, the Downtown Living Tour “Big Life, Small Footprint” takes place Sunday, September 28 from 1:00-5:00pm. Sponsored by Downtown Madison, Inc., the tour will take approximately 300 participants through a variety of homes, condominiums and apartments in the Basset Neighborhood District. Following the event's theme, “Big Life, Small Footprint,” attendees will be able to experience the big lives and eco-friendly, small carbon footprints of those living in the central city. We are partnering with the event to provide welcome packets for their participants.

Combining these two great opportunities, we will be making 450 Welcome Packets. Some will go to new residents, and some to Downtown Living Tour participants. If you are interested in participating, we encourage you to tie into the Downtown Living Tour's eco-friendly theme, “Big Life, Small Footprint.”

How to participate:

You provide: Small-size items promoting your business, ranging from coupons or gift certificates, to menus or brochures, pens, notepads or other fun, unique items. If you will supply coupons with expiration dates, please note that packets will be distributed in late-September and early October, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. the end of summer 2009 or later).

Number of items: 450

Confirm Participation by: Friday, August 29

Items Ready for Pick-Up by: Friday, September 12

Ambassador Pick-Up: September 15-19

To confirm participation or for more information, please contact: Mitch Freund, Madison Central Business Improvement District (BID) Programming Coordinator:
t: 608.443.1976 e: mfrend@downtownmadison.org

Construction Updates

Street 500-600 blocks – Work continues on schedule; sidewalk mainlines are completed. They will now start working on the terrace between the sidewalk and the curb. Gilman/State/Broom intersection is still very tight; they will finish pouring concrete next week in that intersection. NB: Poster kiosks, trash containers, benches and majority of bike racks will not go in until after Halloween except for bus stop benches. Bike racks will be installed in Hawthorne Ct., Frances St. and near Mimosa. Flower planters will be re-distributed after Halloween.

Capitol Square Streetscape (city side): Carroll St. (N & S) scheduled for replacement; removal week of Aug. 18 and pouring week of Aug. 25. The site will be cleared and opened for Taste of Madison; any remaining work will be performed the week of Sep. 1.

Capitol Square Promenade (state): The State of Wisconsin will continue sidewalk reconstruction and renovating the Capitol Park grounds. This project involves the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square. They are finishing up the first phase and plan to move to phase 2 sometime this month.

May to August:

North Carroll from W. Washington to State St.
West Mifflin from State St. to Wisconsin Ave.

August to November:

East Mifflin from Wisconsin Ave. to N. Hamilton St.
N. Pinckney from N. Hamilton to E. Washington

East Campus/Library Mall project

The University of Wisconsin has begun an East Campus/Library Mall project. The project involves the "East Campus Mall" (formerly Murray St.) from University through to State Street (i.e., Library Mall). This is the stretch already closed off in between the Chazen Museum of Art and University Club on the west side, and Pres House to the east. For a time, the project will extend into the 700/800 block of State Street/Library Mall in the area of the speakers podium between Memorial Library and the State Historical Society.

From August through October, there will be utility tunnel work, with a trench to extend from East Campus Mall (Murray St.) into State St. (Library Mall). The one trench will fork into a "Y" with one branch going in the direction of Memorial Library, and the other to the Historical Society. The State Street/Library Mall work should be finished with everything restored by October 24. The work in East Campus Mall will continue until summer 2009, with the Chazen Museum extension construction (site of old Peterson Building) to begin in spring 2009.

NOTE: For weekly BID 500-600 blocks State Street and other construction updates, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477

BID Cooperative Advertising Opportunities 2008

The BID is pleased to subsidize 43 cooperative advertising opportunities in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Upcoming deadlines:

The Onion (Madison). The offer for BID members: Buy four, get one free, for back-to-school/holiday issues. Deadline for Aug. 29 issue is Aug. 22. Contact your Onion representative or Jeff Haupt, 256-1372, jhaupt@theonion.com

Madison Magazine, November issue holiday c-op. Deadline Sep. 15. Contact your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Capital Newspapers –Dining Guide (Oct 23). Deadline: Sep. 18. Contact (please note last name & email change): Carrie Planert, Capital Newspapers...Advertising Sales. 608-252-6298, cplanert@madison.com

thedailypage.com (Isthmus), BID Downtown Rotating Web Banner highlighting members, runs mid-August thru October. Contact: Kevyn Radcliffe, 251-5627, kradcliffe@isthmus.com

Backlit displays in downtown Madison and Hilldale parking ramps. No specific deadline; minimum 8-week commitment. Contact Jim Dickson, Adams Outdoor Advertising, 608-443-4295, jdickson@adamsoutdoor.com

Sponsorship Opportunities: BID New Resident Welcome Bags, Downtown Holiday Trolley

While summer is just beginning, it's not too early to think about your fall and holiday marketing plans. Sponsorship of the BID fall New Resident Welcome Bags is a great way to establish recognition and goodwill with new downtown home and condo owners, and sponsorship of the Downtown Holiday Trolley offers terrific visibility in association with one of downtown's favorite holiday traditions.

For more information, contact Mary Carbine, BID Executive Director, (608) 443-1973, mcarbine@downtownmadison.org.

Events & Dates – August

Dane County Farmers Market, <http://www.madfarmmkt.org/>

Madison Trust for Historic Preservation Walking Tours, May – September
<http://www.madisontrust.org/tours/index.html>

Folk on State, June 7-Sept. 2, <http://www.madfolk.org/>

Dane Dances, Monona Terrace Rooftop, Fridays, August 1-29
http://mononaterrace.com/community/community_events.html#danedances

Jazz at Five, Wednesdays, Aug. 6-Sept. 3, where State Street meets the Square <http://www.jazzat5.org/>

Juniorpalooza, Madison Children's Museum, Aug. 16,
<http://www.madisonchildrensmuseum.org/archives/532>

Madison's Favorites Block Party, Aug. 16,
<http://www.thedailypage.com/theguide/details.php?event=205093>

Taste of Madison, Aug 30-31, Capitol Square <http://www.madisonfestivals.com/taste/index.html>

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

Upcoming Conferences & Conventions

National Poetry Slam (ongoing now, see above)

Trek Bicycle Corporation (Monona Terrace) 8/5 - 8/19 National; 1800 attendees. Attendees will be out downtown in the evenings for a late meal & entertainment. Includes some groups rides from Capitol down State Street.

Ford Ironman Wisconsin (Monona Terrace) 9/2 - 9/8 (triathlon on 9/7) International; 30,000 attendees including athletes & fans. Participants and families will be coming into town around Wed/Thurs before the event.

Epic Systems Corp Users Group Meeting - Epic & Alliant Energy Center 9/14 - 9/18 National; 3000 attendees Using downtown hotels as part of the block. Attendees will be downtown in the evenings for meals & entertainment

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>

This update provided courtesy of Madison's Central Business Improvement District (CID). If you have comments, suggestions or questions, please contact Mary Carbine, CID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, CID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the CID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>