



**Madison's Central Business Improvement District (BID)
Update, July 17, 2008**

Maxwell Street Days, Paddle & Portage this weekend!

Today's Topics:

Maxwell Street Days (July 18-20)

BID Ambassador Booths--Extended Hours for Maxwell Street Days

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NOTE: For weekly BID 500-600 blocks State Street and other construction updates, see
http://www.visitdowntownmadison.com/news/index.php?category_id=2477.

Maxwell Street Days (July 18-20)- www.maxwellstreetdays.org

The Maxwell Street Days Summer Sidewalk Sale starts tomorrow and runs through Sunday on State Street (all blocks). Congratulations to Speedway for getting pavement down and the street accessible for this event! See www.maxwellstreetdays.org for complete event information, Event Guidelines (scroll down to bottom) and A to Z Equipment Rental Information for Maxwell Street Days vendors. Only Greater State Street Business Association (GSSBA) members are eligible to participate as vendors or have their sidewalk cafes operate during the Maxwell Street Days. Please note that State Street will be blocked off for Maxwell Street Days the following hours (setup starts one hour before event start time). There will not be access for regular delivery trucks during this time. Please notify your vendors.

Friday, July 18: 7 am - 6 pm (event starts 8 am)

Saturday, July 19: 7 am - 6 pm (event starts 8 am)

Sunday, July 20: 9 am - 5 pm (event starts at 10 am)

The BID partners with GSSBA to support Maxwell Street Days in a marketing, advertising and public relations campaign to promote downtown as a shopping, dining and entertainment destination. See yesterday's Capital Times and Onion, today's 77Square and Isthmus, tomorrow's Wisconsin State Journal (already online at <http://www.madison.com/wsj/home/entertainment/296711>), listen to WIBA tomorrow morning around 8:15 am, or see the current, or the current Madison.com online banner on the Dane County Farmers Market web page: <http://www.madison.com/wsj/media/market/index.html> for examples of BID and GSSBA-supported marketing and promotion.

BID Ambassador Booths--Extended Hours for Maxwell Street Days

The BID Downtown Information Booths will be staffed extra hours for Maxwell Street Days this weekend. Ambassadors will be ready to greet downtown customers and visitors with maps, directions, and shopping and restaurant suggestions. Extended hours are:

Friday July 4th: 11:00am-5:00pm

Saturday 9:00am-5:00pm

Sunday 10 am-4:00pm

Paddle & Portage July 19

On Saturday, July 19, Paddle & Portage takes place downtown, in addition to Maxwell Street Days! The race starts at 10am, 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 19th. For more information, see <http://www.paddleandportage.org/>

BID Annual Meeting-July 23

Mark your calendars. Business and Property owners are invited to the Annual Meeting of your Central Business Improvement District (BID). Please join the BID Board and staff at the meeting, where we will recap the BID programs and activities of 2008, and lay the groundwork for the 2009 Operating Plan. This is your district, and we look forward to your input.

What: Annual Meeting, Madison's Central Business Improvement District (BID)

When: Wednesday, July 23, 2:00 – 3:30 pm

Where: Mimosa Books & Gifts Activity Room (2nd floor), 260 W. Gilman Street

BID business and property owners are welcome and encouraged to attend. Your ideas and input will help the BID Board set the priorities and goals for 2009 and will be incorporated into the 2009 Operating Plan. Our thanks to BID member business, Mimosa Books & Gifts, for hosting this meeting.

State Street Design Oversight Committee Meeting July 24-Frances Plaza Art Project on Agenda

The State Street Design Oversight Committee meets July 24 at 5:15 pm in Room LL-130 in the Madison Municipal Building, 215 MLK Blvd. Please see the attached agenda. Agenda item 4 is making a recommendation on the Frances Plaza water feature. If you have not already seen the proposals from the five finalists, you can see them at: <http://www.cityofmadison.com/MAC/public/francesPlaza.cfm>

BID Cooperative Advertising Opportunities 2008

The BID is pleased to subsidize 43 cooperative advertising opportunities in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Recent / Upcoming deadlines:

thedailypage.com (Isthmus), BID Downtown Rotating Web Banner highlighting members, runs mid-August thru October. Contact: Kevyn Radcliffe, 251-5627, kradcliffe@isthmus.com

Madison & Vicinity Hotel Book (2009), Downtown "Hot Off the Shelf" pages. Deadline: July 30. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Badger Insider (Wisconsin Alumni Association member magazine). Fall issue (October). Deadline: July 30. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Backlit displays in downtown Madison and Hilldale parking ramps. No specific deadline; minimum 8-week commitment. Contact Jim Dickson, Adams Outdoor Advertising, 608-443-4295, jdickson@adamsoutdoor.com

Sponsorship Opportunities: BID New Resident Welcome Bags, Downtown Holiday Trolley

While summer is just beginning, it's not too early to think about your fall and holiday marketing plans.

Sponsorship of the BID fall New Resident Welcome Bags is a great way to establish recognition and goodwill with new downtown home and condo owners, and sponsorship of the Downtown Holiday Trolley offers terrific visibility in association with one of downtown's favorite holiday traditions. For more information, contact Mary Carbine, BID Executive Director, (608) 443-1973, mcarbine@downtownmadison.org.

Events & Dates – June & summer

Dane County Farmers Market, <http://www.madfarmmkt.org/>

Madison Trust for Historic Preservation Walking Tours, May – September
<http://www.madisontrust.org/tours/index.html>

Folk on State, June 7-Sept. 2, <http://www.madfolk.org/>

Lunchtime Live, Tuesdays, June 17-Aug 5, Capitol Square
http://www.downtownmadison.org/programs/index.php?category_id=1600

Concerts on the Square (25th Anniversary Season), Wednesdays, June 25-July 30
<http://www.wcoconcerts.org/new/concerts/cos/concertsonthesquare.php>

Maxwell Street Days, July 18-20 http://visitdowntownmadison.com/events/index.php?category_id=3123

Paddle and Portage, July 19 <http://www.paddleandportage.org>

Dane Dances, Monona Terrace Rooftop, Fridays, August 1-29
http://mononaterrace.com/community/community_events.html#danedances

Jazz at Five, Wednesdays, Aug. 6-Sept. 3, where State Street meets the Square <http://www.jazzat5.org/>

Taste of Madison, Aug 30-31, Capitol Square <http://www.madisonfestivals.com/taste/index.html>

More events at <http://www.visitdowntownmadison.com/events/index.php>

Upcoming Conference & Conventions

Dane County Fair, now through Sunday, Alliant Energy Center/Coliseum Fair Grounds

His Holiness the Dalai Lama, Alliant Energy Center/Coliseum, July 19-24

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>

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 or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfrend@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>

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