



Madison's Central Business Improvement District (BID)
Update, June 11

Today's Topics:

Construction Update

BID Ambassador Deliveries – Upcoming Events

BID Annual Meeting June 16

BID Renewal Vote coming July 2009

Peace Park Design Plans, Upcoming Meetings (June 18, 22)

GSSBA Membership & Maxwell Street Days application

BID 2009 Cooperative Advertising Opportunities – Upcoming deadlines

Downtown Works Week - June 22-26

Events, Dates & Meetings

Construction Updates

-University/Gorham/Broom:

The June 2 construction update/meeting notes are posted at:

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

The next construction meeting is Tuesday, June 16, 10am, University Square Food Court.

IMPORTANT: Week June 8, Gilman intersection at University will be closed. Local traffic access + construction equipment access to Gilman will be to/from State St. Vendors/deliveries to Gilman should load from State. St. See construction update for details.

Beginning June 22nd:

Lake Street between University Avenue and Johnson Street will be temporarily converted to a Southbound (Towards Kohl Center) Street

Frances Street between University Avenue and Johnson Street will be temporarily converted to a Northbound (Towards State Street) Street to facilitate University Avenue Construction

Only these specific blocks will be converted to one-way. This is expected to last through the end of the project (September).

-Gilman St.

Reconstruction of the 400 block of West Gilman between University Ave. and State St. began this week and will last through August. The May 20 construction update/meeting notes are posted at:

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

meeting is Tuesday, June 2, 10am, University Square Food Court.

-Capital Square Streetscape Work –

NOTE - Sidewalk on N. Pinckney – Pouring of concrete sidewalk has been somewhat delayed due to unexpected discovery of vaults underground outside a few properties. The majority of the sidewalk on the block should be poured by end of this week; may be some areas left open to deal with vaults.

The city will do some sidewalk and bench replacement work, plus install granite curb around planters, on East and West Mifflin St. and North Pinckney St. on the “city” side of the Capitol Square, beginning May 4. Work will be finished by July 3. The street will be open and sidewalk access will be provided at all times of the project. No active work is allowed during Capitol Square events. Property owners and businesses in the area have been notified and provided with project contacts. Start of Work Letter:

http://www.visitdowntownmadison.com/uploads/media/CapSquare_StartLetter.pdf

Campus Construction – 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>

See the BID News – Construction web page for links to the city’s University Ave. Corridor Construction website, the BID Downtown Madison Get-Around Guide, and the Chamber SBAC/City of Madison Construction Survival Guide. http://www.visitdowntownmadison.com/news/index.php?category_id=2477

BID Ambassador Deliveries – Upcoming Events

BID Ambassadors will be out next week delivering window flyers for two upcoming events. Please post flyers to welcome event participants to your business!

Downtown Works Week (June 22-26), see info below (BID is partnering on promotions)

International Airstream RV Association convention – Alliant Energy Center, June 28-July 4. Anticipated attendees: 3,600. BID Downtown Information Ambassadors will staff info tables at the convention in partnership with the Greater Madison Convention & Visitors Bureau. Expect to see convention attendees out and about downtown.

BID Annual Meeting June 16

BID Property and Business Owners and partners are invited to join the Madison Central BID Board and staff at the BID Annual Meeting.

When: Tuesday, June 16, 5:00-6:30pm

Where: Madison Concourse Hotel, 1 West Dayton St., Madison

We will review how the BID works, its programs, services and accomplishments, how the renewal vote will be conducted, and answer any questions. Most importantly, we want to hear your feedback and ideas. This will help the BID Board set goals and priorities not only for the 2010 Operating Plan, but for the BID over the next five years. We look forward to seeing you there. Our thanks to the Madison Concourse Hotel for hosting the meeting!

BID Renewal Vote coming July 2009

Continuation of the BID requires affirmative renewal by BID property owner vote every 5 years. The current BID term extends through December 31, 2009. The next property owner vote will be conducted in July, 2009. 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 (and 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

Informational packets have been mailed to each business and property owner. We encourage you to review these materials and consider the value the BID brings to your property and/or business. Feel free to contact me or BID Board members with questions or input. You can find more information about the 2009 BID renewal process at: http://www.visitdowntownmadison.com/about/index.php?category_id=4407, and at the BID Annual Meeting June 16 (below).

