



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

Update, July 16

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**Maxwell Street Days July 17-19**

**Paddle & Portage July 18**

**International Harvester "Red Power Round Up" Tractor Parade, Friday, July 24**

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### **Maxwell Street Days July 17-19**

The Maxwell Street Days Summer Sidewalk Sale is on State Street this weekend. Fri-Sat. 8 am to 6 pm; Sunday 10am to 5pm.

More than 80 downtown businesses will participate as vendors. Details at [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org).

Event Guidelines/Contact for Vendors:

[http://visitdowntownmadison.com/uploads/media/Maxwell\\_Street\\_2009\\_EVENT\\_GUIDELINES.doc](http://visitdowntownmadison.com/uploads/media/Maxwell_Street_2009_EVENT_GUIDELINES.doc)

Please note:

- The Greater State Street Business Association (GSSBA) has an exclusive use permit for State St. & the 200 block North Henry for Maxwell Street Days. Only GSSBA members who applied for a Maxwell vending permit can vend outside or have their sidewalk cafes out on State St./200 N.Henry during Maxwell Street Days.
- State Street will be blocked off for Maxwell Street Days during event hours and setup (setup starts one hour before event start time). There will not be access for regular delivery trucks during this time. Please notify your vendors.

The BID Downtown Information Booths on State Street & Capitol Square will be open extra hours for Maxwell Street Days July 17-19:

Friday: 9 am – 5 pm

Saturday: 9 am – 6 pm

Sunday: 10 am – 5pm

During Art Fair on the Square last weekend, the BID Ambassadors helped nearly 800 downtown customers at the booths over the 2-day event!

### **Paddle & Portage July 18**

The DMI Paddle & Portage is Saturday, July 18. <http://www.paddleandportage.org/pandp>

The race starts at 10am at James Madison Park, and includes a portage across the Isthmus through downtown Madison. Paddlers will begin in Lake Mendota at James Madison Park & paddle a counter clock-wise course, portage up N. Hamilton St., left on Pinckney, down King St., to E. Wilson St., to Blair St. - a distance of 1.0 miles - enter Lake Monona at Law Park, and race a 1.5 mile course that finishes at Olin Park. Expect to see folks running carrying canoes on these streets the morning of the 18th.

## **International Harvester “Red Power Round Up” Tractor Parade – Capitol Square & State Street - Friday, July 24**

The International Harvester “Red Power Round Up” will be at the Alliant Energy Center, July 23-25.

[http://www.ihwisconsin.org/red\\_power\\_roundup-09.htm](http://www.ihwisconsin.org/red_power_roundup-09.htm)

In conjunction with the Wisconsin Historical Society there will be an IH tractor and truck parade from the Alliant Energy Center to the Library Mall and the Wisconsin Historical Society’s Headquarters Building. The parade will feature 140 tractors and trucks that will leave the Alliant Energy Center at 10:30 AM on Friday morning. The Parade route will go across the Causeway (John Nolan Drive) turn on Broom Street, head up W. Washington Ave then circle the Capital Square to Wisconsin Ave then down Langdon Street to the Library Mall. The vehicles will then be displayed on Library Mall from 11:30 Am to 1:00 PM before returning to the Alliant Energy Center.

## **Webster Returned**

According to word just in, the Capitol Kids mascot Webster the bear (who disappeared on the afternoon of July 11th, during Art Fair on the Square) was anonymously returned without incident today to Capitol Kids by his weekend companions. According to Capitol Kids, “Webster was returned naked, but unharmed. His captors expressed their deep embarrassment regarding the bearnapping and apologized. After a quick physical and psychological evaluation Webster requested to be returned to his post, in front of Capitol Kids where he works as the ambassador to the store and Carroll Street,” and distributes the BID Downtown Map & Guide. Thanks to the BID businesses who responded to yesterday’s email alert, including Janine Punzel of Hovde Realty, who reported a sighting of Webster with his abductors!

## **BID Promotion Opportunities for Businesses**

The BID has partnered on the following promotion opportunities for businesses.

