



Madison's Central Business Improvement District (BID)
Update, May 22, 2008

Best wishes for a great Memorial Day!

Today's Topics:

State Street Oversight Committee/Gilman Street reconstruction planning - Next meeting TODAY
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

Gilman Street reconstruction planning at State Street Oversight Committee next meeting TODAY, May 22, 5:15 – 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 or Eli Judge (District 8, district8@cityofmadison.com)

Email comments to Traffic Engineering at 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)

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. 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.

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

Events & Dates – May

(Metro Transit buses will be detoured to Capitol Loop May 24-25)

Madison Marathon, May 25, Capitol Square, Marathon starts 7:10 am, Main St. at MLK, <http://www.madisonfestivals.com/marathon/index.html> Course maps at: <http://www.madisonfestivals.com/marathon/courses.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>

BID Board Meeting, Thursday, June 5, http://www.visitdowntownmadison.com/about/index.php?category_id=2494

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 or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>