



**Madison's Central Business Improvement District (BID)**  
Update, September 10

**Today's Topics:**

**Ford Ironman Wisconsin Sunday Sep. 13**  
**Quilt Expo Sep. 10-12**  
**Construction Update**  
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**Events & Dates**

**Ford Ironman Wisconsin Sunday Sep. 13**

-Ironman Expo Sep. 10-13, "Iron Week" Sep. 10-14, expect many athletes and fans in town (30,000 attendees). Monona Terrace is the hub, where swim/bike/run all start & stop. All day event. Race starts 7am Sunday; run course closes Midnight. Expect athletes & fans arriving as early as 5am Sunday.

-Map of run course with street closure times – attached. Affected streets in the District include MLK, Wilson, Doty, Pinckney, Main, Carroll, Dayton, Henry and State St. Some areas of MLK closed Wed-Mon.; some areas of MLK and Wilson closed Sat-Mon.

-Course outlines with links to maps: <http://www.ironmanwisconsin.com/course.php>

-Schedule of events: <http://www.ironmanwisconsin.com/schedule.php>

-Kids Fun Run, Sat. Sep. 12, 9am, Monona Terrace: <http://www.visitmadison.com/visitors/ironman/fit-kids-fun-run/>

-Special Event parking in effect for these city ramps & lots:

<http://www.cityofmadison.com/parking/parkingCalendar.cfm>

-Metro bus detours: <http://www.cityofmadison.com/metro/Detours/IronMan/IronMan.html>

-BID Ambassador Booths extended hours Sunday Sep. 13: 8:30am- 6:30pm

**Quilt Expo Sep. 10-12**

BID Ambassadors will have a Downtown Information Table at the WPT Quilt Expo (20,000 attendees) at Alliant Energy Center this weekend Sep. 10-12. Expect to see Quilt Expo attendees out and about downtown!

**Construction Update**

University/Gorham/Broom work continues on schedule for completion by Sep. 11. Right now, they are striping pavement and cleaning up on Gorham & University. Expect some lane shifting.

Gorham/University should be fully open by midday Friday, Sep. 11. May be some stray completion work in next weeks, but project will be done Sep. 11.

Full updates, Downtown Madison "Get Around Guide" at:

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

UW Campus Area Construction info: <http://www.news.wisc.edu/16687>

**Buckeye Lot Resurfacing Sep. 14-18**

Buckeye Lot resurfacing will take place Mon. Sep. 14 – Fri. Sep. 18. The lot will be closed those weekdays with the intent to re-open for Sat. Sep. 19. Temporary "P" parking signs will be installed to direct traffic to alternate parking facilities. Also, street parking on 300 block Gorham should be available by Sep. 14. It will be signed for 2 parking until they get the parking meters in.

**Halloween Meeting Oct. 7**

Halloween on State Street will be a gated, ticketed event with entertainment on State Street on the evening of Saturday, Oct. 31. The whole length of State Street will be gated off from the evening of Sat. Oct. 31 to early morning, Sunday, Nov. 1. There will be entertainment stages within the gated area, and tickets will be sold for admission. Frank Productions is handling entertainment, marketing, and ticketing for the public. City agencies are handling the fencing, public safety, and traffic and parking plans. Everyone—including business and property owners and employees—coming into the gated area during the event must have a ticket. Business, property owners, employees and residents will be provided with free, complimentary tickets to access businesses, properties, and residences during the event.

An informational meeting BID property and business owners is schedule as below. Your attendance is especially encouraged if you are located in greater State Street area:

Wednesday, October 7, 2009

2:00 – 3:30 pm

Central Library, 201 W. Mifflin St, Rm. 202

More info: [http://www.visitdowntownmadison.com/uploads/media/BID\\_HalloweenMtng\\_Oct7.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMtng_Oct7.pdf)

Please also see attached letter from Frank Productions on how downtown businesses can get involved as Freakfest Ticket Outlets and by donating prizes for the costume contest.

