



Madison's Central Business Improvement District (BID)
Update, July 30

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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.

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

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

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

Sign up deadline: Sep. 4

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

Frances Plaza Sculpture/Water Feature

Installation of the “Four Lakes” sculpture continues in Frances Plaza, with anticipated completion by early August.

City website with project info: <http://www.cityofmadison.com/MAC/public/francesPlaza.cfm>

Construction Update

Downtown Construction Projects:

- University/Gorham/Broom (through mid-Sep.): Gorham remains 2 lanes at State/Broom during peak hours (rush hours). Gorham will go down to one lane off-peak hours and weekends through about August 8 while MGE completes work. MGE is now working 7 days a week, 7am to 10pm, on Gorham from State to Bassett. This will facilitate the overall construction being completed as soon as possible.
- 400 block West Gilman (through mid-August) – Ahead of schedule, 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: August 11, 10am, University Square Food Court

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

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 (lgm_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.

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. All ballots are due at the City Clerk's office by Friday, 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. The BID will notify members of the vote results.

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

Restaurant Week, July 26-31, <http://www2.madisonmagazine.com/restaurantweek/>

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

Dane Dances, Fridays, Monona Terrace Rooftop, August 7-28
http://www.mononaterrace.com/community/community_events.html#danedances

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/>

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>