



**Madison's Central Business Improvement District (BID)**  
Update, July 1

**Today's Topics:**

**GSSBA 2010 Membership / Maxwell St. Days (July 16-18) Vendor Applications- DEADLINE TODAY**  
**July 1**

**Downtown High Speed Rail Station Location announced**  
**July 4<sup>th</sup> weekend**

**Isthmus Block Party 100 block State St. July 8**

**Lake Street reconstruction (2011) informational meeting on July 22**

**Construction Updates:**

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--Projects underway: 200 block W. Gilman reconstruct, Capitol Square Area Streetscape upgrades, Broom St., University/Park St., Peace Park

**Planting Program & Fountains Update**

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**GSSBA 2010 Membership / Maxwell St. Days Vendor Applications – DEADLINE July 1**

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](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](http://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 High Speed Rail Station Location announced**

Governor Jim Doyle announced today that Madison's high speed rail station will be located at the Wisconsin Department of Administration building at 101 E. Wilson St in downtown Madison. Madison Mayor Dave Cieslewicz joined Governor Doyle for the announcement. Construction of the rail segment between Madison and Milwaukee will begin this year, with rail service by 2013.

More info: [http://www.wisgov.state.wi.us/journal\\_media\\_detail.asp?locid=19&prid=5245](http://www.wisgov.state.wi.us/journal_media_detail.asp?locid=19&prid=5245)

**July 4<sup>th</sup> weekend**

BID Ambassador Booths will be open regular hours over the July 4<sup>th</sup> weekend and on Monday, July 5.

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

Thanks to all of you who responded letting us know your business hours over the holiday weekend – Ambassadors will have that list on hand at the booths starting tomorrow. Please note: BID staff will be out of the office Monday, July 5, in observance of the holiday.

**Isthmus Block Party 100 block State St. July 8**

The Isthmus Block Party (sponsored by Wisconsin Distributors and benefiting Porchlight) will take place in the 100 block of State Street Thursday July 8, starting at 5pm.

<http://www.thedailypage.com/theguide/details.php?event=242368&name=Isthmus-B%20lock-Party>

The 100 block of State St. will be closed off from 1pm to 9pm, with limited delivery access allowed until 4:30pm. Bands will play at the top of State from 5 to 8pm. Event will be struck immediately following the end of the music, and the street will be likely cleared by 9pm. The block party will supply porta-potties and trash containers. Beer will be served from beer caddy in front of 100 State St. (previous Children's Museum). Restaurant owners on the block are encouraged to provide food carry-out for patrons if possible. Block party alcohol license is limited to beer purchased from the caddy, so that will be the only alcoholic beverage allowed on the street, beyond the licensed area of restaurants. Everyone is invited to join for this summer party. Logistical/business questions, please call Linda Baldwin at 251-5627.

### **Lake Street reconstruction informational meeting on July 22**

The city will reconstruct Lake Street between Langdon and University in 2011. A public informational presentation on the project and design will be at the next meeting of the State Street Oversight Committee:

Thursday, July 22, 5:15 pm

Room 108 City-County Building (Parks Conference Room), 210 Martin Luther King Jr. Blvd.

Agenda:

[http://legistar.cityofmadison.com/meetings/2010/7/9156\\_A\\_STATE\\_STREET\\_DESIGN\\_PROJECT\\_OVE  
RSIGHT\\_COMMITTEE\\_10-07-22\\_Agenda.pdf](http://legistar.cityofmadison.com/meetings/2010/7/9156_A_STATE_STREET_DESIGN_PROJECT_OVE%20RSIGHT_COMMITTEE_10-07-22_Agenda.pdf)

Interested property and business owners are encouraged to attend.

### **Construction Updates:**

#### **--Utility work 300 block N. Henry**

Should be completed by July 9 if not before. Street and sidewalk remain open; some meters bagged.

#### **-- 200 block W. Gilman reconstruct**

Work continues through August 13. Overview:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_200Gilman\\_Update\\_May27.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_200Gilman_Update_May27.pdf)

All water is in, so no more planned water outages. This week & next, they are working on sanitary mainline (trench in street), working way up street towards Henry, section at a time. Work on sanitary laterals (trench through sidewalk to connect to building) will be done in the morning, before restaurants open. Laterals work on the lower end (near Samba) will be buttoned up by the 9<sup>th</sup>.

#### **--Capitol Square Area Streetscape upgrades**

\*Capitol Square streetscape upgrades, June 1-early September. Includes streetscape items for 100 block "radial" streets. Overview:

[http://www.visitdowntownmadison.com/uploads/media/CapSquare\\_May13\\_MeetingNotes\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/CapSquare_May13_MeetingNotes_FINAL.pdf).

