



Madison's Central Business Improvement District (BID)
Update, September 3

Today's Topics:

UW Homecoming – Business Participation deadline TOMORROW Sep. 3
Taste of Madison Sep. 4-5
GSSBA meeting Sep. 8
Construction Updates
BID Co-operative Advertising / Marketing Opportunities
--NEW - Fall New Resident Packets – SPONSOR (Sep. 24) and/or PROVIDE ITEMS (Oct. 1)
--NEW – WIAA Tournament Guides (Deadline Oct. 25)
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Downtown Events, Dates & Meetings

UW Homecoming – Business Participation (confirm by Sep. 3)

UW Homecoming 2010, Legends of Bucky Badger, will be October 1-9, 2010. The UW Homecoming Committee and Wisconsin Alumni Association are partnering with BID to invite your business to be part of it, with options ranging from handing out Homecoming magnets at your business, donating prizes for Homecoming week or Golf Outing, participating in the Homecoming Parade (Oct. 8), or offering discounts to people wearing Homecoming t-shirts. Two easy ways to learn more and sign up:

Online Info & Form: <http://www.uwalumni.com/downtownmadison>

or

Download and print PDF Info Sheet & Form:

http://www.visitdowntownmadison.com/uploads/media/HC10_dwntwn_madison_form.pdf

Signup deadline is Friday, Sep. 3.

Taste of Madison Sep. 4-5

A message from the organizers: Taste of Madison is scheduled for Saturday, Sept. 4 from 2pm-8:30pm and Sunday, Sept. 5 from 11am-7pm on Capitol Square. The Square and surrounding 100 block will be closed to all traffic starting Friday, Sept 3rd at 6pm. Parking meters will be hooded starting Friday afternoon and the Square must be free of vehicles by 6pm. Please notify your staff and patrons that all vehicles parked within this restricted area during this time will be subject to towing. The Farmers Market will still take place Saturday morning, but will close at 1pm to accommodate the Taste vendors. If you have questions regarding the Taste of Madison, please contact Jody Stollendorf, Director of Operations at jody@madisonfestivals.com or call 608- 310-7291. For more information on this year's Taste, visit www.tasteofmadison.com

BID Ambassadors will have extended booth hours on that Saturday from 9:00am-6:00pm and on Sunday from 10:00am-5:00pm for the event.

GSSBA meeting Sep. 8

The Greater State Street Business Association (GSSBA) will have a meeting Wed. Sep. 8, 2pm, at Tutto Pasta, 305 State St. GSSBA member, stay tuned for an agenda from GSSBA.

Construction Updates:

--**Park Street** between Johnson & University scheduled to re-open tomorrow morning

--**Buckeye Lot** –Should have finished replacing meter posts, etc., this week.

-- **200 block W. Gilman reconstruct**

Street paved. After some utility work finished, can pull out old utility poles and finish concrete work on terrace. This week working on topsoil and landscaping in terraces. Still do not have meter poles or street signage; road is officially closed but local traffic is permitted until final work is completed. Overview: http://www.visitdowntownmadison.com/uploads/media/BID_200Gilman_Update_May27.pdf

--**Capitol Square Area Streetscape upgrades**

*Capitol Square streetscape upgrades, June 1-early September. Includes streetscape items for 100 block “radial” streets. Overview: http://www.visitdowntownmadison.com/uploads/media/CapSquare_May13_MeetingNotes_FINAL.pdf.

Majority of work finished. This week, finishing up concrete work near US Bank, as well as irrigation work in planter beds on E. and W. Washington Ave. Installation of landscaping/new trees in beds could start as early as next week. For now, beds will be mounded with dirt. Granite (curbing on planters) will start being installed September 7. New benches should be installed mid-September, along with a few new bike racks. Majority of new bike racks (appx. 20) to be installed mid-Oct. Current bike racks will remain until then. Buses are expected to return to the Square on Sep. 13.

--**Broom St.** between Doty & Johnson. NOW OPEN – work completed
--**University Ave.** at Park St. NOW OPEN – work completed.

UW PROJECTS in CAMPUS AREA – some delays, now looking at completion early Sep. with detours continuing

--**Park Street** from Observatory to Johnson: One-way southbound May 17 – early Sep. (Observatory also closed)

--**Langdon St.** from Lake St. to Park St.: One-way westbound. May 17 – early Sep.

