



**Madison's Central Business Improvement District (BID)**  
Update, June 4

**Today's Topics:**

**Construction Update**

**Peace Park Design Plans, Meetings**

**GSSBA Membership & Maxwell Street Days application, Board meeting June 10**

**BID 2009 Cooperative Advertising Opportunities – Upcoming deadlines**

**BID Renewal Vote coming July 2009**

**BID Annual Meeting June 16**

**Downtown Works Week - June 22-26**

**Business Financing & Assistance – Solar System Assistance, SBA “ARC” loans  
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](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.**

-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](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 next 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](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](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

### **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 concepts 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:

-Greater State Street Business Association (GSSBA) Board Meeting, Wednesday, June 10, 2pm, Uno Chicago Grill, 222 West Gorham St.

-State Street Design Oversight Committee – JUNE 11 MEETING CANCELLED. Rescheduled meeting TBA. BID will send out notice or check BID website, below. (Agenda will be posted about one week prior at <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](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

### **GSSBA Membership & Maxwell Street Days application, Board Meeting June 10**

The 2009 Greater State Street Business Association (GSSBA) Membership and Maxwell Vendor Application is posted on the Maxwell Street Days website ([www.maxwellstreetdays.org](http://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.

The next GSSBA Board Meeting will be Wed. June 10, 2pm, at Uno Chicago Grill, 222 W. Gorham St.

### **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:

Bucky Book Partnership - Special co-op / offer for Business Improvement District member businesses. Deadline June 1. Contact: John Flitz at 608-441-3910 or [jflitz@buckybook.com](mailto:jflitz@buckybook.com) or see here: [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

Fall/Winter 2009 Official Visitors Guide – Deadline June 25. Contact Louise Andraski, Nei-Turner Media Group, [louisea@ntmediagroup.com](mailto:louisea@ntmediagroup.com) , 608.873.8734  
BID member signup sheet:  
[http://www.visitdowntownmadison.com/uploads/media/BID\\_Madison\\_Sign\\_Up\\_Fall\\_2009.pdf](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](mailto:sborgwardt@isthmus.com)

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

Find the full list of BID advertising and marketing opportunities at:  
[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

### **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](http://www.visitdowntownmadison.com/about/index.php?category_id=4407), and at the BID Annual Meeting June 16 (below).

### **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!

### **Downtown Works Week coming up June 22-26 ([www.downtownworksweek.com](http://www.downtownworksweek.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.downtownworksweek.com/participate/index.php?category\\_id=4409](http://www.downtownworksweek.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](http://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>.

### **Business Financing & Assistance - Updates**

The following are updates on Business Financing and Assistance Programs. For more information on financing and resources, please see the BID website at: [http://www.visitdowntownmadison.com/business/index.php?category\\_id=3812](http://www.visitdowntownmadison.com/business/index.php?category_id=3812)

#### **1. Solar System Assistance**

Dear Business Owner,

If you want to know if a solar system would work for you, you can use the **FREE** service of the solar agent. The solar agent was hired by the City of Madison to evaluate the solar options on your property for FREE. He also will, if you wish, help you find a contractor, and answer any questions about solar electric or solar thermal (hot water) that you may have.

There are many applications where solar electric makes financial sense for a business. Currently there are programs that help pay for the capital costs for a system, can pay you for the energy the system generates, plus tax credits for 30% of the cost of the system. For solar thermal, there are many application such as laundry, hotel, medical, restaurant - any business that uses hot water - where solar thermal will save you money over time... so why not have the solar agent do the research for you -- for FREE!

All residents, businesses and non-profit organization with property in the City of Madison are eligible for this FREE service.

For assistance from the Solar Agent please contact (608) 243-0586 or email [solar@cityofmadison.com](mailto:solar@cityofmadison.com)

You can also go to this web site for more information: <http://www.cityofmadison.com/madiSUN>

#### **2. SBA's America's Recovery Capital ("ARC) Loan Program**

SBA's America's Recovery Capital Loan Program can provide up to \$35,000 in short-term relief for viable small businesses facing immediate financial hardship to help ride out the current uncertain economic times and return to profitability. Information about SBA's new Arc Loan Program is now available at: <http://www.sba.gov/recovery/arclloanprogram/index.html>

3. Minority business development loan program being offered through Wisconsin Women's Business Initiative Corporation. Up to \$5,000, one time loans, 2%. Contact Ruth Rolich at WWBIC at (608) 257-5450 or [rrhlich@wwbic.com](mailto:rrhlich@wwbic.com) for information.

#### **Events, Dates:**

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>

Isthmus Jazz Fest June 5-6, <http://www.isthmusjazzfestival.com/>

Lunchtime Live, Tuesdays, June 16-August 4, Capitol Square,  
[http://www.downtownmadison.org/programs/index.php?category\\_id=1600](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.downtownworkweek.com/>

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](http://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](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](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>