



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

**Today's Topics:**

**Construction Updates:**

--Crane staging in district, June 13 and 15  
--Projects underway: 200 block W. Gilman reconstruct, Capitol Square Area Streetscape upgrades, Broom St., University/Park St., Peace Park  
--Metro to detour to outer loop for summer  
--The BID Downtown Get Around Guide May-Sep 2010  
Ride the Drive, Sunday June 6-Your Feedback  
BID Ambassador Update  
GSSBA 2010 Membership / Maxwell St. Days (July 16-18) Vendor Applications now online  
BID Co-operative Advertising Opportunities – UPDATES and upcoming deadlines  
BID Annual Meeting June 22  
Overture "priority access" offer for Wicked  
Downtown Events, Dates & Meetings

**Construction Updates:**

For all BID construction updates and information, see the BID "Construction" web page:

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

See below for links to updates on specific projects.

See also the 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/>

**--Crane staging in district, June 13 and 15**

There will be cranes staged in the district for two private projects:

Sunday, June 13: Crane will be located in N. Hamilton Street approximately in front of the Madison Children's Museum. This crane will be in place between 8:00 AM and 12:00 PM and will hoist materials from a truck located on the street behind the crane. During this time pedestrian traffic will be rerouted from the west sidewalk to the east sidewalk. All business entries, at the sidewalk, will remain accessible and open. All parking meters on this block of Hamilton Street will be bagged on Saturday evening through noon Sunday. One drive lane will be maintained at all times and two-way traffic will be managed by flag persons.

Tuesday, June 15 – Pinckney St. on the Square: located approximately in front of the YWCA, L'etoile and Old Fashioned. This crane will be in place between 9:00 AM and 3:00 PM and will hoist materials from trucks located on the street in front of Harvest. During this time pedestrian traffic will be halted intermittently by flag persons only while the crane swings a load over the sidewalk. All business entries, at the sidewalk, will remain accessible and open.

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

\*200 block W. Gilman reconstruct starting today, June 10 - Aug. 13 (June 8 start date delayed by weather). Overview:

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

\*Capitol Square streetscape upgrades, June 1-early September. They include streetscape items for 100 block "radial" streets off the square. Overview:

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

This week, will finish up work on S. Carroll, and next week start concentrating on S. Pinckney. Work in the E. Mifflin, N. Pinckney, Children's Museum area continues through July 30.

\*Broom St. between Doty & Johnson: Closed for reconstruction May 17-August 31.

[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

\*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. Currently, primary work is on building and masonry.

### **--Metro to detour to outer loop for summer**

Due to a construction project, buses will follow the Capitol Loop Detour starting Saturday, May 29 for the rest of the summer. This detour is expected to last through August. Complete Info:

[http://www.cityofmadison.com/metro/Detours/CapitolLoop/CapitolLoop\\_summer2010.html](http://www.cityofmadison.com/metro/Detours/CapitolLoop/CapitolLoop_summer2010.html)

### **--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 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)

### **Ride the Drive, Sunday June 6-Your Feedback**

Ride the Drive took place last Sunday from 10am – 4pm, with route through downtown and a reported participation of 30,000. The BID worked with the city to provide BID members with maps and event information, and to cross-promote the downtown business district. If you have feedback on business impact, event logistics, or can share your customer feedback, please let me know (just reply to this email).

### **BID Ambassador Update**

YTD through the end of May, BID Ambassadors have already helped nearly 6,000 people (a 15% increase over the same time last year) and distributed nearly 75,000 downtown maps & brochures (a nearly 40% increase), with the summer season just beginning! This week and next Ambassadors will be delivering window flyers for Paddle & Portage July 17. For Ambassador Booth hours and locations, see:

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

### **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](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.

### **BID Co-operative Advertising Opportunities – UPDATES and upcoming 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 page.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.

### **BID Annual Meeting June 22**

BID Property and Business Owners and partners are invited to join the Madison Central BID Board and staff at the BID Annual Meeting.

Tuesday, June 22, 5-6:30 pm

Hovde Building, 122 W. Washington Ave., 1st floor conference room

We would like to update you and get your input on BID work and programs, including: Marketing, Ambassador Program, Visitor Center – opening planned for fall, 2010, Planting Programs, Budget & Funding, Advocacy – areas including: Alcohol License Density Ordinance, Construction & Streetscapes, Parking, Downtown safety, Halloween. Most importantly, we want to hear your feedback and ideas. This will help the BID Board set goals and priorities for the 2011 Operating Plan. This is YOUR District, and we look forward to your input.

### **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.venue.net/cgi-bin/ncommerce3/ExecMacro/venue/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

Isthmus Block Party, June 10, 100 block W. Main St.,  
<http://www.thedailypage.com/theguide/details.php?event=242367&name=Isthmus-Block-Party>

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)

Safety Saturday on the Square, June 12,  
<http://www.cityofmadison.com/fire/education/safetySaturday.cfm>

FYI – “World Naked Bike Ride – Madison” scheduled for June 19, 11am start, route TBD shortly before event, may be in downtown

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 608.257.1436 or [klust@ywcamadison.org](mailto:klust@ywcamadison.org)

Isthmus Block Party, July 8, top of State St.  
<http://www.thedailypage.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/new-building/#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>