



## **Madison's Central Business Improvement District (BID)**

Update, May 15, 2008

### **Today's Topics:**

#### **Capitol Promenade Construction Underway**

**Cars on State followup**

**Ambassador Appreciation event**

**Welcome new businesses**

**Has your business been downtown 20 years or more?**

**Construction repairs begin on City parking garages mid-May**

**State Street Oversight Committee/Gilman Street reconstruction planning - Next meeting May 22**

**GSSBA Membership Application / Maxwell Street Days Application** (discount for registration by May 31)

**Frances Plaza Water Feature-Public Meeting June 5**

**BID Cooperative Advertising Opportunities 2008**

**Events & Dates – May**

**Upcoming Conference & Conventions**

#### **Capitol Promenade Construction Underway**

The State of Wisconsin will continue sidewalk reconstruction and renovating the Capitol Park grounds (inner part of the square). This project involves the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square. They hope to complete the entire rest of the project this year.

The tentative schedule is:

May to August:

North Carroll from W. Washington to State St.

West Mifflin from State St. to Wisconsin Ave.

August to November:

East Mifflin from Wisconsin Ave. to N. Hamilton St.

N. Pinckney from N. Hamilton to E. Washington

A reminder that the city's Capitol Square Streetscape updates are scheduled to start on June 2, and will replace all remaining pedestrian lights, area lights and brick kiosks on the 100 blocks of South Carroll, East & West Main, North & South Pinckney and East Mifflin.

**Note: For more information and State Street 500-600 blocks construction updates, see:**

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

#### **Cars on State Classic Car Show May 10**

The second Cars on State Classic Car Show, organized by the Greater State Street Business Association with support from the BID, was by all accounts a great success. Thousands of classic car enthusiasts and their families thronged to State Street to see the cars, including many owned by downtown business people (see [www.carsonstate.com](http://www.carsonstate.com) for details). The event also generated good news coverage and positive publicity for our downtown district. Congratulations to organizers including Hawk Schenkel, Cas Salas, Don Beauchamp, and Charlie Rogers, and thanks to the Downtown Information Ambassadors and volunteers for helping to make the event a success. How was the day for your businesses? If you have comments or suggestions, please let me know, and I will be happy to share them with the organizers. (Mary Carbine, 443-1973, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org))

#### **Downtown Ambassador Appreciation Social an Absolutely Amazing, Big Top Circus Success!**

On Tuesday May 13, business owners, BID board members, and guests gathered at the Chazen Museum of Art to show their appreciation to the Downtown Ambassador team. Attendees received an

informative docent-led tour of the Chazen's current circus-themed exhibits, "Ringmaster: Judy Onofrio and the Art of the Circus" and "Harry A. Atwell, Circus Photographer." (For more information about the exhibitions, see [www.chazen.wisc.edu](http://www.chazen.wisc.edu)).

Staffing the information booths during the warm months, the trolley in the winter, and special events throughout the year, the Ambassador team is composed of seasonal staff and volunteers who inform the downtown public about the many events, businesses, and cultural organizations that make our downtown great.

Special thanks to the business owners and managers who contributed to the evening's raffle prizes: Ovation Massage, A Room of One's Own Book Store, Fontana Sports, Madison Sole, Mimosa Books & Gifts, Sunshine Daydream, and the Madison Trust for Historic Preservation. Thanks also to all the business owners, BID board members, and all our guests for attending.

### **Welcome New Businesses**

Epoch Vintage Clothing (relocated from West Washington, offering clothing and home accessories) opened at the beginning of May at 214 State Street, and Atticus Shop (apparel, accessories, apothecary) opened May 10 at 18 N. Carroll Street.

### **Has your business been downtown 20 years or more?**

A Sunday Wisconsin State Journal "Economic Snapshot" listed many of the small businesses that have been in business downtown for 20 years or more--but some were missed, and we want to help make that all-star list complete. BID businesses – have you been in business downtown for 20 years or more? If yes, please take a look at the attached list, and please email Mary Carbine at [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) with additions, corrections, or to add year your business was established. Please include your business name and date established downtown.

