



Madison's Central Business Improvement District (BID)
Update, June 18

Today's Topics:

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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, Monday, June 22, 5:15 pm., Madison Municipal Building, 215 MLK Blvd., Rm. LL-130. Check Legistar for agenda.

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

Additional information on BID website:

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

Downtown Works Week. June 22-26 - A Celebration of Working in Downtown Madison

Save the date for the first ever Downtown Works Week (DWW) held Monday, June 22 through Friday, June 26 in downtown Madison.

What is DWW? Downtown Works Week (DWW) is a weeklong event that aims to encourage participation and inspire pride in working in downtown Madison. DWW offers opportunities for employees to move beyond their workspace, meet others who work downtown, and engage in a variety of fun activities that celebrate our wonderfully diverse city. There will be prizes and giveaways at the events all week. A full calendar of events is at www.downtownworkweek.com or call 608-261-4747.

Who gets to play? All Madison area employees,

How to participate: Wear a paperclip for free entry to events, giveaways and discounts at participating businesses.

The BID is pleased to partner to present:

- **BID Business Discounts & Special Offers:**
http://www.downtownworkweek.com/participate/index.php?category_id=4409
Thanks to all the businesses who are participating! Please be ready for DWW visitors next week!
- A Downtown Madison Scavenger Hunt June 20-26.
http://www.visitdowntownmadison.com/events/index.php?category_id=4431

DWW Partners: Monona Terrace, Isthmus, Mid-West Family Broadcasting, Business Improvement District, Public Health, Madison/Dane County, Downtown Madison, Inc., Friends of Dane County Farmers Market, Greater Madison Chamber of Commerce, Greater Madison Convention & Visitors Bureau, IMS, Madison Mallards, Overture Center for the Arts and the Wisconsin Chamber Orchestra.

Construction Updates

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)

PLEASE NOTE:

1. University/Gorham Traffic Shifting:

-University between Park & Bassett: On or about Friday, June 19, travel lanes will shift over to north side & construction to south side.

-Gorham between State & Bassett: On or about June 30, 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, when they will go back down to 1 lane. When this shift occurs, the barrels in the middle of the street on Gorham near the Buckeye Lot entrance will be moved, and entry into Buckeye Lot will be easier (because traffic will be shifted over to the right on Gorham).

2. Lake & Frances Streets One-Way

On or about June 23 until mid-September

-Lake St. between University Ave. and Johnson St. will operate as one-way southbound (FROM University Ave. TOWARDS Johnson St.).

-Frances St. between University Ave. and Johnson St. will operate as one-way northbound (FROM Johnson St. TOWARDS University Ave.)

-Lake and Frances Sts. north of University and south of Johnson will continue to operate as two-way streets. Only the blocks specified above will be one-way.

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

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

Next construction meeting: June 30, 10am, University Square Food Court

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>

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 - Thanks

Thanks to all the BID Property and Business Owners who attended the BID Annual Meeting June 16 to hear an overview of BID programs, services, and accomplishments, and to provide input, comments and discussion. Our thanks to the Madison Concourse Hotel for hosting the meeting!

Download meeting presentation here:

http://www.visitdowntownmadison.com/uploads/media/BID_AnnMeeting_09_post.pdf

BID Renewal – Property Owner 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 (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.

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 + thedaily page.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

Madison Zoning Code Revisions Update

On June 22 and June 24, the City of Madison will hold public meetings about recommended revisions to the city's zoning code. The revisions will impact all future development, commercial or residential. The meetings include overview presentations and opportunities for audience questions and input. Business leaders are encouraged to participate.

Meeting dates, times and locations:

<http://www.cityofmadison.com/neighborhoods/zoningRewrite/meetings.cfm>

Draft zoning code. <http://www.cityofmadison.com/neighborhoods/zoningRewrite/whatsnew.cfm>

Zoning Code rewrite main website:

<http://www.cityofmadison.com/neighborhoods/zoningRewrite/index.cfm>

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>

Ride the Drive, August 30 <http://www.cityofmadison.com/transportation/rideDrive/>

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>