



**Madison's Central Business Improvement District (BID)**  
Update, May 14

Reminder – UW Graduation is this weekend! <http://www.secfac.wisc.edu/commence/>

**Today's Topics:**

**Downtown Works Week - Business Special Offer – Sign Up by THIS FRIDAY May 15**  
**BID 2009 Cooperative Advertising Opportunities – Upcoming deadlines**  
**GSSBA Membership & Maxwell Street Days application-Due June 1**  
**Multi-Space Parking Meters coming to downtown in 2009**  
**Ride the Drive – New Event Coming to Downtown August 30**  
**Construction Update**  
**Events, Dates & Meetings**

**Downtown Works Week - Business Special Offer – Sign Up by THIS FRIDAY, May 15**

Downtown Works Week, a NEW event, June 22-26, 2009, is being organized by Monona Terrace in partnership with the BID, Downtown Madison Inc., the Greater Madison Chamber of Commerce, the Greater Madison Convention & Visitors Bureau, Isthmus, Overture Center for the Arts, and Mid-West Family Broadcasting. It is a weeklong series of events and activities designed to encourage participation by employees and inspire pride in working in Downtown Madison. DWW will be marketed to downtown workers plus general Madison area employees through the event partners. For information, see [www.downtownworkweek.org](http://www.downtownworkweek.org)

A cross promotion opportunity is available – create your own Special Offer for Downtown Works Week participants, e.g., downtown employees.

Create your own special offer or discount available to Madison employees during June 22-26. The target market is downtown workers (with a large percentage of office/government workers), plus any Madison area employees. Your special offer will be promoted to DWW participants via the DWW website, info sheets listing special offers at DWW events, and through event marketing by DWW partners.

Please see the Info Sheets below for more information and how to sign up:

DWW Info Sheet Page 1:

[http://www.visitdowntownmadison.com/uploads/media/DWW\\_BusParticInfo\\_BID\\_P1.pdf](http://www.visitdowntownmadison.com/uploads/media/DWW_BusParticInfo_BID_P1.pdf)

DWW Info Sheet Page 2:

[http://www.visitdowntownmadison.com/uploads/media/DWW\\_BusParticInfo\\_BID\\_p2.pdf](http://www.visitdowntownmadison.com/uploads/media/DWW_BusParticInfo_BID_p2.pdf)

SIGN UP FORM:

[http://www.visitdowntownmadison.com/news/forms.php?id=683&category\\_id=2554&subcategory\\_id=6198](http://www.visitdowntownmadison.com/news/forms.php?id=683&category_id=2554&subcategory_id=6198)

(Please review Info Sheets before signing up)

**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:

Wisconsin State Journal - Around Downtown summer insert (June 7). (This is the WSJ Sunday insert with content about Downtown, Maxwell St. Days, etc.). Deadline was May 13 but I bet you could still

squeak in if you call this week. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, [cplanert@madison.com](mailto:cplanert@madison.com)

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 + 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](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)

### **GSSBA Membership & Maxwell Street Days application – deadline June 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](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) .  
Application deadline June 1.

The next GSSBA general membership meeting will be May 13th. 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.

### **Multi-Space Parking Meters coming to downtown in 2009**

The City of Madison Parking Utility announced this week it will contract with Metric Parking Division, Metric Group, Inc. for multi-space parking meters. These meters will enhance the downtown experience by allowing parkers to pay by coin, credit and debit cards. 100 multi-space meters will be purchased over the next three years replacing about 1,000 of the aging battery operated single-pole meters. The new meters will be mostly solar-powered, in keeping with the City's sustainability goals, which include increasing the use of renewable energy. The first 15 meters will be installed before the end of the year (probably sometime in fall) with 70 more next year. The proposed locations include: Doty Street, Pinckney Street, Main Street, Hamilton Street, Henry Street, Johnson Street, Mifflin Street, Wilson Street, and Buckeye Lot. For more information see:  
[http://www.cityofmadison.com/news/view.cfm?news\\_id=1481](http://www.cityofmadison.com/news/view.cfm?news_id=1481)

### **Ride the Drive – New Event Coming to Downtown August 30**

Mayor Dave Cieslewicz today joined Trek President John Burke and community and City leaders to launch "Ride the Drive." Ride the Drive is an exciting new community event on Sunday, August 30 (8am to 2pm) that will transform some of Madison's streets into a public promenade. During the event, roads will be closed to vehicle traffic, allowing participants to bike, skate or walk through some of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square). This has been done in other cities such as Chicago (on Lake Shore Drive) and has been a very successful event drawing lots of people. Organizers also launched a website with full event details at <http://www.cityofmadison.com/ridethedrive>. The mayor emphasized the importance of private sponsors, since no City funding will be used for the event. Along with Trek, the mayor thanked AT&T, Bike Federation of Wisconsin, Downtown Madison Inc., Group Health Cooperative, Isthmus and The Daily

Page, Saris, Triple M and Waldbillig & Besteman for sponsoring Ride the Drive. Organizations interested in sponsoring Ride the Drive should contact Irving Chung at [isc@waldbest.com](mailto:isc@waldbest.com).

### **Construction Updates**

-Capital Square Streetscape Work starts May 4

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)

-University/Gorham/Broom:

Next week –Construction will be on “Exam Week” schedule, working 9am to 7pm (instead of starting at 7am).

Will NOT be working during graduation weekend (May 15-17).

Additional phase of project (University Ave. from Park St. to Babcock drive) starts week of May 18.

The May 5 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, May 19, 10am, University Square Food Court.

-Gilman St.

Reconstruction of the 400 block of West Gilman between University Ave. and State St. begins the week of May 18th and will last through August. There will be some pre-construction utility work on both 400 and 200 Gilman Blocks has been extended through May 13.

Notes from April 21 pre-construction meeting:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_GilmanConstruction\\_April21\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_GilmanConstruction_April21_FINAL.pdf)

Campus Construction – FYI on construction in the UW Campus Area:

Road and Utility Construction starting mid-May including closure of Observatory Drive:

<http://www.news.wisc.edu/16687>

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)

### **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/>

UW Madison Commencement, May 15-17, <http://www.secfac.wisc.edu/commence/>

Syttende Mai Walk/Run, Capitol Square, May 16, <http://www.stoughtonwi.com/walk.shtml>

Madison Trust for Historic Preservation Walking Tours, May 23-Sep. 26,

<http://www.madisontrust.org/tours/index.html>

Madison Marathon, May 24, <http://www.madisonfestivals.com/marathon/index.html>

Folk on State, Saturdays, June-August, <http://www.madfolk.org/FolkOnState.htm>

Isthmus Jazz Fest June 4-7, <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>