



Madison's Central Business Improvement District (BID)

Update, July 23

Today's Topics:

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

Ride the Drive August 30 – Will your Business be Open?

Maxwell Re-Cap

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Peace Park Design Plans, upcoming meetings

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Leadership Greater Madison - New Program to Help Non-Profits, Small Businesses

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BID Vote

Events & Dates

International Harvester "Red Power Round Up" Tractor Parade Downtown - 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

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.

Ride the Drive Sunday August 30 – will your business be open?

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

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.

Maxwell Re-Cap

Congratulations to the Greater State Street Business Association and all participating vendors for another great Maxwell Street Days last weekend. The BID Downtown Information Booths were busy, with Ambassadors helping almost 900 downtown customers over the 3 days. The BID was pleased to sponsor the event and to work with GSSBA to generate Maxwell media coverage, including Friday morning on NBC 15, Friday on WKOW Ch. 27, (<http://www.wkowntv.com/Global/story.asp?s=10747001&>),

radio interviews on WIBA-AM, WOLX and Triple M; coverage in Isthmus, on the Daily Page, MadisonVerve.com, and Wisconsin State Journal.

BID 2009 Cooperative Advertising Opportunities – Upcoming 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
See sample ad page at: http://www.visitdowntownmadison.com/uploads/media/mso_bid.pdf

The Onion, Back to School Downtown Group Page (Sep. 3 issue) Deadline: August 21. Contact your Onion representative or Melissa Badini, 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

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

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

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

Leadership Greater Madison Alumni Association Launches New Program to Help Non-Profits and Small Businesses in Dane County

The Leadership Greater Madison Alumni Association (“LGMAA”) is pleased to announce the launch of a new program, Community Action Teams, to assist non-profit organizations and small businesses in Dane County. In these tough economic times, the LGMAA wants to provide non-profits and small businesses with a means to accomplish that one project that may make a difference for that organization.

Bryon Thompson, LGMAA President, states, “We have over 700 graduates of the Leadership Greater Madison Program. The LGMAA Board’s mission is to give the alumni opportunities to get involved and apply what they have learned from the LGM Program. Here, we have an educated, committed, influential group of Madison-area leaders ready to help local non-profits and small businesses. It is a great way for us to address stewardship and leadership in the community, the core value of our LGM training.”

Non-profit organizations and small businesses are invited to email Letters of Inquiry to the LGMAA (lga_aa@charter.net) detailing a specific project that would benefit from LGMAA expertise. Projects may vary in length from one-time workshop/meeting up to a one-year commitment. Selected inquiries will be invited to submit a full application for the LGMAA’s consideration. If chosen, the applicant will be paired

with a team of LGM Alumni, energetic professionals in the community, who will assist the applicant with the proposed project.

To qualify, small businesses must earn under \$1,000,000 in gross revenues during the last two years. Non-profits must be a 501(c)(3) organization.

Applications are available at the LGMAA's website (<http://lgm alumni.wordpress.com/>), by email (lgm_aa@charter.net) or by calling Marcia Philipps Hyzer at (608) 836-4523. The deadline for submitting a Letter of Inquiry is Friday, July 31, 2009.

LGMAA is a group of over 700 professionals who have graduated from the Greater Madison Chamber of Commerce's Leadership Greater Madison Program and want to stay informed, connected and engaged in the community.

Construction Update

Downtown Construction Projects:

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

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

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

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>

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.

Taste of Madison Sep. 5-6 – Parking Info

A message from Taste of Madison organizers -

Attention all downtown area business owners:

Taste of Madison is scheduled for Saturday, Sept. 5 from 2pm-9pm and Sunday, Sept.6 from 11am-7pm on Capitol Square. The Square and surrounding 100 block will be closed to all traffic starting Friday, Sept 4th at 6pm. Parking meters will be hooded starting Friday afternoon and the Square must be free of vehicles by 6pm. Please notify your staff and patrons that all vehicles parked within this restricted area during this time will be subject to towing. The Farmers Market will still take place Saturday morning, but will close at 1pm to accommodate the Taste vendors. If you have questions regarding the Taste of Madison, please contact Jody Stollendorf, Director of Operations at jody@madisonfestivals.com or call 608-310-7291. For more information on this year's Taste, visit www.tasteofmadison.com

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 is to authorize the BID assessment, operations, programs and services for 2010 through 2014. Ballots will be opened and counted starting at 9:00 am on Monday, August 3, 2009, in the City of Madison Clerk's Office, Rm. 103 City-County Building, 210 Martin Luther King Jr. Blvd. The public may observe the ballot counting.

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

Downtown Madison Inc. (DMI) Supports BID Renewal

Read why here: http://www.visitdowntownmadison.com/uploads/media/DMI_Support_Letter.pdf

More information is at: 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

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

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

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/>

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

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, 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>