



Madison's Central Business Improvement District (BID)

Update, April 22

Today's Topics:

Another Big Weekend Downtown: Design MMoCA, Crazylegs Classic

Update from Neighborhood Officer

Mobility and the Modern Metropolis-presentation on public transit, April 26 – NOW AT 7pm

Cars on State May 8 – GSSBA goodie bags

GSSBA 2010 Membership / Maxwell St. Days Vendor Applications now online

Downtown Madison Gift Certificates make great graduation gifts

BID Ambassador Appreciation Event May 26 – You're Invited! Plus, donate prizes for raffle.

Spring Pansies in planters

Downtown Events, Dates & Meetings

Another Big Weekend Downtown: Design MMoCA, Crazylegs Classic

Many of you reported good business last weekend. Hope for good weather again this weekend with:

Design MMoCA 2010 - April 23–May 2, <http://www.mmoca.org/events/designmmoca/index.php>

Farmers Market on the Square – Sat. Apr. 24

Crazylegs Classic Run/Walk, Saturday, April 24, <http://www.crazylegsclassic.com/>

Wheelchair Start: 9:45 am

Run Start: 10:00 am

Walk Start: 10:00 am

Starting Places:

Runners/Wheelchair - Capitol Square - downtown Madison, WI – route continues on Wisconsin to Langdon St.

Walkers - State Street/Mifflin Street - downtown Madison, WI – Walk Route continues down State Street.

Race map: http://www.crazylegsclassic.com/img/crazylegs_routes.pdf

Race Info: <http://www.crazylegsclassic.com/information.cfm>

Badger Family Spring Visit – ongoing in April -<http://www.parent.wisc.edu/visit/>

Heads Up – Disney's THE LION KING will be at Overture Center, Apr 27 - May 23,

www.overturecenter.com

Overture expects nearly 70,000 audience members to visit downtown during THE LION KING. Reports from Oklahoma City indicate that their five-week run generated more than \$17 million in ancillary spending, including hotel stays, restaurant visits, and shopping purchases. We look forward to welcoming Lion King attendees downtown over the next month.

Update from Neighborhood Officer

The BID neighborhood police officer Chanda Dolsen advises all Business/Property Owners to please be on the lookout for individuals selling cigarettes (on the street, out of backpacks, etc.). Cigarettes are being taken in city-wide burglaries, and individuals may be trying to re-sell them for profit. There was an incident on 04-20-2010 where a black male attempted to sell cigarettes (packs and cartons) out of his backpack to the owner of the Triangle Market. This may be a coincidence, but police would be interested in identifying these individuals. Please contact Chanda Dolsen if you have information or questions. Thank you!

Officer Chanda Dolsen
State Street/Capitol Square Neighborhood Officer
(608)577-5731

(608)267-2677

cdolsen@cityofmadison.com

Mobility and the Modern Metropolis: Public Transit in an Era of Diminishing Resources, April 26 – NOW AT 7 pm

The City of Madison is sponsoring an April 26 presentation on public transportation featuring Peter Katz, founding executive director of the Congress for New Urbanism. This will be a great opportunity to learn more about the implementation of public transportation in modern cities. The 2011 Congress for New Urbanism will be held here in Madison.

Mobility and the Modern Metropolis: Public Transit in an Era of Diminishing Resources

Featuring Peter Katz - <http://citistates.com/associates/peter-katz/>

Monday, April 26th, 7 pm, Monona Terrace

Topic: Transportation has always had a huge impact on the form of America's communities. As we move beyond the automobile era, how will public transit shape cities and towns of tomorrow? Will the design of new transportation systems reinforce the positive aspects of our communities or will it degrade them?

What are the critical details that make the difference?

More information:

http://www.visitdowntownmadison.com/uploads/media/Mobility_the_Modern_Metropolis_Flyer.pdf

Cars on State May 8 – GSSBA Members Encouraged to Provide Items for Goodie Bags

The 4th annual Cars on State Classic Car Show will be Saturday, May 8, 2010, 10 am to 3 pm, rain or shine, on State Street. More than 150 classic cars will be on display on State Street from the State Capitol to Library Mall. More information is at www.carsonstate.com. Cars on State is presented by the Greater State Street Business Association with support from Madison's Central BID.

GSSBA will again be putting together a "Goodie Bag" which will be given to the car owners in appreciation of their participation in our show. In the past many GSSBA businesses have provided coupons for discounts, coupons for free items and many have given merchandise to the car owners. Please consider donating something that will show the car owners that we appreciate their participating in the show. This year we will have space for 150 cars to participate in the show. We will need to receive your donation by **May 1st**.

