



## **Madison's Central Business Improvement District (BID)**

Update, August 27

### **Today's Topics:**

**Big Weekend Downtown – Student move-in, King St. Block Party, Ride the Drive**  
**Construction Update**  
**Upcoming Ambassador Activities**  
**Tellus Mater celebrating 50 years**  
**BID 2009 Cooperative Advertising Opportunities – Deadlines tomorrow and in Sep.**  
**UW Madison Homecoming - Business Participation**  
**Peace Park Design Plans, upcoming meetings**  
**Contractor Snow Removal info**  
**Events & Dates**

### **Big Weekend Downtown – Student move-in, King St. Block Party, Ride the Drive**

A big weekend downtown! UW students move into dorms, a King St. Block Party, and two new events – Madison Mini Marathon and Ride the Drive.

**UW Student Move-In (Dorms):** Thurs./Fri Aug. 27-28,  
<http://www.housing.wisc.edu/assignment/moving/fall.php>  
UW "Wisconsin Welcome" for new students – starts August 27,  
<http://www.newstudent.wisc.edu/wiwelcome/>  
Classes start Wed. Sep. 2

**Madison Mini-Marathon**, Saturday, August 29, start time 7 am. <http://www.madisonminimarathon.com/>  
The route starts and finishes at Memorial Union, and goes around the Capitol Square and down State Street.  
Route: <http://www.madisonminimarathon.com/media/Madison%20Mini.pdf>

**King Street Block Party** Sat. August 29, 3pm – 12 am, [www.thedailypage.com/kingstreetblockparty](http://www.thedailypage.com/kingstreetblockparty)  
The BID will co-sponsor a "King Street Block Party" planned for Saturday, August 29 from 3 pm to 12 am, which will showcase the 100 block King Street and its businesses. The block party will be presented by Isthmus and also co-sponsored by the Great Dane Pub & Brewing Company. For the first time ever, the block party will start early to include great family-friendly entertainment, games and activities between 3-7 pm. Context will have a big sale with extended hours during the event. The nighttime party atmosphere will begin at 7 p.m. with mingling on the sidewalk and in the street with the Taste of King Street, including specialty food and drinks from Tutto Pasta Cucina Italiana, Madison's Restaurant, Opus Lounge, Woof's, Café Continental, Ancora Coffee, Kushi Muramoto and The Local Tavern. BID Ambassadors will staff a downtown info table 3 – 7 pm.

**Ride the Drive**, Sunday, August 30, 8am – 2 pm, <http://www.cityofmadison.com/transportation/rideDrive/>  
This new event will bring cyclists, walkers & others to John Nolen Dr., State St., Capitol Square (esp. N. Pinckney & E. & W. Mifflin) and E. Washington Ave. on Sunday, August 30, from 8 am to 2 pm. Route (<http://www.cityofmadison.com/transportation/ridedrive/route.cfm>) was selected to allow normal traffic flow and provide detours to businesses, neighborhoods and places of worship. There is no start or end point – people are encouraged to join in at any point in the ride. Thanks to all the BID businesses who have signed up to participate, be open, and welcome Ride the Drive participants:  
[http://www.visitdowntownmadison.com/events/index.php?category\\_id=4514](http://www.visitdowntownmadison.com/events/index.php?category_id=4514)

### **Weekend Bus Detours (Madison Metro):**

Capitol Loop Detour: <http://www.cityofmadison.com/metro/Detours/CapitolLoop/CapitolLoop.html>

Downtown Detour for Ride the Drive:

<http://www.cityofmadison.com/metro/Detours/RideDrive/RidetheDrive.html>

## Construction Update

University/Gorham/Broom work continues on schedule for completion by Sep. 11.

- Bassett St at Gorham St is open.
- Lake Street between University Avenue and Johnson Street is back to two way traffic.
- Frances Street between University Avenue and Johnson Street is open to two way traffic.
- Gorham two lanes at State St. before 9am and after 3pm.
- Rest of pavement & sidewalks to be poured this week & next
- Pavement striping, marking scheduled for week after Labor Day.
- Gorham & Broom expected to be fully open by Sep. 11.

Full updates, Downtown Madison "Get Around Guide" at:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

Next construction meeting: August 25, 10am, University Square Food Court

UW Campus Area Construction info: <http://www.news.wisc.edu/16687>

### Upcoming Ambassador Activities:

Next week BID Ambassadors will deliver window flyers for Ironman Wisconsin coming Sep. 13. We also have a limited supply of small Ironman banners-contact Mitch Freund at [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) if you would like one to hang in your business window.

