



Madison's Central Business Improvement District (BID)

Update, April 29

Today's Topics:

Mifflin St. Block Party, March of Dimes March for Babies, May 1

New Downtown Map & Guide Here

Cars on State May 8 – GSSBA goodie bags – DEADLINE May 1

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

BID Ambassador Booths open for the season May 8

Construction Update: Get-Around Guide, Cap Square construction meeting May 13

Downtown Madison Gift Certificates make great graduation gifts

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

Update from Neighborhood Officer

Lion King is here, Flower Flag installation near Overture

Downtown Events, Dates & Meetings

Mifflin St. Block Party, March of Dimes March for Babies, May 1

March of Dimes March for Babies will be on Sat. May 1, with the starting point on Martin Luther King in the Capitol Square area. Registration at 8:30am, walk starts 9:30am. <http://www.marchforbabies.org/>

The Mifflin St. Block Party is scheduled for Saturday, May 1, in the 400-600 blocks of W. Mifflin St. Music and beer garden service will begin at noon, with festivities ending between 6:00 p.m. and 9:00 p.m. While not in the BID, the event brings many people into the BID area.

New Downtown Map & Guide Here

It's here – the 2010-11 Downtown Madison Map & Guide (cover image attached). Thanks to all the businesses and organizations who supported production of the map by advertising and getting great visibility with the 200,000 map customers each year. Mitch Freund and the BID Ambassadors will start delivery and distribution of the new map next week.

Cars on State May 8 – GSSBA Members Encouraged to Provide Items for Goodie Bags – DEADLINE May 1

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.

BID Ambassador Booths open for the season May 8

The BID Downtown Information Booths will open for the season on Saturday, May 8, to coincide with Cars on State. BID Information Ambassadors work as downtown concierges, ready to offer event information, directions, shopping & dining suggestions and a friendly smile. In 2009, Ambassadors helped more than 32,500 downtown customers at the Information Booths and at conventions and special events.

Info Booth Schedule & Location:

http://www.visitdowntownmadison.com/visitor/index.php?category_id=2474

Saturday, May 8 through mid-October, weather permitting

Mondays-Tuesdays: 11:30am-1:30pm

Wednesdays-Fridays: 11:30am-4:30pm

Saturdays: 9:30am-4:30pm

Sundays: 12:30pm-3:30pm

Capitol Square Info Booth Location: At the intersection of State Street, North Carroll Street, and West Mifflin Street near the Wisconsin Historical Museum

State Street Info Booth Location: Frances Street Plaza, near 564 State Street

Construction Update: Get Around Guide, Cap Square construction meeting May 13

Peace Park/Visitor Center: They have poured footings for building, and will be pouring forms for building, backfilling, and then starting masonry work.

Capitol Square Area Construction Information Meeting. Thursday, May 13

The BID will host an informational meeting for area property and business owners about 2010 Capitol Square area city construction projects. The meeting will cover the Capitol Square streetscape upgrades slate to start June 1, and streetscape items for 100 block “radial” streets off the square.

Thursday, May 13, 2010, 2:00-3:30 pm

122 West Washington Ave. (Hovde Building), 1st floor conference room

More info: http://www.visitdowntownmadison.com/uploads/media/BID_CapSqConstMeeting_5_13.pdf

The BID Downtown Get Around Guide May-Sep 2010 is here

How to Get Around and Park in Downtown Madison during construction May 17 through September, 2010. Includes street closures, alternate routes. Post links on your business website, email to customers, print and hand out to customers! If you post a link on your website to the BID “Parking” page, you’ll provide your customers all sorts of information on “How to Get Around and Park in Downtown Madison.” BID will print a limited quantity of “Get Around Guide” and will deliver to BID businesses before May 17.

BID website Parking Page: <http://www.visitdowntownmadison.com/parking/index.php>

“Get Around Guide” Map:

http://www.visitdowntownmadison.com/uploads/media/DT_GetAround_Map_10.pdf

“Get Around Guide” Info Sheet:

http://www.visitdowntownmadison.com/uploads/media/DT_GetAround_List_10.pdf

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

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

Lion King is here, Flower Flag installation near Overture

Disney’s THE LION KING is now 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.

There will be a reprise of the "flower flag" exhibit in the granite planters on the 200 block of State Street as part of the Madison Arts Commission's Blink Program, April 30th to around May 18th.

Downtown Events, Dates:

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

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

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

Mifflin St. Block Party, May 1, 400-600 blocks West Mifflin, noon-9pm

March of Dimes March for Babies, May 1, starts on Capitol Square/Martin Luther King, registration 8:30am, starts 9:30am.
<http://www.marchforbabies.org/>

The Art of Schomer Lichtner and Ruth Grotenrath at Central Library, May 5,
<http://www.madisonpubliclibrary.org/calendar/gallery.html>

Thursday, May 6 – “Axe Undie Run”, 9 pm -11:15 pm; 10pm start. Start/Finish 700 State to Peace Park (400 State) and back
<http://www.undierun.com/>

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

Cars on State Classic Car Show May 8, 10am – 3pm, www.carsonstate.com

USA Cycling Collegiate National Championships, May 8, 3pm – 9pm, Capitol Square & 100 Martin Luther King, <http://www.usacycling.org/events/2010/collegiateroad/>

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, mcabine@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>