### **-UW-Madison “Move Out” Initiative August 14-15**

Associated Students of Madison has organized an all-new “UW Student “Move Out Night” Initiative, August 14-15” The Student Activity Center on campus (University Square) will be made available to students to stay overnight August 14-15. Movies, games, refreshments, prize giveaways are planned. Students can park loaded vehicles in designated University lots. The BID, UW Visitor and Information Programs, and many others are partnering.

How can your business participate? By donating items for giveaways at the event that will make the evening fun for grateful students. Organizers are looking for individual gift certificates or product donations (i.e. clothing items, hats, sports items, jewelry, electronics, etc.). Please donate items that you feel best serve student needs and your local business or product. All types of donations are welcome.

Businesses interested in donating should contact Nick Gonzales at UW Visitor & Information Programs, [ngonzales@bascom.wisc.edu](mailto:ngonzales@bascom.wisc.edu) or 608-263-0636.

### **-Ride the Drive August 30**

Ride the Drive will bring cyclists, walkers & others to State St., Capitol Square (esp. N. Pinckney & E. & W. Mifflin) and E. Washington Ave. on Sunday, August 30, from 8 am to 2 pm. Event website is <http://www.cityofmadison.com/transportation/rideDrive/>

The BID is partnering with Ride the Drive to:

- a. Encourage downtown businesses to be open Sunday, August 30 between 8 am and 2 pm (for at least part of the time)
- b. Consider special offers, discounts, or in-store activities that day. More info and signup form for BID businesses is at: [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)  
Sign Up Deadline: Friday, August 7.

The list of participating businesses will be on the BID website, linked on the Ride the Drive website, handed out at BID Ambassador Booths, and otherwise cross-promoted with Ride the Drive.

## **BID 2009 Cooperative Advertising Opportunities – July deadlines**

Madison Symphony Orchestra 08/09 Program Book. Deadline extended to July 31.

Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616,

[clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com)

See sample ad page at: [http://www.visitdowntownmadison.com/uploads/media/mso\\_bid.pdf](http://www.visitdowntownmadison.com/uploads/media/mso_bid.pdf)

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)

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

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 (please note – Plan Commission date is a change from the date previously listed).

Urban Design Commission, Wed., August 5, 4:30 pm, Check Legistar for agenda, location.

BID Board Meeting, Thursday, August 6, noon-1:30pm, 615 E. Washington Ave., 2nd floor. Agenda will be posted here: [http://www.visitdowntownmadison.com/about/index.php?category\\_id=2494](http://www.visitdowntownmadison.com/about/index.php?category_id=2494)

Plan Commission, Mon., August 17, 5:30 pm, Check Legistar for agenda, location.

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

Additional information on BID website:

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

## **Construction Update**

Downtown Construction Projects:

- University/Gorham/Broom (through mid-Sep.)
- 400 block West Gilman (through mid-August)
- Capital Square Streetscape work on East & West Mifflin & N. Pinckney St.(through early July)

No work on Gilman, Broom, or Gorham between State & Broom, & sites will be cleaned up for Maxwell Street Days July 17-19. On Gorham, now two lanes open for traffic most times (except for some off-peak work), and traffic is shifted over to north side, making Buckeye Lot access easier.

Full project descriptions, 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: July 28, 10am, University Square Food Court

FYI - construction in the UW Campus Area: Road and Utility Construction starting Mid-May:

<http://www.news.wisc.edu/16687> \*\*Observatory Drive work has now been delayed to 2010\*\*

Chazen Museum of Art, 800 University, has begun construction on its expansion, slated to open in 2011:

<http://www.chazen.wisc.edu/about/news/Groundbreaking.htm>

## **Future Downtown Area City Construction Projects 2010-2015:**

Projects within BID District plus 2010 projects adjacent to or on routes to downtown.