BID Ambassadors will staff Downtown Info Tables or extended Booth hours for these upcoming events:

King Street Block Party 2009 Downtown Info Table Hours

Saturday, August 29: 3:00pm-7:00pm

Ride the Drive 2009 – Extended Downtown Info Booth Hours

Sunday, August 30: 8:30am-3:30pm

Taste of Madison 2009 – Extended Capitol Square Info Booth Hours

Saturday, September 5: 9:30am-6:30pm

Sunday, September 6: 12:30pm-5:30pm

Downtown Info Tables at Alliant Energy Center events:

-Quilt Expo – Sep. 10-12

-World Dairy Expo – Sep. 29-Oct. 3

For details, see [http://www.visitdowntownmadison.com/visitor/index.php?category\\_id=2474](http://www.visitdowntownmadison.com/visitor/index.php?category_id=2474)

### Tellus Mater celebrating 50 years

Tellus Mater at 409 State Street is celebrating 50 years of business on State Street with in-store celebrations Mon-Thursday next week. Congratulations! [www.tellusmater.com](http://www.tellusmater.com)

### BID 2009 Cooperative Advertising Opportunities – Deadlines tomorrow and in Sep.

The Onion, Back to School Downtown Group Page, free color (Sep. 3 issue) DEADLINE EXTENDED to August 28. Contact your Onion representative or Melissa Badini, [mbadini@theonion.com](mailto:mbadini@theonion.com), 608.256.1372 ext. 222

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](mailto:clanter@madisonmagazine.com)

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

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

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

### **UW Madison Homecoming - Business Participation**

UW-Madison Homecoming week will be Oct. 9-17, 2009, with the downtown parade Friday Oct. 16 and the football game Sat. Oct. 17. BID businesses can get involved and connect with thousands of students, alumni and fans by displaying Homecoming posters, handing out magnets, donating prizes and more. Download info sheet here:

[http://www.visitdowntownmadison.com/uploads/media/downtown\\_madison\\_form09.pdf](http://www.visitdowntownmadison.com/uploads/media/downtown_madison_form09.pdf)

Online signup form: <http://www.uwalumni.com/home/downtownmadison.aspx>

Sign up deadline: Sep. 4

### **Peace Park Design Plans, Meetings - UPDATE**

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. Design plans for the park and visitor center received initial approval from the Urban Design Commission on August 6, and will go on to Plan Commission and for final UDC approval. 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 plan approval meetings:

- Urban Design Commission, Wed. 9/2. Meeting starts at 4:30 pm. Agenda not yet posted (check Legistar, below); see agenda for location and time of Peace Park presentation.
- Plan Commission, Mon., Sep. 14, 5:30 pm Check Legistar for agenda, location.

Legistar: <http://legistar.cityofmadison.com/calendar/#current>

Brief update will be presented at BID Board Meeting, Thurs., Sep. 3, noon-1:30 pm. Check agenda when posted at: [http://www.visitdowntownmadison.com/about/index.php?category\\_id=2494](http://www.visitdowntownmadison.com/about/index.php?category_id=2494)

Additional Peace Park project information on BID website:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=4394](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

### **Contractor Snow Removal info**

Mall Maintenance staff asked me to pass along that if any property owners choose to hire a private contractor to perform snow removal in the District that they need to use all stainless steel on their blades and buckets, and shovels need to be aluminum or plastic. Questions? Contact Joy Kummerow at Mall Maintenance, 266-6031.

### **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>

Folk on State, Saturdays, June-August, <http://www.madfolk.org/FolkOnState.htm>

Dane Dances, Fridays, Monona Terrace Rooftop, August 7-28  
[http://www.mononaterrace.com/community/community\\_events.html#danedances](http://www.mononaterrace.com/community/community_events.html#danedances)

UW Student Move-In (Dorms): Aug. 27-28, <http://www.housing.wisc.edu/assignment/moving/fall.php>

UW "Wisconsin Welcome)— starts August 27, <http://www.newstudent.wisc.edu/wiwelcome/>

Madison Mini-Marathon, August 29, <http://www.madisonminimarathon.com/>

King Street Block Party, August 29, <http://www.thedailypage.com/promotions/submit.php?id=1923>

Ride the Drive, August 30 <http://www.cityofmadison.com/transportation/rideDrive/>

Taste of Madison, Capitol Square, Sep. 5-6 <http://www.tasteofmadison.com/>

Ford Ironman Wisconsin, Sep. 13 <http://www.ironmanwisconsin.com/>

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

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>

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](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, [mcabine@downtownmadison.org](mailto:mcabine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>