--**Peace Park** reconstruction and Visitor Center construction underway in 400 block State St.. Building nearing completion, now working on interior finishes, systems, etc. Park reconstruction continues. Visitor Center and Park opening dates TBD pending progress – we are looking at a Visitor Center “soft opening” later this month. Stay tuned!

More info/resources:

BID “Construction” web page: http://www.visitdowntownmadison.com/news/index.php?category_id=2477

BID 2010 construction summary:

http://www.visitdowntownmadison.com/uploads/media/BID_Mar15ConstructMtngNotes_FINAL.pdf

City’s Downtown Reconstruction website: <http://www.cityofmadison.com/engineering/downtown/>

UW Map Street Closures, Detours through August 20:

<http://www2.fpm.wisc.edu/trans/files/StreetClosuresDetours.pdf>

BID website Parking Page: <http://www.visitdowntownmadison.com/parking/index.php>

“Get Around Guide” Map:

http://www.visitdowntownmadison.com/uploads/media/DT_GetAround_Map_10.pdf

“Get Around Guide” Info Sheet:

http://www.visitdowntownmadison.com/uploads/media/DT_GetAround_List_10.pdf

BID Co-operative Advertising Opportunities – Upcoming Deadlines

We’re pleased to provide the 2010 BID-subsidized cooperative advertising opportunities for BID Businesses. The plan includes 20 cooperative advertising opportunities for BID businesses, with average savings of \$400 per ad, and savings of as much as \$800 on some opportunities. Download:

http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010_May_Update.pdf

UPCOMING DEADLINES:

BRAVA Magazine (NEW) Downtown “Haute Shoppe” pages, four monthly issues, fall 2010. Upcoming deadlines: Sep 5., Oct. 5 Contact: Kris Lerdahl at kris@bravaenterprises.com, (608) 848-6708.

Info: http://www.visitdowntownmadison.com/uploads/media/Brava_Downtown_Madison_Promotion.pdf

Madison Magazine –Nov. issue “Hot off the Shelf” holiday co-op. Deadline Sep. 14. Contact: Your Madison Magazine representative or Sue Fuller, 608.270.3616, sfuller@madisonmagazine.com

Please contact the sales representatives directly for more information or to place ads.

--NEW - Fall New Resident Packets – SPONSOR - confirm by Sep. 24

Promote your business to new downtown residents. BID New Resident Packets contain items and information from BID businesses, and are distributed to new downtown home and condo owners through participating Realtors. A BID business can sponsor the bags, and receive business logo and website on the outside of the bags. There is only one sponsorship opportunity!

More info: http://www.visitdowntownmadison.com/uploads/media/BID_NRPBagSponsorship_Fall10.pdf

Watch for information on providing items for the Fall New Resident Packets in future BID Updates.

--NEW- Fall New Resident Welcome Packets – PROVIDE ITEMS - Confirm participation by October 1

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 2011 or later).

Number of items: 125

Confirm Participation by: Friday, October 1

Items Ready for Pick-Up by: Friday, October 15

Downtown Ambassador Pick-Up at Your Location: Week of October 18-22

Contact to confirm participation or if you have questions: Mitch Freund, BID Programming Coordinator, 608.512.1341, mfreund@visitdowntownmadison.com.

-NEW- WIAA Tournament Guides - Deadline Oct. 25

The WIAA (Wisconsin Interscholastic Athletics Association) will hold eight annual high school athletic tournaments in Madison, which bring over 460,000 athletes, parents and fans to the Kohl Center, UW Field House, Camp Randall and other venues. The "Tournament City Membership" gives BID member businesses the opportunity to advertise in the Tournament City Guides (one price for all eight Tournament Guides) plus participate in the City Card incentive. See information below and contact Ronna Nyman, Sponsorship America, ronna@sponsorshipamerica.com, (608) 288-8122 x15

Co-op Description: http://www.visitdowntownmadison.com/uploads/media/BID_WIAA_2010-11.doc
Info Sheet: http://www.visitdowntownmadison.com/uploads/media/City_Guide_Media_Kit_-_RN.pdf

City Development Review Process public meetings schedule

The Mayor has asked the City's Economic Development Director, Mr. Tim Cooley, to lead an effort to review the City's current development review process.

