



Madison's Central Business Improvement District (BID)

Update, July 2

Today's Topics:

Maxwell Street Days Vendor Applications – absolute deadline Fri. July 3

GSSBA Board Meeting July 8

Downtown Information Booths Open Regular Hours this weekend

BID Ambassadors at Airstream International Rally June 25-July 4

BID 2009 Cooperative Advertising Opportunities – July deadlines

GSSBA Supports BID Renewal

DMI Supports BID Renewal

BID Vote

Peace Park Design Plans, upcoming meetings

Construction Update including planned Downtown projects 2010-2015

Events & Dates – Concerts on the Square will be tonight, July 2 at 7pm

Maxwell Street Days Applications - absolute deadline Fri. July 3

Want to participate as a Maxwell Street Days vendor July 17-19? The absolute deadline to turn in applications is this Friday, July 3. Turn in applications & payment at Fontana Sports Specialties, 251 State St., attn: John Hutchinson.

The 2009 Greater State Street Business Association (GSSBA) Membership and Maxwell Vendor Application is posted on the Maxwell Street Days website (www.maxwellstreetdays.org) at:
[http://visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_\(2\).pdf](http://visitdowntownmadison.com/uploads/media/2009_Application_-_Member_Vendor_(2).pdf) .

Only Maxwell Street Days vendors can vend outside or have their sidewalk cafes out on State Street during Maxwell Street Days, July 17-19. The Greater State Street Business Association (GSSBA) has an “exclusive use” permit for State Street those days. You must be a GSSBA member to be a Maxwell Street Days vendor. For more information about the GSSBA, see the Membership Application, and/or www.maxwellstreetdays.org

GSSBA Board Meeting July 8

The Greater State Street Business Association will have its monthly Board meeting Wednesday, July 8, 2pm, Uno Chicago Grill, 222 Gorham St. Agenda items will include a Maxwell Street Days update. GSSBA members are welcome to attend the Board meeting.

Downtown Information Booths Open Regular Hours this weekend

BID Ambassador booths will be open regular hours this weekend including July 4, and Ambassadors will be fielding questions about which stores and restaurants are to be open. July 4 should be a busy day downtown – the Farmers Market is on as usual. On past 4th of July (and other holidays), the booths were busy, serving about 200 people per day. Holidays bring many visitors to Madison, and they come downtown looking for things to do.

Fridays: 11:30am-4:30pm

Saturdays: 9:30am-4:30pm

Sundays: 12:30pm-3:30pm

Also, Wwe continue to extend booth hours for Concerts on the Square, Wednesdays, 11am-7pm (instead of 11am-5pm), and we will extend booth hours for Art Fair on the Square (July 11-12) to match Fair hours: Sat. 9am-6pm, Sun. 10am-5pm.

BID Ambassadors at Airstream International Rally June 25-July 4

The 52nd Annual Airstream International Rally includes caravans of hundreds of RV's that will set up a silver city on the Alliant Energy Center campus. Anticipated attendees: 3,600. BID Downtown Information Ambassadors will staff info tables at the convention (partnering with the Greater Madison Convention & Visitors Bureau) to help direct attendees to downtown businesses. Expect to see Airstream Rally attendees out and about downtown, including on July 4.

BID 2009 Cooperative Advertising Opportunities – July deadlines

Annual Manual + thedailypage.com. Deadline July 1 (but I bet they will still take a call today . . .) Comes out in August; in the paper plus 15,000 extra print run for distribution. (We hand out a lot at Ambassador booths). Contact our NEW Isthmus representative, Steve Borgwardt, (608) 251-5627, ext. 125, sborgwardt@isthmus.com

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
See sample ad page at: 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

Greater State Street Business Association (GSSBA) Supports BID Renewal

Read why here: 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

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

More information is at: http://www.visitdowntownmadison.com/about/index.php?category_id=4407.

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:

Plan Commission, Monday, July 20, 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

Construction Update including planned Downtown projects 2010-2015

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)

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

http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Next construction meeting: July 14, 10am, University Square Food Court

Please Note:

Lane Shifting -Gorham between State & Bassett: Now scheduled for early in the week of July 13. Travel lanes will shift over to north side & construction to south side. Travel lanes will also increase from 1 to 2 lanes, except during paving during non-peak hours.

Capitol Square Streetscape Updates- work should wrap up this week except for work on vault near 15 N. Pinckney. That work will either be completed by Art Fair on the Square, or they will fill it in up to grade by the event. Grass will be mowed as soon as construction equipment is out.

FYI on 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

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

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>

Events, Dates:

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/> - will take place Saturday, July 4 as usual

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

Downtown Works Week, June 22-26, <http://www.downtownworksweek.com/>

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

Art Fair on the Square, July 11-12, <http://www.mmoca.org/events/artfair/index.php>

Art Fair Off the Square, July 11-12, <http://www.artcraftwis.org/afos.html>

Maxwell Street Days Summer Sidewalk Sale, July 17-19, www.maxwellstreetdays.org

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

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

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/>

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