



Madison's Central Business Improvement District (BID)
Update, May 29, 2008

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Downtown Remembers Jerome Mullins

Prominent Madison building designer, engineer and real estate developer Jerry Mullins Sr. passed away over the weekend. Mullins was involved with major downtown projects including the Inn on the Park, the office building at 22 E. Mifflin St. (the Mullins Building), the mixed-use condominium building at 100 Wisconsin Avenue, the sale of property for GEF 1, and the University Inn on State Street. For information on memorials and services, please see the obituary at

<http://www.madison.com/obits/listings.php?type=trans&date=05%2F28%2F2008> . A related Wisconsin State Journal article is at

<http://www.madison.com/archives/read.php?ref=/wsj/2008/05/27/0805270166.php> .

Greater State Street Business Association (GSSBA) Update, Upcoming Meetings

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.

BID Board Meeting June 5

The next meeting of the Madison Central BID Board of Directors will be Thursday, June 5, Noon-1:30 pm, 615 East Washington Ave., 2nd Floor conference room. An agenda will be posted by Monday at http://www.visitdowntownmadison.com/about/index.php?category_id=2494. BID property and business owners are welcome to attend.

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.

Central Downtown Construction Refresher - Capitol Square Streetscape/Sidewalk replacements (city side) begin June 23

Several construction projects continue in central downtown this spring and summer. For weekly BID construction updates and project descriptions, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477.

The State Street 500-600 blocks continues through mid-September. All of State Street between Lake St. and Gilman/Broom intersections will be closed to traffic and deliveries during construction. In addition, the intersection of State, Gilman & Broom will be closed to through traffic for the first phase (Mar. 31 – July 1). Starting March 31, Metro bus routes 4, 6 & 29 will detour from the 500 and 600 blocks of State St. Buses will use Johnson and Gorham streets during this time. This detour is expected to last into September. The weekly construction meetings are Tuesdays, 9 am, construction field office, 513 State Street. Weekly BID updates can be found at: http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Capitol Square Streetscape Updates & Sidewalk Replacement (city). The project was originally scheduled to start on June 2 but will now start **June 23**, and will replace exposed aggregate concrete (in sidewalks) on 100 N. Carroll and 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. (North Carroll and West Mifflin were done last summer). Kiosks will be replaced on the corners of the Square and W. Washington, E. Washington, Wisconsin, S. Hamilton, N Hamilton & King St. (The kiosks at the Square & State St. and MLK Blvd. have already been replaced.) Due to the size of the project, no other streetscape updates are planned for this year. Replacing brick benches, brick pavers, cracked sidewalks etc..., is planned for future years.

Capitol Promenade Reconstruction (State, May - Oct.): The State of Wisconsin continues sidewalk reconstruction and renovating the Capitol Park grounds. This project involves the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square.

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

Downtown Plantings and Hanging Baskets

BID-funded flowers and plantings are now in bloom, enhancing the welcoming downtown environment. Hanging flower baskets, supported by a generous donation from Madison Gas & Electric, have been installed on State Street and the Square, and planting of summer annuals in selected garden beds is taking place this week. BID-funded spring pansies continue to bloom in the downtown Madison planters. Our thanks to Madison Gas & Electric for their support of a welcoming environment downtown and to city Parks and Mall Maintenance crews for their partnership on the downtown plantings.

Gilman St. Reconstruction Planning Update

Background: West Gilman Street (block between State St. & University Ave.) will be reconstructed in summer, 2009. Design and planning will take place this year. Conversion of this block to 2-way was recommended as part of the State Street Strategic Plan in order to increase the potential for business vitality on the block. In addition, the plan calls for extending aspects of the State Street streetscape down Gilman, to improve the block as a gateway to State Street. When Traffic Engineering looked at the Gilman-Frances-University intersection in more detail, they identified options for both 2-way and 1-way, along with pros and cons of each option. A public meeting was held on April 7 to present and discuss the options. The presentation may be viewed at:

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

This presentation was also given to the BID Board at their May 1 meeting. The Board voted to recommend a test period of conversion of this block to two-way. Options were discussed at the April 24 and May 22 meetings of the State Street Oversight Committee; at the May 22 meeting, the committee also recommended a test period, with measurement criteria to be determined by staff with input from the BID. Details of the test and schedule are still TBD.

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

Events & Dates – May, June & Beyond

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

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 (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>