

# 2008 Annual Association of Wisconsin BID's Conference

## Foundations For Successful BID's

Wednesday, April 16, 2008

The Pyle Center

702 Langdon St.

Madison, Wisconsin 53706

### AGENDA

\*Subject to Change

- 9:00am Registration-Exhibits and Displays Open To All Participants
- 10:00am Keynote Speaker, Jack Fischer, Secretary Department of Commerce
- 11:00pm Welcome
- 11:15pm Association of Wisconsin BID First Year in Review
- 11:45pm Lunch (provided)
- 1:00pm Seminar Session 1
- Participants should choose one of the following four seminars to attend.
- 1. Board Member Training**  
Do you have questions about what your board should be doing, how does your board govern and develop, how to solicit and engage board members or any other concerns with your board? This session gives you an opportunity to discover answers and to talk to an expert. Frank Martinelli, President of Center for Public skills Training, has over 35 years of work, training and consulting experience with a variety of nonprofit and public sector organizations.  
[http://www.createthefuture.com/About\\_Us.htm](http://www.createthefuture.com/About_Us.htm)
  - 2. The Good, Bad & Ugly Of Managing Events**  
Hear ideas on management, marketing, logistics and sponsorships of events from Mary Carbine, Madison and Barb Caprile, Shorewood. Discover ways to make your events more profitable and successful.
  - 3. Development of Incentive Programs**  
Incentive programs encourage rehabilitation, reinvestment and new developments in our downtowns. Learn about façade and signage grants, retention and recruitment grants, secret shopper programs and streetscape incentives. Hear from those with experience how these programs assist with improving the retail mix and the general economy of the downtown district.
  - 4. ABC's of Retail**  
In this session you will hear from Mr. Bruce Westling, President of NAI MLG Commercial, about the basics of retail attraction. If you don't have much retail or the right mix of retail in your downtown and you want a

lively shopping district, this is the place to start. Learn what retailers are looking for and what they want to hear when exploring new locations. Whether its national or local retail that your seeking, you will hear how to plan for and execute a viable economic development plan to “tell the retail story” about your commercial neighborhood or downtown.

<http://www.mlgcommercial.com/>

2:00pm

Break

2:15pm

Seminar Session 2

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3:15pm

Closing Remarks

# **PLEASE REGISTER NOW & PLAN TO SHARE YOUR GREAT IDEAS!!!!**

**The best way for us to learn is from each other. All participants are encouraged to bring materials to share with conference attendees.**

**Does your organization have a unique successful program, event, or initiative that you can share with other Business Improvement District's?**

**Do you offer a façade grant, publish a quarterly magazine, facilitate a secret shopper program, host a unique event, or offer a gift certificate program? Do you have reports or data that might be helpful to others?**

**Please bring your collateral pieces, brochures, magazines and reports to share with everyone. We will have tables set up where you can place your materials so everyone attending will have the opportunity to take home great ideas and successfully implemented programs.**

**Plan on 75 conference attendees.**