Letter with more information: <http://legistar.cityofmadison.com/attachments/7c4fa563-178b-4843-b2ef-a9f340a2c88d.pdf>

The BID Board has provided recommendations:

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

The Economic Development Committee public meetings on the review process originally slated for August have been scheduled as below. BID business and property owners are encouraged to attend and provide input:

Thursday, Sept 16, EDC public hearing, 5:00 pm Monona Terrace, the room number will be on their kiosk.

Wednesday Oct 6, special EDC & Common Council meeting to review draft report, 5:00 pm, location TBA

Wednesday October 20, regular EDC meeting, review final report, Rm. 260 Madison Municipal Building, 215 MLK Blvd.

City meeting schedule is at: <http://legistar.cityofmadison.com/calendar/#current>

Downtown Plan Draft Recommendations – meeting Sep. 23

City planning staff will present Downtown Plan draft recommendations at the following public meetings. Downtown stakeholders are encouraged to attend. BID Board recommendations on the Downtown Plan can be seen here: http://www.visitdowntownmadison.com/uploads/media/BID_DTPlan_June8.pdf

Thursday, September 23, 2010

Overture Center - Promenade Hall

201 State Street

Open House: 5:30-6:10 pm

Meeting: 6:15 pm - 8:30 pm

Follow-Up Open House:

Thursday, October 7, 2010

Madison Municipal Building - 1st Floor Lobby

215 Martin Luther King Jr. Blvd.

2 pm - 8 pm

More info: <http://www.cityofmadison.com/neighborhoods/downtownplan/whatsnew.cfm>

Link to most recent newsletter:

http://www.cityofmadison.com/neighborhoods/downtownplan/pdf/DPNewsletter07_2.pdf

Central Library Design Public Meeting RESCHEDULED to Sep. 28

Join architects Meyer, Scherer & Rockcastle and Potter Lawson for public meetings about the design of the Central Library:

Madison Senior Center | 330 West Mifflin Street

(608) 266-6581 | www.cityofmadison.com/seniorcenter

NEW DATE for Next Meeting:

Schematic Design Meeting

Tuesday | September 28 | 7 - 9 p.m.

We want to hear from you.

Sponsored by:

Madison Public Library

Madison Public Library Foundation

City of Madison

Capitol Neighborhoods, Inc

Schedule of all meetings: <http://www.madisonpubliclibrary.org/central>

Transitional Jobs Program

The Workforce Development Board of South Central Wisconsin will be launching a Transitional Jobs program in partnership with the State of Wisconsin - Department of Children and Families. The

Transitional Jobs program is a work experience program. Work opportunities can be offered by public, private or non-profit employers in the counties of Columbia, Dane, Dodge, Jefferson, Marquette and Sauk. Work hours need to be a minimum of 20 hours per week and can not exceed 40 hours per week. They are looking for placements for 325 customers at a work experience site through December 31, 2011. The Workforce Development Board staff will coordinate the recruitment of workers and employees. All trainees will be expected to interview for the positions offered - the same as if they were seeking regular employment within your company or organization. For more information and for an application, contact Victoria Harmon at vharmon@wdbscw.org (608) 249.9001. They plan to have workers ready to interview by September 9, 2010.

Downtown Events, Dates:

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

Dane Dances, Fridays, August 6-27, <http://www.danedances.org/default.aspx>

Jazz at Five, Wednesdays, August 11 - Sep. 1, <http://jazzat5.org/site/>

Taste of Madison, Sep. 4-5, <http://www.madisonfestivals.com/taste/>

Ironman Wisconsin, Sep. 12, <http://www.ironmanwisconsin.com/>

Madison World Music Festival, Sep. 22-25, <http://uniontheater.wisc.edu/worldmusicfest/>

Food for Thought Festival, Sep. 24-25, <http://www.reapfoodgroup.org/Programs-Events/food-for-thought-festival.html>

Wisconsin Book Festival, Sep. 29 - Oct. 3, <http://www.wisconsinbookfestival.org/>

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

Brittany Zimmerman Memorial 5k Run/Walk, Oct. 2, <http://www.madisonareacrimestoppers.org/>

UW Homecoming, Oct. 1-9. Parade 8th, Game Oct. 9th.,
<http://www.uwalumni.com/home/alumniandfriends/homecoming/homecoming.aspx>

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 at http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along other BID meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 122 W. Washington Ave. (Hovde Building), 1st floor conference room. 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.

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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@visitdowntownmadison.com or (608) 512-1340, or Mitch Freund, BID Programming Coordinator, mfreund@visitdowntownmadison.com, (608) 512-1341. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>