Added note - old bike racks will also be replaced with new-style black metal racks.

Work is on schedule. On Square itself:

S. Pinckney St.: Work will be finished by July 9 (before Art Fair on the Square).

E. Mifflin St.: Work continues. Work in the E. Mifflin, N. Pinckney, Children's Museum area continues through July 30.

100 block MLK: Continuing work on leveling blocks in sidewalk

100 block spoke streets: Planter tubs have arrived and are being placed this week; will be planted next week. Preliminary placement map:

[http://www.visitdowntownmadison.com/uploads/media/CapSquareSpokes\\_March9.pdf](http://www.visitdowntownmadison.com/uploads/media/CapSquareSpokes_March9.pdf)

--**Broom St.** between Doty & Johnson: Closed for reconstruction May 17-August 31. Planned water outage for this Sat. will NOT affect BID area.

[http://www.cityofmadison.com/news/view.cfm?news\\_id=2029](http://www.cityofmadison.com/news/view.cfm?news_id=2029)

--**University Ave.** at Park St. intersection May 17-Aug. 31. (two traffic lanes will remain open):

[http://www.cityofmadison.com/news/view.cfm?news\\_id=2033](http://www.cityofmadison.com/news/view.cfm?news_id=2033)

--**Park Street** from Johnson to University: Closed & detoured, May 17 – Aug. 15. Langdon/Park utility work: [http://www.cityofmadison.com/news/view.cfm?news\\_id=2031](http://www.cityofmadison.com/news/view.cfm?news_id=2031)

--**Park Street** from Observatory to Johnson: One-way southbound May 17 – Aug. 15 (Observatory also closed for summer)

--**Langdon St.** from Lake St. to Park St.: One-way westbound. May 17 – Aug. 15

--**Peace Park** reconstruction and Visitor Center construction underway in 400 block State St., completion by early September. Work continues on building and masonry.

More info/resources:

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

BID 2010 construction summary:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_Mar15ConstructMtngNotes\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_Mar15ConstructMtngNotes_FINAL.pdf)

City's Downtown Reconstruction website: <http://www.cityofmadison.com/engineering/downtown/>

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](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](http://www.visitdowntownmadison.com/uploads/media/DT_GetAround_List_10.pdf)

## **Planting Program & Fountains Update**

### ***-Planter Tubs***

Planter tubs in the State Street area have been planted with summer annuals courtesy of Olbrich Gardens. Our thanks to Olbrich, Madison Parks, and Mall Maintenance for their partnership and support on the summer annuals plantings! BID partners to fund watering and care for these summer annuals.

21 additional planter tubs have been delivered for the 100 block radial streets off the Square. PLEASE NOTE – Planters will be moved around this week and next for final placement. Then they will be filled with dirt and planted courtesy of Olbrich, Parks and Mall Maintenance, with watering provided by BID.

Preliminary placement map:

[http://www.visitdowntownmadison.com/uploads/media/CapSquareSpokes\\_March9.pdf](http://www.visitdowntownmadison.com/uploads/media/CapSquareSpokes_March9.pdf). After planter tubs are in final spots, if there are questions or concerns about location, please feel free to contact me and I can help connect you to the right people.

### ***-Planter Beds***

In advance of reconstruction and replanting of some East and West Washington planter beds, some day lilies and hostas have been removed from these beds, and transferred to planter beds in the 500 and 600 blocks of State St., where previous plantings did not survive the rigors of a high use pedestrian location. The E. & W. Washington beds will be redone this summer as part of the Cap Square project. For a list of what is being replanted in Cap Square beds, see the Cap Square construction summary:

[http://www.visitdowntownmadison.com/uploads/media/CapSquare\\_May13\\_MeetingNotes\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/CapSquare_May13_MeetingNotes_FINAL.pdf)

Our thanks to Madison Parks and Mall Maintenance for creative "re use" of the existing plant stock.

### ***-Fountains Update***

Three of the four Capitol Square fountains are working; the fourth (NE corner of East Washington) is undergoing planned repairs. Water has been (and may be) shut off periodically because of the Cap Square construction project. The Four Lakes water feature in Frances Plaza will also be undergoing caulk repair (will be drained, re-calked, caulk cured, then restarted). The process should take about two weeks.

## **BID Co-operative Advertising Opportunities – Updates & Deadlines**

We're pleased to provide the 2010 BID-subsidized cooperative advertising opportunities for BID Businesses. The plan includes 20 cooperative advertising opportunities for BID businesses, with average savings of \$400 per ad, and savings of as much as \$800 on some opportunities.

