



Madison's Central Business Improvement District (BID)
Update, August 26

Today's Topics:

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--NEW - UW Homecoming – Business Participation (deadline Sep. 3)
--NEW - Fall New Resident Packets – SPONSOR (Sep. 24) and/or PROVIDE ITEMS (Oct. 1)
--NEW – WIAA Tournament Guides (Deadline Oct. 25)
Central Library Design Public Meeting Sep. 9
Downtown Events, Dates & Meetings

UW Move-In Aug. 27-28

University of Wisconsin-Madison residence hall move-in busiest days will be Friday, Aug. 27, and Saturday, Aug. 28, 7 a.m. to 8 p.m. (Some students moved in early starting today). Due to continued campus construction (Park Street closure, see below), move-in traffic will be rerouted. Several large message boards will be positioned around the campus to direct those who are moving in, and e-mails have been sent to students to help them find their way. For move-in information and a map of recommended routes to the residence halls, visit <http://www.housing.wisc.edu/assignment/moving/fall.php>

Ride the Drive 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. NOTE: Ride the Drive Opening with Lance Armstrong at 10:30 am at the top of East Washington Avenue at the Capitol Square.

The route for Ride the Drive on Sunday, August 29 was adjusted from the original. The route will now include the 400 block of W. Gilman St. and the 300 and 200 blocks of N. Frances St. The route will now exclude the 500 and 600 blocks of State Street and Lake Street. The route change was made to ease congestion in the campus/construction area. The route is now a 6-mile loop from East Washington Avenue around the Capitol Square (N. Pinckney to Mifflin) to State Street to Gilman St. to Frances St. to West Dayton to Bedford to North Shore Drive to John Nolen Drive.

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 afternoon indicating no parking starting 7am 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.

Map of NEW route, with alternate routes, etc.:

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

City Notification Letter – going out to those on the route:

http://www.visitdowntownmadison.com/uploads/media/august_2010_res_bus_notification_letter.pdf

More Information & Route: <http://www.cityofmadison.com/ridethedrive/> or call Steve Doniger, Madison Parks Community Services Manager, 608.266.6517 (Office), 866.704.2315 (TDD).

Metro Detours: RTD Bus Detours: http://www.cityofmadison.com/news/view.cfm?news_id=2184

Cigarette Litter Prevention Program Launched

Madison's Central Business Improvement District (BID) has partnered with downtown businesses and the City of Madison on a Cigarette Litter Prevention pilot program, thanks in part to a grant from Keep America Beautiful. The city has installed public cigarette ash receptacles in targeted areas around the Capitol Square as part of the Capitol Square Streetscape upgrades. The Business Improvement District (BID) has produced outreach materials, and is providing pocket ashtrays via participating businesses and our Downtown Info Booths. Thanks so much to our participating businesses: The Frequency, 121 W. Main Street; The Ivory Room, 116 W. Mifflin Street; King & Mane Gastro-Cantina, 102 King Street; Milsted Properties, 106 W Mifflin Street and the YWCA, 101 E Mifflin Street. For more information, see www.visitdowntownmadison.com/nolitter.

Construction Updates:

--**Buckeye Lot** – Work continues. Meter posts should be installed tomorrow so that majority of stalls can be put back into service.

-- 200 block W. Gilman reconstruct

Asphalt (street paving) on Friday. Working on pouring concrete in terraces, installing tree grates. Next week, terrace concrete work and restoration (landscaping). Looking like should finish end of next week. 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.

This week they are finishing up a lot of odds and ends, including a few pedestrian ramps and irrigation in beds (E. & W. Washington Ave). The main location of active construction this week will be outside US Bank at East Washington and S. Pinckney. The bulk of work should be complete by this Friday, except possibly outside US Bank area. Trees and plant material will be removed from the bed near YWCA, and intersection of S. Carroll and W. Main this week, and from bed near Inn on the Park in mid-Sep. Start installation of landscaping/new trees in mid-September. 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.

--**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

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 - 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.

-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

Central Library Design Public Meeting 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/>

UW Residence Hall Move-In Aug. 27-28, <http://www.housing.wisc.edu/assignment/moving/fall.php>

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/>

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>