



Madison's Central Business Improvement District (BID)

Update, Feb. 4

Today's Topics:

Downtown Neighborhood Meeting on Edgewater tonight

Badger Family Spring Visit – April 2010 – Business Participation – Deadline extended to Feb. 12

BID Ambassadors – Feb. activities

Madison Winter Festival, February 19-21

Overture Center – Economic Impact Study Results

Cars on State May 8 – now accepting entries

ICSC Wisconsin Idea Exchange and Alliance Program, April 14 – 15

Retail property listings on BID website

2010 Downtown Events List

Downtown Events & Dates

Downtown Neighborhood Meeting on Edgewater tonight

Ald. Bridget Maniaci, District 2, and Ald. Mike Verveer, District 4, are holding a neighborhood meeting for residents to learn about and give feedback on a revised proposal by Hammes Company to redevelop/renovate the Edgewater Hotel.

Thursday, February 4, 2010 - 7:00 p.m.

MATC Downtown Education Center, Room D240

211 N. Carroll Street

For more information, see: http://www.cityofmadison.com/news/view.cfm?news_id=1901

Badger Family Spring Visit – April 2010 – Business Participation (sign up deadline extended to Feb. 12)

The UW-Madison Parent Program will offer the 2nd annual Badger Family Spring Visit in April, 2010, in partnership with UW Visitor and Information Programs, the Wisconsin Alumni Association, the Greater Madison Convention & Visitors Bureau, University Book Store, and the BID. 800 families (2,400 people) are expected to visit their UW Madison student during April, 2010 (especially over weekends). Visiting families will receive Welcome Bags with information about things to see and do, and a list of special offers from downtown and Madison-area businesses. BID Businesses can participate by creating a special offer or discount available April 1-30, 2010, for Badger Family Spring Visit participants.

Special offers will be promoted to visiting families in advance, and listed on a flyer handed out to visiting families at Badger Family Spring Visit check-in locations. Each family will get a special card that they will show to receive their special offer or discount. BID will circulate handout with image of card in advance to participating businesses.

Sign Up Deadline: Friday, February 12, 2010

Online Sign Up Form:

http://www.visitdowntownmadison.com/news/forms.php?id=730&category_id=2554&subcategory_id=7046

Updated Info sheet with more details:

http://www.visitdowntownmadison.com/uploads/media/BID_BadgerFamVisit_10_BusinessSignUp_REVIS ED_web.pdf

BID Ambassadors

BID Ambassadors are out and about in February, with a Downtown Information Table at the upcoming WPT Garden Expo at Alliant Energy Center Feb. 12-14. About 20,000 attendees are expected, and BID Ambassadors will be on hand to offer downtown directions, shopping & dining suggestions to encourage attendees to become downtown customers. BID Ambassadors will also be stopping by businesses to drop off "Welcome Window Flyers" you can display for the following events and conferences:

Madison Winter Festival, February 19-21

Midwest BLGTA College Conference, Feb. 19-21, Monona Terrace

WIAA State Tournaments (schedule below in "Downtown Events & Dates")

Madison Winter Festival, February 19-21

The Madison Winter Festival event will take place in the Capitol Square area Friday, February 19 through Sunday, February 21. The BID and the Greater State Street Business Association (GSSBA) are pleased to partner with Madison Winter Festival to co-sponsor an ice sculpting exhibition (a favorite for kids and families) from noon to 4pm on Saturday, February 20, on "30 on the Square" (near the Wisconsin Veterans Museum). In addition, a Downtown Madison Ambassador Information table at the Wisconsin Historical Museum will run Sat.-Sun. February 20-21 from 11:00am-4:00pm in the lobby. Please link for information about Capitol Square street closures and parking during the event (all pretty much the same as last year): http://www.visitdowntownmadison.com/uploads/media/WinterFestSchedLetter_10.pdf

Overture Center – Economic Impact Study Results

A new study by AMS Planning & Research details the community and economic impact of Overture Center for the Arts, its resident companies and collective audiences – and by extension, the BID. In 2008, Overture brought 480,000 people to downtown, and audiences and visitors spent \$9.8 million — above and beyond the price of tickets — at restaurants, hotels and so on. You can read more at <http://overturecenter.com/blog/?p=498>. The BID appreciates the partnership of the Overture Center on promotional events such as the Downtown Holiday Open House, the Lion King ticket on-sale event, and the Broadway season promotion. Congratulations, Overture!

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

The International Council of Shopping Centers will have it's "Wisconsin Idea Exchange & Alliance Program" at Monona Terrace this April 14-15. 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>

Retail property listings on BID website

A reminder for BID Property Owners – to help you get the word out to potential tenants, the BID maintains a listing of retail/restaurant spaces in the BID available for lease or sale on our "Commercial Real Estate" web page: http://www.visitdowntownmadison.com/business/index.php?category_id=2533.

We also partner with Property Drive to link to their listings of retail and office spaces downtown. To post or update a listing in retail properties, contact Mary Carbine, BID Executive Director, at mcarbine@downtownmadison.org or 608-443-1973. Please provide a brief description with location, use, square footage, and contact information, OR a link to property description on your website or Property Drive. (This service available only for properties with the Central BID.) Questions? Just ask, we are happy to help.

2010 Downtown Events List

Attached for your planning is a list of 2010 major downtown events that I put together for planning purposes, and wanted to share with all of you! This list includes major special events & dates with central downtown impact, not regular ongoing programs. These events and others will also be listed on the BID website a month or so in advance. I hope you find this list helpful.

Downtown Events, Dates:

Dane County Winter Farmers Market, Jan. 9-April 10, Madison Senior Center, <http://www.dcfm.org/>

Madison Winter Festival, Feb. 19-21, <http://www.winter-fest.com/>

WIAA State Tournaments, <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

The Big Eat, Monona Terrace, Feb. 22, <http://www.thedailypage.com/bigeat/>

International Festival, Overture Center, March 6, <http://www.overturecenter.com/community/international-fest>

St. Patrick's Day Parade, Capitol Square, March 14, <http://www.stpatmadison.org/>

Shamrock Shuffle, Capitol Square, March 14, <http://www.shamrock-shuffle.org/>

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

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 Meeting Schedule

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 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>