Peace Park Design Plans, Meetings

In 2003, the City Council approved a concept plan for a redesign of Lisa Link Peace Park, 452 State Street, including a small visitor center. The concept plan is the result of two years of work by the Lisa Link Peace Park Advisory Committee (LLPPAC). The City of Madison Parks Department plans to start reconstruction of Peace Park and the visitor center in fall of 2009. The work of taking the concept plan to construction design plans is underway. Design and construction of the visitor center will be funded with private funds raised through the Friends of Lisa Link Peace Park. The BID is partnering with the Parks Department on a plan for BID Ambassadors to have a presence in the visitor center.

BID property and business owners are welcome to attend one of the following meetings at which Peace Park design plans will be presented and discussed as one of the agenda items:

-Downtown Coordinating Committee, Thursday, June 18, 5:30 pm, City County Building Rm. 108, 210 MLK Blvd. Check Legistar for agenda.

-State Street Design Oversight Committee, (NEW DATE) Monday, June 22, 5:15 pm. Check Legistar for agenda, location.

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

Additional meetings and information posted at Peace Park page on BID website:

http://www.visitdowntownmadison.com/news/index.php?category_id=4394

GSSBA Membership & Maxwell Street Days application

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) .

Although the early discount deadline is past, you can still join or sign up for Maxwell St. Days.

Maxwell Street Days will be July 17-19. Only GSSBA members can vend outside or have their sidewalk cafes out on State Street during Maxwell Street Days, as GSSBA has an "exclusive use" permit for those days. For more information about the GSSBA, see the Membership Application.

BID 2009 Cooperative Advertising Opportunities – Upcoming Deadlines

The BID 2009 Marketing Plan includes twenty-four (24) BID-subsidized cooperative advertising opportunities for BID member businesses, with average savings of \$375 per ad, and savings of as much as \$880 on some opportunities. Opportunities with upcoming deadlines include:

Fall/Winter 2009 Official Visitors Guide – Deadline June 25. Contact Louise Andraski, Nei-Turner Media Group, louisea@ntmediagroup.com , 608.873.8734

BID member signup sheet:

http://www.visitdowntownmadison.com/uploads/media/BID_Madison_Sign_Up_Fall_2009.pdf .

Annual Manual + thedailypage.com. Deadline July 1. 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

Downtown Works Week coming up June 22-26 (www.downtownworkweek.com)

Mark your calendars for the first ever Downtown Works Week (DWW) to take place June 22 – 26, 2009! This free weeklong event aims to encourage participation and inspire pride in working in downtown

Madison. Fun and exciting activities and events taking place throughout the week offer opportunities for employees to move beyond their workspace, meet others who work downtown, and celebrate our wonderfully diverse city.

Please visit the Downtown Works Week (DWW) website for a complete calendar of the week's events. Employers are encouraged to have their own staff celebrations this week as well. Opening ceremonies will take place on the Monona Terrace rooftop from 11:30am to 1:00pm on Monday, June 22. Thanks to the generous support of MG&E and TDS Telecom, free lunch will be offered to the first 300 people! There will also be office games, drawings for great prizes, and free giveaways. Exciting events will continue throughout the week and will include a Mallards speed pitch contest, the Magic 98 best cubicle competition, Madison's largest coffee break.

The BID is pleased to partner to coordinate:

- **BID Business Discounts & Special Offers:**
http://www.downtownworkweek.com/participate/index.php?category_id=4409
- Thanks to all the businesses who are participating!
- A Downtown Madison Scavenger Hunt – week of June 22-26. See www.downtownworkweek.com for details closer to the date of the event.

DWW came to life with the help and support of thirteen area partners: Monona Terrace, Isthmus, IMS, Mid-West Family Broadcasting, Greater Madison Convention and Visitors Bureau, Business Improvement District, Overture Center for the Arts, Downtown Madison, Inc., Wisconsin Chamber Orchestra, Madison Mallards, Friends of Dane County Farmers Market, Greater Madison Chamber of Commerce, and Public Health Madison/Dane County.

Monona Terrace Community and Convention Center is pleased to help sponsor this program, as well as numerous other free events made available to the public each year. Parking is available for \$1.40/hour in the Monona Terrace parking ramp at One John Nolen Drive. For further information call (608) 261-4011 or visit <http://communityevents.mononaterrace.com>.

Events, Dates:

Safety Saturday on the Square, June 13, http://www.cityofmadison.com/news/view.cfm?news_id=1520

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

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

Concerts on the Square, Wednesdays, June 24-July 29,
<http://www.wcoconcerts.org/new/cos/concertsonthesquare.php>

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>

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>