



Madison's Central Business Improvement District (BID)
Update, September 17

Today's Topics:

Buckeye Lot Resurfacing Sep. 14-18
Fall New Resident Welcome Packets –Sign up by Sep. 30
Halloween Meeting Oct. 7
Downtown Family Trick or Treat Planned Oct. 30 – Sign Up by Oct. 9
BID 2009 Cooperative Advertising Opportunities – Two deadline TODAY
Peace Park Design Plans, Meetings – Neighborhood Meeting Sep. 29
Events & Dates

Buckeye Lot Resurfacing Sep. 14-18

The Buckeye Lot will be opened up around 5 pm tomorrow (Friday 9/18) after resurfacing. The paving & stall lines are done; the asphalt needs to cure & cool for a day. Temporary "P" parking signs will be installed to direct traffic to alternate parking facilities. Street parking on 300 block Gorham is available & will be signed for 2 parking until they get the parking meters in.

Fall New Resident Welcome Packets – Confirm participation by September 30

Working with downtown realtors and condo developers, the Madison Central BID will again be creating welcome packets for our new downtown neighbors. Packets will be distributed by the realtors and developers to new home buyers in Downtown Madison. These packets are a great way for you to directly introduce your business and to create customer loyalty with new and/or returning residents in the downtown area.

HOW TO PARTICIPATE:

You provide: Small-size items promoting your business, ranging from menus or brochures, to coupons or gift certificates, pens, notepads or other fun, unique items. If you supply coupons with expiration dates, please note that packets will be distributed to realtors and developers in late-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 2010 or later).

Number of items: 110

Confirm Participation by: September 30

Items Ready for Pick-Up by: Friday, October 16

Ambassador Pick-Up: October 19-23

Contact to confirm participation or if you have questions: Mitch Freund, BID Programming Coordinator, 608.443.1976, mfreund@downtownmadison.org

Halloween Meeting Oct. 7

Halloween on State Street will be a gated, ticketed event with entertainment on State Street on the evening of Saturday, Oct. 31. The whole length of State Street will be gated off from the evening of Sat. Oct. 31 to early morning, Sunday, Nov. 1. There will be entertainment stages within the gated area, and tickets will be sold for admission. Frank Productions is handling entertainment, marketing, and ticketing for the public. City agencies are handling the fencing, public safety, and traffic and parking plans. Everyone—including business and property owners and employees—coming into the gated area during the event must have a ticket. Business, property owners, employees and residents will be provided with free, complimentary tickets to access businesses, properties, and residences during the event.

An informational meeting BID property and business owners is schedule as below. Your attendance is especially encouraged if you are located in greater State Street area:

Wednesday, October 7, 2009

2:00 – 3:30 pm

Central Library, 201 W. Mifflin St, Rm. 202

More info: http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMtng_Oct7.pdf

Please also see letter from Frank Productions on how downtown businesses can get involved as Freakfest Ticket Outlets and by donating prizes for the costume contest:

http://www.visitdowntownmadison.com/uploads/media/FranksLetter_09.doc

Downtown Family Trick or Treat Planned for Oct. 30 – Sign Up by Oct. 9

The BID will hold a “Downtown Madison Family Trick or Treat” event on Friday, October 30, 11am to 6pm (no school that day in Madison), in conjunction with the new “Beakers and Broomsticks” event at the Madison Children’s Museum the same day. Madison schools are out that day, so it’s a good time for a family-friendly event. Participating as a trick or treat stop would be a great way to bring families and kids into your business.

For more info and to sign up to participate as a trick or treating stop, see:

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

If you are participating, think about fun ways to convert trick or treating families to customers and encourage repeat visits to your store, such as having them sign up for your mailing list/raffle, or to receive a special coupon via email good for the following week.

BID 2009 Cooperative Advertising Opportunities – Two deadline TODAY

Madison Magazine –Nov. issue holiday co-op Deadline: Sep. 17. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Capital Newspapers –Dining Guide (Oct 22) Deadline: Sep. 17 Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Capital Newspapers – Around Downtown holiday insert (Sun. Nov. 15). Deadline: Oct. 19. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Madison Magazine –Dec. issue holiday co-op Deadline: Oct. 13. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Find the full list of BID advertising and marketing opportunities at:

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

Peace Park Design Plans, Meetings – Neighborhood Meeting Sep. 29

Planning and design are underway for the Peace Park reconstruction with a visitor center which BID Ambassadors will staff year round, with construction expected to start at the end of this year. Peace Park design plans will be presented and discussed as one of the agenda items at the following city meetings. The tentative schedule now is for plans to be approved by the city this fall, and for construction to begin before the end of the year (on the building), with building and park work to continue in spring & early summer. Final design plans for the park and visitor center were approved by the Urban Design Commission UDC) last night (Sep. 16), and will go on to Plan Commission, Board of Public Works and Council for final approval.

Park Plan: http://www.visitdowntownmadison.com/uploads/media/Site_color_exhibit_08-06-09.pdf

Visitor Center (revised design as of early September):

http://www.visitdowntownmadison.com/uploads/media/04474001_A300_perspectives.pdf

NOTE: Neighboring business, property owners and residents are invited to a Peace Park Neighborhood Meeting organized by Ald. Mike Verveer, Tuesday, September 29 at 7:00 p.m. at Wisconsin Lutheran Chapel, 220 W. Gilman Street, to see & talk about the plans.

Other upcoming meetings: Final plans should be on agendas of following committees:

-State Street Design Oversight Cmte, Thurs., Sep. 24 (tentative, check Legistar)

-BID Board Meeting, Thurs., Oct. 1, noon (informational presentation)

-Plan Commission, Monday, Oct. 5, 5:30 pm

Check Legistar calendar for agendas, locations: <http://legistar.cityofmadison.com/calendar/#current>

Additional Peace Park project information on BID website:

http://www.visitdowntownmadison.com/news/index.php?category_id=4394

Events, Dates:

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/>

Madison Trust for Historic Preservation Walking Tours, May 23-Sep. 26,
<http://www.madisontrust.org/tours/index.html>

Madison World Music Festival, Sep. 16-19, <http://uniontheater.wisc.edu/worldmusicfest/>

Forward Music Festival, Sep. 17-19, <http://fmf09.com/>

World Car-Free Day Celebration, Sep. 22
<http://www.communitycar.com/news/index.html#WorldCarFreeDay>

REAP Food for Thought Festival, Sep. 26, <http://www.reapfoodgroup.org/FFTF2009/FFTF09Home.htm>

Literacy Network Run/Walk, Oct. 4, <http://www.litnetwork.org/rw/index.html>

Wisconsin Book Festival, Oct. 7-11, <http://www.wisconsinbookfestival.org/>

UW Madison Homecoming, Oct. 9-17. Parade Oct. 16, game Oct. 17,
<http://www.uwalumni.com/home/students/homecoming/homecoming.aspx>

Downtown Madison Family Trick or Treat, Fri. Oct. 30,
http://www.visitdowntownmadison.com/events/index.php?category_id=4572

Beakers & Broomsticks, Madison Children's Museum's, Fri. Oct. 30,
<http://www.madisonchildrensmuseum.org/>

Winter Art Festival, Nov. 14-15, <http://www.artcraftwis.org/winter.html>

MMoCA Holiday Art Fair, Nov. 20-22, <http://www.mmoca.org/events/holidayartfair/index.php>

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>