



Madison's Central Business Improvement District (BID)
Update, May 21

Today's Topics:

BID Hanging Baskets, Flower Beds, installed in District
Peace Park Design Plans, Meetings
BID 2009 Cooperative Advertising Opportunities – Upcoming deadlines
GSSBA Membership & Maxwell Street Days application-Due June 1
Construction Update
Events, Dates & Meetings

BID Hanging Baskets, Flower Beds, installed in District

The BID-funded Hanging Baskets have been installed in the District for the summer, along with annual flower plantings in selected beds. These plantings are part of the BID Welcoming Environment programs to enhance the District. Our thanks to Mall Maintenance and the Parks Dept. for their partnership, and to Madison Gas & Electric for their generous support of the hanging basket program. (Please note: BID planting of annuals in the flower bed near the YWCA will happen after the Capitol Square streetscape construction is finished.)

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:

-Urban Design Commission, Wednesday, June 3, 4:30 pm. Usually meets in the Madison Municipal Building, Rm. LL-110, 215 Martin Luther King Jr. Blvd. Check for location on agenda which will be posted at <http://legistar.cityofmadison.com/calendar/#current>

-BID Board Meeting, Thursday, June 4, 2009, noon-1:30pm, 615 E. Washington Ave., 2nd floor. (Agenda will be posted by June 1 at http://www.visitdowntownmadison.com/about/index.php?category_id=2494)

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

-State Street Design Oversight Committee, Thursday, June 11, 5:15 pm, Madison Municipal Building, Rm. LL-130, 215 Martin Luther King Jr. Blvd. (Agenda will be posted about one week prior at <http://legistar.cityofmadison.com/calendar/#current>)

Additional meetings may be scheduled. Meetings and additional information are posted at http://www.visitdowntownmadison.com/news/index.php?category_id=4394

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 or see here: 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 , 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 July 1. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Find the full list of BID advertising and marketing opportunities at:
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) 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.

Construction Updates

-Capital Square Streetscape Work underway

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

-University/Gorham/Broom:

The May 20 construction update/meeting notes are posted at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2477

The next construction meeting is Tuesday, June 2, 10am, University Square Food Court.

-Gilman St.

Reconstruction of the 400 block of West Gilman between University Ave. and State St. began this week and will last through August. That block of Gilman is now closed except for local traffic. Construction notes http://www.visitdowntownmadison.com/news/index.php?category_id=2477

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

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>

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

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

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, 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, [mfrend@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>