### **Construction repairs begin on City parking garages mid-May**

Beginning mid-May, the Parking Utility will start its annual concrete remediation work on City parking structures. The work will begin in the Capitol Square North garage but will eventually encompass all of the facilities. The work will take place between 7 am and 7 pm and will be dusty and noisy. Some parking stalls will be temporarily removed to accommodate this work. Per the Parking Utility, "We ask for your patience as we work to keep our facilities safe for our customers and employees. With over 5000 public parking stalls downtown, the removal of some parking during this project will not materially impact parking availability this summer." For more information, see <http://www.cityofmadison.com/parking/ConcreteRemediation.html>

### **Gilman Street reconstruction planning at State Street Oversight Committee next meeting May 22 – Your input on 1-way vs. 2-way is welcome**

The next meeting of the State Street Design Oversight Committee will be on May 22, with time and location TBD. On the agenda will be planning for the 2009 reconstruction of West Gilman between State and University. The committee will be making a decision as to whether to recommend conversion of that stretch to 2-way or keep it one-way. This decision will have a big impact for the lower State Street area and those near the Gilman/Broom/State intersection. At several April public meetings, Traffic Engineering presented several reconstruction options (both two-way and one-way) for community input. See presentation at:

<http://www.cityofmadison.com/trafficengineering/documents/Announcements/Gilman/WGilmanStReconstruction.cfm>

West Gilman Street area business and property owners are encouraged to review this presentation, and to provide input to your alder and Traffic Engineering prior to the May 22 meeting. District alders are Mike Verveer (District 4), [district4@cityofmadison.com](mailto:district4@cityofmadison.com) or Eli Judge (District 8, [district8@cityofmadison.com](mailto:district8@cityofmadison.com))

Email comments to Traffic Engineering at [traffic@cityofmadison.com](mailto:traffic@cityofmadison.com). If you would like background or have questions about the issues involved, you are welcome to contact me (Mary Carbine, 443-1973, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org))

### **GSSBA Membership Application / Maxwell Street Days Application**

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](http://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. Discount for registration by May 31.

### **Frances Plaza Water Feature-Public Meeting June 5**

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](mailto:madisonarts@cityofmadison.com).

### **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](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](mailto: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](mailto: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](mailto:clanter@madisonmagazine.com)

Isthmus "Annual Manual" + thedailypage.com (August)      Deadline: July 2.      Contact our NEW Isthmus rep, (Ms.) Kevyn Radcliffe, 251-5627, [kradcliffe@isthmus.com](mailto:kradcliffe@isthmus.com)

### **Events & Dates – May**

University of Wisconsin Spring Commencement, May 16-18, Kohl Center, <http://www.secfac.wisc.edu/commence/spring/Schedule.htm>

Capitol Neighborhoods, Dialogue on Homelessness, May 17, <http://www.capitolneighborhoods.org/resources/Homelessness.html>

Syttende Mai Run/Walk, May 17, Capitol Square, <http://www.stoughtonwi.com/runwalk.shtml>

Madison Marathon, May 25, Capitol Square, <http://www.madisonfestivals.com/marathon/index.html>

Wisconsin Chinese Culture Day, May 31, Capitol Square, <http://www.madisonchinese.org/news.php?id=8>

Dane County Farmers Market, <http://www.madfarmmkt.org/>

Madison Trust for Historic Preservation Walking Tours, May – September, <http://www.madisontrust.org/tours/index.html>

More events at <http://www.visitdowntownmadison.com/events/index.php>

### **Upcoming Conference & Conventions**

Upcoming conferences & conventions whose attendees you may see downtown:

Madison Classic Horse Show, Alliant Energy Center, 5/22/2008- 5/25/2008

And, FYI, World's Largest Bratfest, Alliant Energy Center, 5/23/2008-5/26/2008

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 (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>