



Madison's Central Business Improvement District (BID)

Update, June 25

Today's Topics:

BID Vote

GSSBA Supports BID Renewal

Downtown Works Week continues through Friday

BID Ambassadors at Airstream International Rally June 25-July 4

Open July 4? Let Us Know

BID 2009 Cooperative Advertising Opportunities – Deadlines today & next week

Maxwell Street Days Applications due July 1

Peace Park Design Plans, upcoming meetings

Construction Update

Events & Dates

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 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

More information is at: http://www.visitdowntownmadison.com/about/index.php?category_id=4407.

Greater State Street Business Association (GSSBA) Supports BID Renewal

Read why here: http://www.visitdowntownmadison.com/uploads/media/GSSBA_Support_BID_June25.pdf

Downtown Works Week continues through Friday

The first ever "Downtown Works Week" is underway. More than 300 people attended the opening event Monday at Monona Terrace!

Tonight: Madison's #1 Happy Hour, Concert on the Rooftop on Monona Terrace:

<http://www.downtownworkweek.com/events/index.php#thursday>

Friday: Closing ceremonies, 11:30 – 1, Monona Terrace:

<http://www.downtownworkweek.com/events/index.php#friday>

Through Friday: BID Business Discounts & Special Offers:

http://www.downtownworkweek.com/participate/index.php?category_id=4409

BID Ambassadors at Airstream International Rally June 25-July 4

The 52nd Annual Airstream International Rally includes caravans of hundreds of RV's that will set up a silver city on the Alliant Energy Center campus. Anticipated attendees: 3,600. BID Downtown Information Ambassadors will staff info tables at the convention (partnering with the Greater Madison Convention & Visitors Bureau) to help direct attendees to downtown businesses. Expect to see Airstream Rally attendees out and about downtown, including on July 4.

Open July 4? Let Us Know

Will your business be open July 4? Please email Mitch Freund at mfreund@downtownmadison.org to let him know.

BID Ambassador booths will be open this July 4, and Ambassadors will be fielding questions about which stores and restaurants are be open. July 4 should be a busy day downtown – the Farmers Market is on as usual. On past 4th of July (and other holidays), the booths were busy, serving about 200 people per day. Holidays bring many visitors to Madison, and they come downtown looking for things to do.

BID 2009 Cooperative Advertising Opportunities – Deadlines today & next week

Fall/Winter 2009 Official Visitors Guide – **Deadline June 25** (but I am sure they will take a call tomorrow).

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

Maxwell Street Days Applications due July 1

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) . Maxwell Street Days applications are due Wed. July 1.

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, and/or www.maxwellstreetdays.org

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:

Urban Design Commission, Wed. July 1, 4:30 pm, Check Legistar for agenda, location.

Plan Commission, Monday, July 20, 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

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:

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>

Events, Dates:

Capitol Neighborhoods Downtown Garden Walk, Saturday, June 27, <http://www.madisonverve.com/calendar/?ID=9005>

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>