



**Madison's Central Business Improvement District (BID)**  
Update, September 3

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**UW Madison Homecoming - Business Participation – Signup Deadline Sep. 4**

UW-Madison Homecoming week will be Oct. 9-17, 2009, with the downtown parade Friday Oct. 16 and the football game Sat. Oct. 17. BID businesses can get involved and connect with thousands of students, alumni and fans by displaying Homecoming posters, handing out magnets, donating prizes and more.

Download info sheet here:

[http://www.visitdowntownmadison.com/uploads/media/downtown\\_madison\\_form09.pdf](http://www.visitdowntownmadison.com/uploads/media/downtown_madison_form09.pdf)

Online signup form: <http://www.uwalumni.com/home/downtownmadison.aspx>

Sign up deadline: Sep. 4

**Taste of Madison Sep. 5-6**

Taste of Madison will take place on the Capitol Square this weekend. Please see event info below from Taste organizers:

Attention all downtown area business owners: Taste of Madison is scheduled for Saturday, Sept. 5 from 2pm-9pm and Sunday, Sept. 6 from 11am-7pm on Capitol Square. The Square and surrounding 100 block will be closed to all traffic starting Friday, Sept 4th at 6pm. Parking meters will be hooded starting Friday afternoon and the Square must be free of vehicles by 6pm. Please notify your staff and patrons that all vehicles parked within this restricted area during this time will be subject to towing. The Farmers Market will still take place Saturday morning, but will close at 1pm to accommodate the Taste vendors. Taste of Madison will be placing 6 recycling and 6 trash dumpsters at various locations on the 100 block and the "outer ring" of the Square. Meter hoods will be placed to block off these dumpster locations on Thursday afternoon and dumpsters will be dropped on Friday morning. We have done our best to place these in locations that will not inconvenience businesses, but if a dumpster is placed inappropriately, please call Jody Stollendorf at 576-5846.

If you have questions regarding the Taste of Madison, please contact Jody Stollendorf, Director of Operations at [jody@madisonfestivals.com](mailto:jody@madisonfestivals.com) or call 608- 310-7291. For more information on this year's Taste, visit [www.tasteofmadison.com](http://www.tasteofmadison.com)

**BID Members invited to Lion King reception Sep. 14 (RSVP by Monday)**

Disney will be bringing The Lion King to Overture April 27-May 23, 2010. In order to educate and engage community, group, business leaders and other VIPs, Disney will be holding a free VIP reception in Overture Hall and Lobby on Monday, September 14th between 4:30pm-6:30pm. (See attached). Please RSVP by 5pm on Mon, Sept 7 by email to [info@overturecenter.com](mailto:info@overturecenter.com). Questions, feel free to call Heather Murn at 608.258.4159.

Overture expects that close to 70,000 audience members will visit downtown Madison during the run of the show. The Lion King tour will also impact the local economy with its cast and crew of about 143, who stay in hotels and eat at local restaurants. BID member business and property owners are invited to get a sneak peek at the show -- and to start thinking of ways your business can engage these audiences in Spring 2010.

Since its debut in Minneapolis 12 years ago, Disney's The Lion King has shown economic impact for cities worldwide. Recent reports from Oklahoma City indicate that their five-week run of TLK generated more than \$17 million in ancillary spending, including hotel stays, restaurant visits, and shopping purchases.

[http://newsok.com/the-lion-king-smashes-records/article/3373229?custom\\_click=rss](http://newsok.com/the-lion-king-smashes-records/article/3373229?custom_click=rss)

Engagements in Calgary and Edmonton reported similar results, with a total of \$36 million in economic impact from runs in the two cities.