List: [http://www.visitdowntownmadison.com/uploads/media/Planned\\_Construct.pdf](http://www.visitdowntownmadison.com/uploads/media/Planned_Construct.pdf)

State St. side streets 2009-2015 (map):

[http://www.visitdowntownmadison.com/uploads/media/Planned\\_Construct\\_Map.pdf](http://www.visitdowntownmadison.com/uploads/media/Planned_Construct_Map.pdf)

City Public Works website, planned projects:

<http://www.cityofmadison.com/business/pw/proposedRoadConstruction.cfm>

Construction Survival Guide: <http://www.visitdowntownmadison.com/uploads/media/survivalguide.pdf>

### **King Street Block Party August 29**

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 family-friendly event will occur between 3 pm and 7 pm on the 100 block of King Street, and will include games, entertainment, music by DJ Nick Nice, contests and more. The block party will be presented by Isthmus and co-sponsored by the Great Dane Pub & Brewing Company.

Starting at 7 pm, the Blueheels will take the stage followed by V05. DJ Nick Nice will play between sets. There will be delicious food and drinks sold all down King Street -- every restaurant/bar is participating: The Local, Kushi Muramoto, Ancora (will be open until 7 pm), Cafe Continental, Woof's Opus, Madison's, The Majestic and Tutto Pasta will serve drinks and/or food. Context will sell clothing.

Stay tuned to <http://www.thedailypage.com/promotions/submit.php?id=1923> for more information.

### **BID Vote**

Continuation of the BID requires affirmative renewal by BID property owner vote every 5 years. The property owner vote is now underway and will conclude July 31. This vote will be to authorize the BID assessment, operations, programs and services for 2010 through 2014.

Value-added programs and services provided by the BID (which will **go away** if the BID is not re-authorized) include:

- This weekly email update
- BID Construction Updates & advocacy
- Downtown Map & Guide - 200,000+ distributed annually.
- Information Ambassador Program - 28,000 downtown customers helped in 2008
- Subsidized cooperative advertising that saves businesses money
- Downtown Madison Gift Certificate Program
- Planting Program, Hanging Baskets, Holiday Lights, Decorations

### **Greater State Street Business Association (GSSBA) Supports BID Renewal**

Read why here: [http://www.visitdowntownmadison.com/uploads/media/GSSBA\\_Support\\_BID\\_June25.pdf](http://www.visitdowntownmadison.com/uploads/media/GSSBA_Support_BID_June25.pdf)

### **Downtown Madison Inc. (DMI) Supports BID Renewal**

Read why here: [http://www.visitdowntownmadison.com/uploads/media/DMI\\_Support\\_Letter.pdf](http://www.visitdowntownmadison.com/uploads/media/DMI_Support_Letter.pdf)

More information is at: [http://www.visitdowntownmadison.com/about/index.php?category\\_id=4407](http://www.visitdowntownmadison.com/about/index.php?category_id=4407).

### **Events, Dates:**

GSSBA member please note: There will NOT be a GSSBA board meeting on Wed. Aug. 6. The next GSSBA board meeting will be on Wed. Sept. 3 at 8:15am at A Room of One's Own, 307 W. Johnson.

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>

Lunchtime Live, Tuesdays, June 16-August 4, Capitol Square,  
[http://www.downtownmadison.org/programs/index.php?category\\_id=1600](http://www.downtownmadison.org/programs/index.php?category_id=1600)

Concerts on the Square, Wednesdays, June 24-July 29,  
<http://www.wcoconcerts.org/new/cos/concertsonthesquare.php> - this weeks concert postponed to  
Thursday, July 2

Maxwell Street Days Summer Sidewalk Sale, July 17-19, [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)

Paddle & Portage, July 18, <http://www.paddleandportage.org>

International Harvester "Red Power Round Up," Alliant Energy Center, July 23-25. Tractor Parade  
downtown Friday, July 24 (see above).

[http://www.ihwisconsin.org/red\\_power\\_roundup-09.htm](http://www.ihwisconsin.org/red_power_roundup-09.htm)

Capitol Mile Race, July 26, <http://www.witrackclub.org/events/capmile.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)

Jazz at 5, Wednesdays, August 5-26 <http://jazzat5.org/site/>

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/>

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, [mcarbine@downtownmadison.org](mailto:mcarbine@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>