



Madison's Central Business Improvement District (BID)
Update, May 7

Today's Topics:

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--Cars on State set for May 9; watch for TV coverage tomorrow

--Experience Overture – May 9

--BID Ambassador Booths open for the Season May 9

New Downtown Map & Guide is here!

Small Business in Changing Times – Conference May 12, advance signup thru May 8

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Events, Dates & Meetings

Cars on State set for May 9; watch for TV coverage tomorrow

The Cars on State Classic Car Show returns to State Street in Madison for a third year on Saturday, May 9, 2009, from 10 am to 3 pm. The event is organized by the Greater State Street Business Association with support from Madison's Central Business Improvement District (BID). For event information, see www.carsonstate.com. The event has quickly become a downtown Madison tradition, with thousands of spectators packing State Street.

The BID is pleased to sponsor Cars on State and handle event marketing and public relations. Watch Channel 27 news tomorrow (Friday) morning between 6-7am plus Live at Five (Channel 3) between 5-6pm, for preview coverage of the event.

Also for car enthusiasts, the exhibition, Fill'er Up, a tour of historic Wisconsin gas stations, is at the Wisconsin Historical Museum through June 20.

<http://www.wisconsinhistory.org/calendar/index.asp?id=1702>

Experience Overture – May 9

Saturday, May 9 will be a big day downtown. Along with Cars on State, the Overture Center invites the public to "Experience Overture," Saturday, May 9, from 10am to 1pm, to meet resident organizations, and learn about their upcoming seasons, tour the facility, meet staff and volunteers, and eat free wedding cake (while it lasts) www.overturecenter.com

BID Ambassador Booths open for the Season May 9

The BID Ambassador Booths open for the season, Saturday, May 9. Downtown Information Ambassadors work as concierges, ready to offer event information, downtown directions, restaurant suggestions and a friendly smile. In 2008, Ambassadors helped more than 28,000 downtown customers! Ambassadors help promote the entire district from the booths, one located on the Capitol Square, the other on State Street. The booths will be open 7 days a week through mid-October. For more information and booth hours, see

http://www.visitdowntownmadison.com/visitor/index.php?category_id=2474 (and see below for how to participate and donate raffle items for the May 19 Ambassador Appreciation Event).

New Downtown Map & Guide is here!

The 2009-10 Downtown Madison Map & Guide is here! This detailed walking map of the central downtown district with listings and locations for more than 350 businesses, cultural organizations and

visitor destinations, plus parking and transit information - now including King Street area businesses as part of the BID! The BID makes the Downtown Map & Guide available to visitors, residents, and businesses FREE of charge. More than 200,000 maps are distributed annually, in Madison, around Wisconsin, nationally and internationally. Thanks to all the businesses and organizations who supported the map through advertising. We are pleased to help you market your business to downtown customers. BID Ambassadors are working this week and next to distribute maps to district businesses as well as area hotels. For more information or to order maps, see

http://www.visitdowntownmadison.com/visitor/index.php?category_id=2478

Small Business in Changing Times – Conference May 12- advance signup thru May 8

The City of Madison, in cooperation with the Greater Madison Chamber of Commerce's (GMCC) Small Business Advisory Council (SBAC), will host a day-long conference on stabilizing and growing a small business in today's challenging economic times. Initiated by Mayor Dave Cieslewicz and the GMCC, this is Madison's third small business conference.

The conference – Madison Small Business in Changing Times – will be held on May 12, 2009 at Monona Terrace and is open to business owners and other interested individuals in the Madison area. Conference topics will include:

- How to Build and Sustain a “Green” Business
- Adjusting Operations to the New Economic Climate
- Financing Challenges and Opportunities in Today's Economy
- High Impact Entrepreneurship: Expanding the Local Business Model

For more information & to register, see <http://www.cityofmadison.com/business/sbc/>. Advance registration (\$10) through May 8; or \$15 at the door.

BID Ambassador Appreciation Event May 19 – Donate to Raffle (signup by May 13)

Dear BID members and friends: You and a guest are invited to the BID's Spring Ambassador Appreciation Event at the Monona Terrace Community & Convention Center, featuring refreshments and a special tour of the Terrace (including the new rooftop restaurant, The Lake Vista Café!).

When: Tuesday, May 19 from 5:30pm - 7:30pm

Where: Monona Terrace Community & Convention Center, Rooms MN, 1 John Nolen Drive
Please RSVP by May 13 to Mitch Freund (below)

In 2008, BID Ambassadors helped more than 27,500 downtown customers and visitors. At the Midwest Horse Fair at the Alliant Energy Center April 17-19, BID Ambassadors helped more than 800 people with downtown maps, directions and shopping, dining and entertainment suggestions!

DONATE RAFFLE PRIZES FOR AMBASSADOR RAFFLE – signup by May 13

If your business would like to donate a prize to our Ambassador Raffle, please let Mitch know by May 13. This is a great way to say “Thank You” to these Ambassadors; many who volunteer their time and efforts promoting Downtown Madison for the BID. Plus it could be a great way to introduce them to your business. We hope to see you there!

To RSVP or donate raffle items, contact Mitch Freund, BID Programming Coordinator:

t: 608.443.1976

c: 608.219.0281

e: mfreund@downtownmadison.org

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). Deadline: May 13. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Madison Magazine – Art Fair on the Square Program (July issue). Deadline: May 12. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.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 or see here: http://www.visitdowntownmadison.com/news/index.php?category_id=2554

Fall/Winter 2009 Official Visitors Guide – BID member signup sheet for official Greater Madison Convention & Visitors Bureau (GMCVB) fall/winter visitor guide is now available here: http://www.visitdowntownmadison.com/uploads/media/BID_Madison_Sign_Up_Fall_2009.pdf . As of the spring/summer 09 issue, Nei-Turner Media is handling ad sales for this Official Visitor Guide. Contact Louise Andraski, Nei-Turner Media Group, louisea@ntmediagroup.com , 608.873.8734

Find the full list of BID advertising and marketing opportunities at: http://www.visitdowntownmadison.com/news/index.php?category_id=2554

**GSSBA GENERAL MEMBERSHIP MEETING
WED., MAY 13, 2PM AT UNO'S CHICAGO GRILL, 222 W. Gorham St.**

AGENDA:

Board of Directors Elections
Budget Review and vote
Cars on State Review
Maxwell Street Days Update
BID Update and Construction Information
Police Update

Next meeting 6/10/09
Peace Park Update - Ken Sakai

GSSBA Contact Information
phone: John 608-257-5043

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.

Downtown Works Week - Business Special Offer – Sign Up by 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.

BID Businesses can participate by creating 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. 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

DWW Info Sheet Page 2:

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

(Please review Info Sheets before signing up)

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

-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

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

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

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/>

Wisconsin Law Enforcement Memorial Ceremony, Capitol Square, May 8,

[http://www.wlem.com/\\$spindb.query.events.wlem](http://www.wlem.com/$spindb.query.events.wlem)

Cars on State Classic Car Show, State Street, May 9, www.carsonstate.com

Experience Overture, May 9, www.overturecenter.com

Mayor’s Bi-Annual Small Business Conference: Madison Small Business in Changing Times. Tuesday May 12. <http://www.cityofmadison.com/business/sbc/>

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>

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>