[http://baltimore.broadwayworld.com/article/Disneys\\_THE\\_LION\\_KING\\_Sets\\_Box\\_Office\\_Records\\_During\\_Its\\_Canadian\\_Engagements\\_20090901](http://baltimore.broadwayworld.com/article/Disneys_THE_LION_KING_Sets_Box_Office_Records_During_Its_Canadian_Engagements_20090901)

### **Ride the Drive, King St. Block Party Re-Caps**

Ride the Drive (Sun, Aug. 30) The city estimates there were 15,000-20,000 participants in the first-ever event. Press coverage included a feature on downtown business (see link at "BID in the News" [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2557](http://www.visitdowntownmadison.com/news/index.php?category_id=2557)). Thanks to the more than 30 BID businesses who signed up to be open and have special offers/activities! So far, BID business have reported increased foot traffic with mixed sales results, with majority of businesses reporting some noticeable bump in sales, most starting around 11am. Suggestions included better street detour signage at intersections for motorists, and a later starting & ending time (10am to 3pm instead of 8am to 2pm?). If you have additional suggestions and feedback, please let me know!

King Street Block Party (Sat. Aug. 29). The BID was very pleased to co-sponsor this event (presented by Isthmus) that helped showcase businesses in the 100 block of King St. Despite cold temps and rain, Isthmus reports a good turnout for the kids/family activities in the afternoon, and folks returned to have fun in the street later in the evening. Isthmus will do post-event followup with business participants, and BID looks forward to participating in future King St. events.

### **Construction Update**

University/Gorham/Broom work continues on schedule for completion by Sep. 11.

- Bassett St at Gorham St is open.
- Lake Street between University Avenue and Johnson Street is back to two way traffic.
- Frances Street between University Avenue and Johnson Street is open to two way traffic.
- Gorham two lanes at State St. before 9am and after 3pm.
- Rest of pavement & sidewalks to be poured by end of this week.
- Pavement striping, marking scheduled for week after Labor Day.
- Gorham & Broom expected to be fully open by 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>

### **Upcoming Ambassador Activities:**

BID Ambassadors are delivering window flyers for Ironman Wisconsin coming Sep. 13. We also have a limited supply of small Ironman banners-contact Mitch Freund at [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) if you would like one to hang in your business window.

BID Ambassadors will staff Downtown Info Tables or extended Booth hours for these upcoming events:

Taste of Madison 2009 – Extended Capitol Square Info Booth Hours

Saturday, September 5: 9:30am-6:30pm

Sunday, September 6: 12:30pm-5:30pm

Ford Ironman Wisconsin – Extended Booth Hours

Sunday, September 13: 8:30am-6:30pm

Downtown Info Tables at Alliant Energy Center events:

- WPT Quilt Expo (20,000 attendees) – Sep. 10-12
- World Dairy Expo (68,000 attendees) – Sep. 29-Oct. 3

For details, see [http://www.visitdowntownmadison.com/visitor/index.php?category\\_id=2474](http://www.visitdowntownmadison.com/visitor/index.php?category_id=2474)

### **Halloween Planning Begins**

Planning for the official “Freakfest” Halloween on State Street has begun. The gated, ticketed event with entertainment produced by Frank Productions will be the evening of Saturday, October 31. Please 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. The city will provide business owners, property owners, employees and residents with addresses/main entrances within the gated area with free, complimentary tickets to access businesses, properties, and residences during the event. Please stay tuned for further information and for an announcement of an informational meeting.

The BID is also working to plan a “Downtown Madison Family Trick or Treat” event for Friday, October 30 (no school that day in Madison), in conjunction with the new “Beakers and Broomsticks” event at the Madison Children’s Museum the same day. Stay tuned for info on how BID businesses can sign up to be a family trick or treat participant (info coming next week).

### **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. Design plans for the park and visitor center received initial approval from the Urban Design Commission on August 6, and will go on to Plan Commission and for final UDC approval. 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. Final plan submittals for upcoming UDC and Plan Commission have been rescheduled. Watch for further updates or check these committee agendas on Legistar: <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>

WSUM "Snake on the Lake" Fest, Memorial Union, Sep. 4, <http://wsum.org/home/events/snake-on-the-lake-fest/>

MMoCA First Fridays, Sep. 4, <http://www.mmoca.org/events/firstfridays/index.php>

Ride the Drive, August 30 <http://www.cityofmadison.com/transportation/rideDrive/>

Taste of Madison, Capitol Square, Sep. 5-6 <http://www.tasteofmadison.com/>

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

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

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, [mfreund@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>