



Madison's Central Business Improvement District (BID)
Update, June 24

Today's Topics:

GSSBA 2010 Membership / Maxwell St. Days (July 16-18) Vendor Applications- DEADLINE July 1
BID "Annual Report"

Construction Updates:

--Utility work 300 block N. Henry

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

Planting Program & Fountains Update

BID Co-operative Advertising Opportunities – Updates & Deadlines

Overture "priority access" offer for Wicked

Downtown Events, Dates & Meetings

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

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 "Annual Report"

The BID "Annual Report" (presentation from the June 22 Annual Meeting) is now online at:

http://www.visitdowntownmadison.com/uploads/media/BID_AnnMeet2010_Web.pdf

It provide an overview and update on BID work and programs, including: Marketing, Ambassador Program, Visitor Center, Planting Programs, Budget & Funding, Advocacy – areas including: Alcohol License Density Ordinance, Construction & Streetscapes, Parking, Downtown safety, Halloween.

Questions or comments, feel free to contact BID staff. Thanks to all who attended the BID Annual Meeting on June 22. We appreciate your participation and input.

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

--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.

Work is on schedule even with recent rain. On Square itself:

S. Pinckney St.: Work continues on entire block. Currently pedestrians have to walk along curb line; by Monday they will be walking along building

E. Mifflin St.: Pouring stage area, curb along N. Pinckney, planter curbing and trench drains. 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 should arrive sometime next week, and then be placed and planted. Preliminary placement map:

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

--**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

--**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

--**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

BID 2010 construction summary:

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

"Get Around Guide" Info Sheet:

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

Planting Program & Fountains Update

-Planter Tubs

Today and tomorrow, BID-funded pansies are being removed from planter tubs in the State Street area, and replaced 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.

At some point next week, 21 additional planter tubs should arrive for locations on 100 block radial streets off the Square. After arrival and placement, they will be filled with dirt and planted, again courtesy of Olbrich, Parks and Mall Maintenance, with watering provided by BID. Preliminary placement map:

http://www.visitdowntownmadison.com/uploads/media/CapSquareSpokes_March9.pdf. After planter tubs

are placed, 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

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

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

Greater Madison Visitors Guide – Fall/Winter 2010. Deadline July 16. Louise Andraski, Nei-Turner Media Group, 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

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.eventue.net/cgi-bin/ncommerce3/ExecMacro/eventue/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

Lunchtime Live, Tuesdays, June 15-August 3,
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 608.257.1436 or 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

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, 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>