



Madison's Central Business Improvement District (BID)

Update, March 11

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Downtown Events, Dates & Meetings

Safety Alert – Watch for counterfeit \$20 bills

Our BID Neighborhood Officer advises businesses to be on the alert for counterfeit \$20 bills which have been passed at several downtown businesses.

The suspects are young males (20s), solo or in pairs. Counterfeit money markers will detect the fraudulent currency. If you think you have received a counterfeit bill or have suspects in your business trying to pass the bill, please call non-emergency dispatch: (608) 266-4275 (press 6 to report a situation going on now)--unless situation escalates/safety compromised, in which case call 911. Police ask that you try to keep the counterfeit bill, as it will be helpful to their investigation. Note – we are working with our Neighborhood Office Chanda Dolsen to get you an updated “quick reference” sheet on what #'s to call. See here for more info on detecting counterfeit money:

http://www.secretservice.gov/money_detect.shtml

Spring New Resident Packets – PROVIDE ITEMS – sign up by March 12

Promote your business to new downtown residents. BID New Resident Packets are distributed to new downtown home and condo owners through participating Realtors. The packets included coupons, gift certificates, samples, and informational brochures from many downtown businesses like yours. These packets are a great way for BID businesses to introduce themselves and to create customer loyalty with new and/or returning residents in the downtown area.

How to Participate:

Items should be small in size ranging from coupons or gift certificates, to menus or brochures, to pens or notepads. If you are interested in submitting coupons (with expiration dates), please note that packets will be distributed through the summer, so please make sure the expiration date is far enough away (e.g., end of 2010) that residents have ample time to redeem them.

Number of items: 120

Confirm Participation by: Friday, March 12

Items Ready for Pick-Up by: Friday, March 19

Ambassador Pick-Up: March 22-26

More Info:

http://www.visitdowntownmadison.com/uploads/media/BID_NewResidentPackets_Spring10.pdf

To confirm participation or for more information, contact:
Mitch Freund, BID Programming Coordinator

t: 608.443.1976

e: mfreund@downtownmadison.org

UW Admitted Student/Parent Visits continue this Friday

Be on the lookout to welcome prospective UW students and their parents who are visiting this Friday and weekend. The BID and UW Admissions are again partnering to welcome admitted UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend. They received a BID Downtown Map & Guide and city parking coupon (courtesy of BID) in advance. On the Friday of their visit, they will be greeted by a BID Ambassador who will give them a welcome bag filled with information, coupons and items from participating BID businesses. Thanks to all BID businesses who provided items for the bags!

Downtown 2010 Construction Projects – Informational Meeting March 15

Mark your calendars for an Informational Meeting on 2010 Downtown Construction Projects:

Monday, March 15, 3 pm

Overture Center Rotunda Studio, 201 State St..

The meeting will be an overview of projects such as the West Gilman St. reconstruction, Peace Park reconstruction, Capitol Square Streetscape Upgrades, and Hawthorne Ct. utility & resurfacing work. The meeting notice was mailed to BID property and business owners this week, and can be found (along with more information on 2010 & future projects) on the BID "Construction Updates" web page:

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

BID Co-operative Advertising Opportunities with March deadlines

The full slate of 2010 BID-subsidized cooperative advertising opportunities will be sent in mid-March. In the meantime, please note two opportunities with March deadlines – the Isthmus Dining Guide (deadline March 17), and Madison Magazine May issue (special section with downtown focus, deadline March 9).

See: http://www.visitdowntownmadison.com/uploads/media/BID_Coops_MarchDeadlines_10.pdf

BID Ambassador Deliveries next week

BID Ambassadors will be out next week delivering Welcome Window Flyers for the upcoming Mary Kay Career Conference (Monona Terrace March 26-27) and the Badger Family Spring Visit (April, 2010).

Thanks in advance for posting these window flyers to welcome these visitors to downtown.

BID Office Move as of April 1

The BID (and DMI) are moving offices- to the BID! As of April 1, we will be in the Hovde Building, 122 West Washington Ave. (northeast corner of W. Washington and Fairchild). We are looking forward to being located within the District, and to having the room for staff to serve you better.

Madison Central BID - New address as of April 1:

Location: 122 West Washington Ave., Suite 250

Mailing Address: P.O. Box 2136, Madison, WI, 53701

New staff phone #'s: TBD

Email & web addresses stay the same.

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

Overture Broadway Season Promotional Opportunity – deadline extended to April 30

The BID and Overture Center are partnering to invite BID member businesses become involved in a promotional opportunity with Overture's 2010-11 Broadway season. More than 100,000 people are slated to attend Overture Center's Broadway shows during its 2009/2010 season, and over 2,500 of them are loyal Broadway subscribers. To recognize and thank those subscribers, Overture Center is planning to roll out a special package with discounts and perks exclusively available to them. This new package will be available for subscribers to Overture's 2010/2011 Broadway season (September 2010- May 2011), which features 4 major Broadway shows. Package subscribers will receive a membership card that they can show to receive their discounts, and the package will be heavily promoted by Overture Center with a special brochure, website listings, social media postings, etc. Overture is seeking at least 20 businesses to offer a special discount/perk for cardholders during the Broadway season. Vendors will be selected to participate based on the diversity of businesses that apply, the quality of the offer, and the potential for appeal to the Broadway audience. Discounts and special offers should be unique and available only to patrons who carry the official membership card.

HOW TO PARTICIPATE

To participate, please contact Marla Hahn, Marketing and Sales Manager for Overture Center, at 258.4451 or mhahn@overturecenter.com with the following information:

business name
your contact info
details of special offer

Sign Up Deadline: April 30

Planters being moved to thaw out

An update from Mall Maintenance – in coming weeks, you will see some of the planters being moved to the “sunny side” of the street to help them thaw out so winter evergreen décor can be removed. BID-funded pansies are scheduled to be installed in April (exact date TBD per weather).

City Façade Improvement Grants available

The City of Madison has a matching grant program that could be a resource for your business or property:

Façade Improvement Grant Program: Matching grants that can be used for restoring or enhancing the entire facade or elevation of a commercial building in the Central Business Improvement District and other areas. Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 per street-facing façade or \$25,000 for a flatiron building.

Examples of past recipients of Façade Improvement Grants include: Nick's Restaurant (226 State St., 2001), Home Savings Bank (2. S. Carroll St., 2002), Ragstock (329 State St., 2004), Irish Pub (317 State St., 2004), Castle and Doyle Building at 125 State (2004), Brocach Irish Pub & Restaurant (7 W. Main St., 2004), Bartell Theatre (113 E. Mifflin St., 2005), and Fromagination (12 S. Carroll St., 2007).

Info at: <http://www.cityofmadison.com/planning/Facade.html>

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 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. Program, registration form, and sponsor opportunity info is at: <http://www.icsc.org/srch/mt/descs/2010WI/2010WI.pdf>

Downtown Events, Dates:

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

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

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

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

Cars on State Classic Car Show May 8, www.carsonstate.com

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 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, mcabine@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>