



## **Madison's Central Business Improvement District (BID)**

Update, June 12, 2008

### **Today's Topics:**

**Capitol Square – City Streetscape Updates Begin June 23**

**Greater State Street Business Association (GSSBA) – Next Meeting July 1, Now Accepting Maxwell Applications**

**Downtown Plan – Next meetings June 24-26**

**BID Annual Meeting July 23**

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

**BID Cooperative Advertising Opportunities 2008**

**Events & Dates – June & Summer**

**Upcoming Conference & Conventions**

NOTE: For weekly BID construction updates and project descriptions, see

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477). To be expected, the rains have caused loss of several days work on the 500-600 block State Street project, but Speedway is continuing to do as much work as possible given conditions.

### **Capitol Square – City Streetscape Updates Begin June 23**

This project on the city side of the Square will replace concrete sidewalks and benches on N. Carroll and S. Carroll, and replace all remaining pedestrian lights, area lights and brick kiosks on the 100 blocks of South Carroll, East & West Main, North & South Pinckney and East Mifflin. (North Carroll and West Mifflin were done last summer). Kiosks will be replaced on the corners of the Square and W. Washington, E. Washington, Wisconsin, S. Hamilton, N Hamilton & King St. (The kiosks at the Square & State St. and MLK Blvd. have already been replaced.) Due to the size of the project, no other streetscape updates are planned for this year. Replacing brick benches, brick pavers, cracked sidewalks etc., is planned for future years. See attached city "start of work" letter for more information.

### **West Gilman Construction Planning Update**

Please see the attached update from City Engineering regarding the planning for reconstruction of West Gilman (between State & University) in summer 2009, and whether to keep it one-way or convert to two-way.

A 120-day test converting this stretch to two-way has been proposed, running from late summer to late fall 2008. Please see attached letter for the schedule of remaining public hearing, and how to learn about the options and provide input. The times for the remaining meetings (date & location listed in the letter) are:

Ped/Bike/Motor Vehicle, June 24: 5pm

Board of Public Works, July 2: 4:30 pm

Common Council, July 15: 6:30 pm

### **Greater State Street Business Association (GSSBA) – Next Meeting July 1, Now Accepting Maxwell Applications**

The next GSSBA general membership meeting is on July 1 at 8:15 AM at Uno Chicago Grill, 222 W. Gorham St. All GSSBA members are invited. Membership information, application, and a Maxwell Street Days application is now available at [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org). GSSBA membership is open to all businesses and property owners located on State Street, the Capitol Square, and one block off either of these two areas. Only GSSBA members are eligible to participate as vendors or have their sidewalk cafes operate during the Maxwell Street Days Summer Sidewalk Sale (July 18-20). 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. Examples of this marketing already begun include the June 8 Sunday Wisconsin State Journal "Around Downtown" supplement, or

the current Madison.com online banner on the Dane County Farmers Market web page:  
<http://www.madison.com/wsj/media/market/index.html>

### **Downtown Plan – Next meetings June 24-26**

Over 80 people attended the Downtown Plan Kickoff Meeting held April 9th at the Overture Center. Attached is a newsletter summarizing the meetings and input from attendees. During the last week in June, the City will hold a series of six Downtown Plan public meetings covering specific themes to engage participants in a lively discussion to imagine the possibilities for the downtown. Anyone with an interest in these topics is encouraged to attend. For more information, please see attached or the Downtown Plan Website: [www.cityofmadison.com/downtownplan](http://www.cityofmadison.com/downtownplan)

### **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.

### **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, see the attached handout and/or contact Mary Carbine, BID Executive Director, (608) 443-1973, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org).

### **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](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.

Upcoming deadlines:

Greater Madison Visitors Guide – Fall/Winter 2008      Deadline: June 20      CONTACT: Carrie Johnson, Capital Newspapers, 608-252-6298, [cjohnson@capitalnewspapers.com](mailto:cjohnson@capitalnewspapers.com)

Travelhost of Greater Madison/South Wisconsin. Aug/Sep issue. Deadline: June 20      Contact: Betty Marquardt, Travelhost of Greater Madison/South WI, (608) 669-8478, [trvlhst@centurytel.net](mailto:trvlhst@centurytel.net)

Madison Symphony Orchestra 08/09 Program Book (all 4 editions) Deadline: July 1      Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, [clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com)

Isthmus "Annual Manual" + thedailypage.com (August)      Deadline: July 2.      Contact our NEW Isthmus rep, (Ms.) Kevyn Radcliffe, 251-5627, [kradcliffe@isthmus.com](mailto:kradcliffe@isthmus.com)

### **Events & Dates – June & summer**

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

Circus at the Chazen, Chazen Museum of Art, exhibitions through June 29  
<http://www.chazen.wisc.edu/home.htm>

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.danecountydairy.com/dairycows>

Bach Dancing & Dynamite Chamber Music Festival, Overture Center, June 13-29  
<http://www.bachdancinganddynamite.org/>

Safety Saturday on the Square, June 14 <http://www.safercommunity.net/childsafety/index.html>

Lunchtime Live, Tuesdays, June 17-Aug 5, Capitol Square  
[http://www.downtownmadison.org/programs/index.php?category\\_id=1600](http://www.downtownmadison.org/programs/index.php?category_id=1600)

Capitol Neighborhoods (CNI) meeting, speaker Richard Moe, the president of the National Trust for Historic Preservation, June 18, at Monona Terrace Community and Convention Center,  
[www.capitolneighborhoods.org](http://www.capitolneighborhoods.org)

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

Art Fair on the Square, July 12-13 <http://www.mmoca.org/events/artfair/index.php>

Art Fair off the Square, July 12-13 <http://www.artcraftwis.org/>

Maxwell Street Days, July 18-20 [http://visitdowntownmadison.com/events/index.php?category\\_id=3123](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](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**

Upcoming conferences & conventions whose attendees you may see downtown:

WI FFA State Convention, Alliant Energy Center 6/9 – 6/12 (high school kids)  
The Promotion Company Hot Rod Power Tour - Grand Finale, Alliant Energy Center 6/13 – 6/14

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](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@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>