



Madison's Central Business Improvement District (BID)
Update, June 5, 2008

Today's Topics:

Frances Plaza Water Feature-Public Meeting June 5
Greater State Street Business Association (GSSBA) Maxwell Street Days Meeting June 11
Downtown Plan – Next meetings June 24-26
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

Frances Plaza Water Feature-Public Meeting June 5 – TODAY, 5:30 pm

The Madison Arts Commission reviewed 44 applications from artists and design teams interested in creating site-specific art work/fountain for Frances Plaza as part of the State Street Design Project. Five finalists were chosen from the applicants to proceed to the next phase of selection. See <http://www.cityofmadison.com/MAC/public/francesPlaza.cfm> to view 20-minute interviews with the finalists. The finalists will give a public presentation with their proposals for Frances Plaza on Thursday, June 5th at 5:30 pm, Wisconsin Studio, Overture Center for the Arts, 201 State Street. Please attend the meeting to offer input, or e-mail the arts program administrator with your thoughts about the artist's previous work at madisonarts@cityofmadison.com.

Greater State Street Business Association (GSSBA) Maxwell Street Days Meeting June 11

The next GSSBA Board of Directors meeting is on June 4 at 8:15 AM at A Room of One's Own Bookstore, 307 W. Johnson. All GSSBA members are invited. The next Maxwell Street Days meeting will be Wednesday, June 11 at 8:30 AM at Uno Chicago Grill, 222 W. Gorham Street. The Greater State Street Business Association (GSSBA) membership year begins June 1. 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). Membership information, application, and a Maxwell Street Days application is now available at 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.

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

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.

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 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

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

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

Isthmus "Annual Manual" + thedaily page.com (August) Deadline: July 2. Contact our NEW Isthmus rep, (Ms.) Kevyn Radcliffe, 251-5627, 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>

Isthmus Jazz Fest, June 5-8 <http://www.isthmusjazzfestival.com/>

Folk on State, June 7-Sept. 2 <http://www.danecountydairy.com/dairy cows>

Cows on the Concourse, June 7 <http://www.danecountydairy.com/dairy cows>

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

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

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

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 (CID). If you have comments, suggestions or questions, please contact Mary Carbine, CID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, CID Programming Coordinator, [mfrend@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the CID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>