UPDATE - Two opportunities have been added:

- Co-op ad opportunities in BRAVA Magazine (Sep-Oct-Nov-Dec issues)
- Opportunities to sponsor/advertise with UW First Year Parents Weekend, Nov. 12-14

Download updated list here:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_Coops\\_2010\\_May\\_Update.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010_May_Update.pdf)

UPCOMING DEADLINES:

Isthmus Annual Manual + thedaily.com. Published August 20. Deadline: July 7. Contact: Your Isthmus representative or Steve Borgwardt at 251-5627, [sborgwardt@isthmus.com](mailto:sborgwardt@isthmus.com)

Greater Madison Visitors Guide – Fall/Winter 2010. Deadline July 16. Louise Andraski, Nei-Turner Media Group, [louisea@merr.com](mailto:louisea@merr.com), 608.873.8734 direct  
Info/sign up sheet:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_BID\\_Madison\\_Sign\\_Up\\_Fall\\_2010.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_BID_Madison_Sign_Up_Fall_2010.pdf)

Please contact the sales representatives directly for more information or to place ads.

### **Overture “priority access” offer for Wicked**

The Overture Center has graciously offered BID member businesses and property owners priority access to the best seats for Wicked, at Overture Center September 22 – October 10. The Priority Offer allows you to get the best seats before tickets go on sale to the general public on July 17. The priority offer start date for BID Businesses is Thursday, July 8 and the link will be live through the on sale on Sat, July 17. Click link below (or copy & past into your browser) to buy tickets between July 8-17, and enter password OVERTURE. Link/offer is effective July 8-17.

<http://ev12.evenue.net/cgi-bin/ncommerce3/ExecMacro/evenue/ev69/se/DisplayPromoList.d2w/report?linkID=overture&RSRC=&RDAT=&caller=PR>

### **Downtown Events, Dates:**

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

NOTE: The Dane County Farmers' Market will move to Wilson Street at Martin Luther King Jr. Blvd on Saturday, July 10, to accommodate the Art Fair On the Square.

Lunchtime Live, Tuesdays, June 15-August 3,

[http://www.downtownmadison.org/programs/index.php?category\\_id=1600](http://www.downtownmadison.org/programs/index.php?category_id=1600)

Concerts on the Square, Wednesdays, June 30-August 4,

<http://www.wcoconcerts.org/new/cos/concertsonthesquare.php>

YWCA Open House, July 1, 5 - 7pm, 101 East Mifflin Street, BID members business and property owners are invited, contact Kristy Lust at at 608.257.1436 or [klust@ywcamadison.org](mailto:klust@ywcamadison.org)

Isthmus Block Party, July 8, top of State St.

<http://www.thedaily.com/theguide/details.php?event=242367&name=Isthmus-Block-Party>

Art Fair On the Square, July 10-11, <http://www.mmoca.org/events/artfair/index.php>

Art Fair Off the Square, July 10-11, <http://www.artcraftwis.org/afos.html>

Maxwell Street Days Summer Sidewalk Sale, State Street, July 16-18,

[http://www.visitdowntownmadison.com/events/index.php?category\\_id=3123](http://www.visitdowntownmadison.com/events/index.php?category_id=3123)

Paddle & Portage, July 17, <http://www.paddleandportage.org/pandp>

Capitol Mile races, Capitol Square, July 25, <http://www.witrackclub.org/>

US Transplant Games, July 30 - Aug. 4, <http://www.kidney.org/news/tgames2010/index.cfm>

Dane Dances, Fridays, August 6-27, <http://www.danedances.org/default.aspx>

Jazz at Five, Wednesdays, August 11 - Sep. 1, <http://jazzat5.org/site/>

Madison Children's Museum Grand Opening Celebration , August 14,

<http://www.madisonchildrensmuseum.org/education-programs/#grand-opening-celebration>

Isthmus Block Party, August 19, 100 block E. Main St.

<http://www.thedailypage.com/theguide/details.php?event=242367&name=Isthmus-Block-Party>

Ride the Drive, August 29, <http://www.cityofmadison.com/transportation/ridethedrive/>

Taste of Madison, Sep. 4-5, <http://www.madisonfestivals.com/taste/>

Ironman Wisconsin, Sep. 12, <http://www.ironmanwisconsin.com/>

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](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), 1<sup>st</sup> 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](mailto:mcarbine@visitdowntownmadison.com) or (608) 512-1340, or Mitch Freund, BID Programming Coordinator, [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com), (608) 512-1341. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>