CONTACT: Cas Salas at The Triangle Market at 608-347-4035 or email Don Beauchamp at University Book Store at dbeauchamp@uwbookstore.com and one of them will arrange to pick up your donation. You can also drop off any donated items to Cas at The Triangle Market at 302 State Street or to Don at University Book Store's Digital Outpost at 673 State Street.

Not a GSSBA member? See below for how to join.

GSSBA 2010 Membership / Maxwell St. Days Vendor Applications now online

Information on 2010 Greater State Street Business Association Membership (GSSBA) and Maxwell Street Days Vending is now online.

Download at:

http://www.visitdowntownmadison.com/uploads/media/GSSBA_Member_Vendor_App_2010.pdf

Maxwell Street Days on State Street will be Fri. July 16 – Sunday July 18, www.maxwellstreetdays.org

Greater State Street Business Association (GSSBA) membership is open to all businesses and property owners located on State Street, Capitol Square and one block off in either of these two areas.

PLEASE NOTE: GSSBA will have an "exclusive use" permit for State Street July 16-18, which supersedes all other café and outside vending permits. Only those with Maxwell vending permits will be able to vend outside or have an outside cafe on State Street during Maxwell Street Days, and only GSSBA members can apply to vend during Maxwell Street Days.

Downtown Madison Gift Certificates make great graduation gifts

Downtown Madison Gift Certificates are accepted at more than BID district 170 shops, restaurants, museums, cafes, bars and other establishments on State Street and the Capitol Square. They make a perfect gift for graduation, birthdays, holidays, or as customer or employee incentives. They can be

ordered online! For more information on how to purchase or participate, see http://www.visitdowntownmadison.com/shop/index.php?category_id=2501

BID Ambassador Appreciation Event May 26 – You’re Invited! Plus, donate prizes for raffle.

Business Business, Property Owners, Partner, and a guest are invited to the BID’s Spring Ambassador Appreciation Event at Tutto Pasta on State Street featuring food and refreshments. Ambassador Appreciation Events are a great way to say “Thank You” to these hard working community members; many who volunteer their time and efforts promoting Downtown Madison for the BID. Thanks also to Tutto Pasta on State for hosting!

When: Wednesday, May 26 from 5:30pm - 7:30pm

Where: Tutto Pasta on State Street, 305 State Street, Lower Level

Please RSVP by May 19 to Mitch Freund (below)

If your business would like to donate a prize to our Ambassador Raffle, please let Mitch know by May 14. This is another great way to say “Thank You;” plus it’s a great way to introduce them to your business. We hope to see you there!

In 2009, BID Ambassadors helped more than 32,000 downtown customers and visitors. At the recent Midwest Horse Fair at the Alliant Energy Center April 16-18, BID Ambassadors helped more than 1,000 people with downtown maps, directions, and shopping, dining and entertainment suggestions!

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

t: (608) 512-1341

e: mfreund@visitdowntownmadison.com

Spring Pansies in planters

BID-funded spring pansies have been installed in planters. Enjoy! Our thanks to Mall Maintenance for their partnership with BID on the downtown planting programs.

Downtown Events, Dates:

Dane County Winter Farmers Market, Jan. 9-April 10, Madison Senior Center, <http://www.dcfm.org/>

Badger Family Spring Visit, April, <http://www.parent.wisc.edu/visit/>

Dane County Farmers Market on the Square, Saturdays, April 17 -Nov. 6 <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 21 -Nov. 3

Lion King, Overture Center, Apr 27 - May 23, www.overturecenter.com

Mifflin St. Block Party, May 1, 400-600 blocks West Mifflin

Gallery Night, May 7, <http://www.mmoca.org/events/gallerynight/index.php>

Cars on State Classic Car Show May 8, www.carsonstate.com

UW-Madison Spring Commencement, May 14-16,

<http://www.secfac.wisc.edu/commence/GeneralInformation.htm>

Syttende Mai Run/Walk May 15, <http://www.stoughtonwi.com/>

Madison Marathon, May 30 – now starts & ends on the Capitol Square -

<http://www.madisonfestivals.com/marathon/>

City of Madison meetings calendar: <http://legistar.cityofmadison.com/calendar/#current>

For conventions & conferences, see:

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>

2010 BID Board & Other Meetings

The 2010 BID Board Meeting schedule is posted at http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along other BID meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 122 W. Washington Ave. (Hovde Building), 1st floor conference room. 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@visitdowntownmadison.com or (608) 512-1340, or Mitch Freund, BID Programming Coordinator, mfreund@visitdowntownmadison.com, (608) 512-1341. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>