



Madison's Central Business Improvement District (BID)

Update, August 12

Today's Topics:

Madison Children's Museum Grand Opening Celebration August 14-15

Moving Weekend Aug. 14-15

City Development Review Process, Small Business input invited (by August 15)

Construction Updates

--Broom Street Open

--Buckeye Lot Work

--Campus area work delayed

Lake Street Reconstruction (2011)

Ride the Drive on Sunday, August 29

BID Co-operative Advertising / Marketing Opportunities

--NEW - UW Homecoming – Business Participation

--NEW - Fall New Resident Packets – SPONSOR and/or PROVIDE ITEMS

Public meeting about the design of the Madison Central Library Sep 9

Downtown Events, Dates & Meetings

Madison Children's Museum Grand Opening Celebration August 14-15

<http://www.madisonchildrensmuseum.org/education-programs/#grand-opening-celebration>

The Madison Children's Museum will celebrate the grand opening of its new building at 100 N. Hamilton St. with two days of special activities, Sat.-Sun., August 14-15. Festivities will start with a pre-opening Parade and Ribbon Cutting at 9am on Saturday. (Pinckney will be closed just past the Dayton-Pinckney ramp entrance, 7 am-1 pm. Hamilton will be closed only for the ribbon cutting/parade (approx 7-10 am).

Opening celebration visitors will pay regular admission prices for the indoor grand opening events that occur beyond the free Community Concourse and the outdoor activities. They also will get a token good for one free return visit before the end of the year. The new museum has been five years in the making, with tremendous community and partner involvement (including BID businesses such as those who have partnered to give 10% discount to MCM members

<http://www.madisonchildrensmuseum.org/membership/benefits-and-special-offers/>), and will greatly increase the activity and visitors on their side of the Capitol Square. Congratulations, Madison Children's Museum!

Moving Weekend Aug. 14-15

It's moving time in downtown Madison, with many apartment leases turning over August 15. Information on trash and refuse collection can be found here:

http://www.cityofmadison.com/news/view.cfm?news_id=2170

City Development Review Process, Small Business input invited by August 15

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>

While much of the focus has been on "larger projects," the City review and approval process can have just as great impact on small business and property owners: signs, awnings, outdoor dining, building expansions, change of occupancy, liquor licenses, etc.

The BID Board has provided recommendations:

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

Individual Business and property owners are also invited to give input. Please think about interactions you have had with the City regarding building permits, planning, zoning, alcohol licenses, etc. Are there examples of situations where the process did not go as smoothly as it should have? Most importantly, do you have ideas and specific suggestions for improving City processes? Please submit suggestions by August 15th. You can send to Tim Cooley directly at cooley@cityofmadison.com, or, if you prefer, send to me (Mary Carbine) at the BID, mcarbine@visitdowntownmadison.com. I am happy to compile and summarize suggestions from BID business and property owners.

This is an important opportunity to help improve processes that affect small business and property owners, so thanks in advance for participating.

Construction Updates:

--**Buckeye Lot** – Work being done in conjunction with Gilman St. reconstruct to underground electric and install new conduit. Hope to be completed with all spaces back in service next week (mid week if weather and progress good, end of next week if delays).

-- 200 block W. Gilman reconstruct

Work continues. Pouring sidewalk, curb and gutter. On street, gravel base installed. Paving likely week of August 16, after student move-in. Will be access for student move-in. When commercial driveways paved, will do ½ at a time and coordinate with businesses. Landscaping, etc., will be done after paving. Now looking at being done by end of August. 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.

- N. Pinckney/E. Mifflin/N. Hamilton (near new Children's Museum): Intersection & parking open. Area done except granite for planters and seats in stage area which they hope to install by end of August. New trees, shrubs for planters coming in Sept.

- E. Mifflin: Complete except planter beds still fenced off waiting for granite curbing.

- E. Main – mainline sidewalk in, working in terraces on planters, etc.

-W. Main – mainline sidewalk in hopefully by end of this week, continuing work on corner of Main & Hamilton, next week work on terrace area.

-E. Washington Ave. –100 block (side next to US Bank). Working on storm sewer, irrigation, sidewalk and planters. Work continues.

--**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 Johnson to University: Closed & detoured, May 17 – early Sep. Langdon/Park utility work: http://www.cityofmadison.com/news/view.cfm?news_id=2031

--**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, please 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

Lake Street Reconstruction (2011) – Followup from Informational Meeting

The city will reconstruct Lake Street between Langdon and Mendota Court in summer 2011. An informational meeting was held July 28. Hearing on assessments will be this fall.

Informational Presentation:

http://www.visitdowntownmadison.com/uploads/media/LakeStPresentation_July2010.pdf

Preliminary Plan: <http://www.visitdowntownmadison.com/uploads/media/LakeStDisplay.pdf>

Ride the Drive on Sunday, August 29

On Sunday, August 29, the City of Madison, Madison Parks, Wisconsin Bike Federation, and Trek Bikes will sponsor this year’s second Ride the Drive with Lance Armstrong, Sunday, August 29, 2010, 10am – 4pm

The route is very similar to the June 6 route: a 6-mile loop from East Washington Avenue around the Capitol Square (N. Pinckney to Mifflin) to State Street to Lake Street to West Dayton to Bedford to North Shore Drive to John Nolen Drive. On Sunday, August 29, streets on the route close at 8 am and open at 4:00 pm. Ride the Drive starts at 10am; activities are from 11am-3pm. There will be no street parking along the route (meters will be bagged Saturday indicating no parking on Sunday), but all city parking ramps will remain open. Routes into and through downtown for cars will stay open, including Johnson St., W. Gorham St./University Ave., and West Washington Ave., as will access to city parking ramps. Important difference from June 6 event: Broom Street will be OPEN as a route into downtown by Aug. 29. An informational letter and map were sent out today to BID business and property owners, including a contact at Parks if apartment owners on the route have concerns about student move-in on August 29.

Letter: http://www.visitdowntownmadison.com/uploads/media/RideDrive_BusInfo_Aug29.pdf

(Note, the mailed copy of the letter is mistakenly labeled “draft” but it is indeed the final version.)

Map: http://www.visitdowntownmadison.com/uploads/media/Large_Portrait_Route.pdf

BID Co-operative Advertising Opportunities – Upcoming Deadlines – Visitor Guide, deadline extended to Aug. 6

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 - 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.

--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.

Public meeting about the design of the Madison Central Library Sep 9

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

Next Meeting:
Schematic Design Meeting
Thursday | September 9 | 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>

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/>

Madison Children's Museum Grand Opening Celebration , August 14-15,
<http://www.madisonchildrensmuseum.org/education-programs/#grand-opening-celebration>

Isthmus Block Party, now FRIDAY, AUGUST 20, 100 block E. Main St.
<http://www.thedailypage.com/theguide/details.php?event=242369&name=Isthmus-Block-Party-with-Mighty-Short-Bus,-DJ-Nick-Nice>

Ride the Drive, August 29, <http://www.cityofmadison.com/transportation/ridethedrive/>

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/>

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.

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@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>