### **Downtown Family Trick or Treat Planned for Oct. 30- Sign Up by Oct. 9**

The BID is also working to plan a “Downtown Madison Family Trick or Treat” event for Friday, October 30, 11am to 6pm (no school that day in Madison), in conjunction with the new “Beakers and Broomsticks” event at the Madison Children’s Museum the same day. Madison schools are out that day, so it’s a good time for a family-friendly event. For more info and to sign up to participate as a trick or treating stop, see: [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

### **BID 2009 Cooperative Advertising Opportunities – Sep. deadlines**

Madison Magazine –Nov. issue holiday co-op Deadline: Sep. 17. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, [clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com)

Capital Newspapers –Dining Guide (Oct 22) Deadline: Sep. 17 Contact: Carrie Planert, Capital Newspapers, 608-252-6298, [cplanert@madison.com](mailto:cplanert@madison.com)

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

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

### **Peace Park Design Plans, Meetings - UPDATE**

Planning and design are underway for the Peace Park reconstruction with a visitor center which BID Ambassadors will staff year round, with construction expected to start at the end of this year. Peace Park design plans will be presented and discussed as one of the agenda items at the following city meetings. The tentative schedule now is for plans to be approved by the city this fall, and for construction to begin before the end of the year (on the building), with building and park work to continue in spring & early summer. Design plans for the park and visitor center received initial approval from the Urban Design Commission in August, with final UDC and Plan Commission approval at upcoming meetings.

Park Plan: [http://www.visitdowntownmadison.com/uploads/media/Site\\_color\\_exhibit\\_08-06-09.pdf](http://www.visitdowntownmadison.com/uploads/media/Site_color_exhibit_08-06-09.pdf)

Visitor Center (revised design as of early September):

[http://www.visitdowntownmadison.com/uploads/media/04474001\\_A300\\_perspectives.pdf](http://www.visitdowntownmadison.com/uploads/media/04474001_A300_perspectives.pdf)

Upcoming meetings: Final plans should be on agendas of following committees:

-Urban Design Commission, Wed. Sep. 16, 4:30pm (Peace Park project may be later on in agenda)

-State Street Design Oversight Cmte, Thurs., Sep. 24 (tentative, check Legistar)

-BID Board Meeting, Thurs., Oct. 1, noon (informational presentation)

-Plan Commission, Monday, Oct. 5, 5:30 pm

Check Legistar calendar for agendas, locations: <http://legistar.cityofmadison.com/calendar/#current>

Additional Peace Park project information on BID website:  
[http://www.visitdowntownmadison.com/news/index.php?category\\_id=4394](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

### **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>

Ironman Kids Fun Run, Sat. Sep. 12, 9am, Monona Terrace:  
<http://www.visitmadison.com/visitors/ironman/fit-kids-fun-run/>

Kids for Peace Day, Madison Children's Museum, Sep. 12,  
<http://www.madisonchildrensmuseum.org/playlearn/free-events>

Ford Ironman Wisconsin, Sep. 13 <http://www.ironmanwisconsin.com/>

Madison World Music Festival, Sep. 16-19, <http://uniontheater.wisc.edu/worldmusicfest/>

World Car-Free Day Celebration, Sep. 22  
<http://www.communitycar.com/news/index.html#WorldCarFreeDay>

REAP Food for Thought Festival, Sep. 26, <http://www.reapfoodgroup.org/FFTF2009/FFTF09Home.htm>

Literacy Network Run/Walk, Oct. 4, <http://www.litnetwork.org/rw/index.html>

Wisconsin Book Festival, Oct. 7-11, <http://www.wisconsinbookfestival.org/>

UW Madison Homecoming, Oct. 9-17. Parade Oct. 16, game Oct. 17,  
<http://www.uwalumni.com/home/students/homecoming/homecoming.aspx>

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](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](mailto: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>