



Madison's Central Business Improvement District (BID)
Update, May 13

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Construction Update: Broom St. and University/Park St. projects start May 17
The BID Downtown Get Around Guide May-Sep 2010
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Capitol Square Area Construction Information Meeting, TODAY, 2pm

The BID will host an informational meeting for area property and business owners about 2010 Capitol Square area city construction projects. Business and property owners on the Capitol Square and 100 block "radial" streets are encouraged to attend. The meeting will cover the Capitol Square streetscape upgrades slated 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

Construction Update: Broom St. and University/Park St. projects start Monday, May 17

The following city and university road and utility construction projects near or in downtown start Monday, May 17:

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

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

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

See below for the "Downtown Get Around Guide" map and quick reference handout of street closures and alternate routes.

See also the 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/>

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

UW Graduation this weekend / Downtown Madison Gift Certificates make great graduation gifts

UW-Madison Spring Commencement is Friday May 14 – Sunday, May 16, with five different ceremonies at the Kohl Center over the three days. These will be busy days downtown as we welcome UW graduates, family and friends. <http://www.secfac.wisc.edu/commence/GeneralInformation.htm>

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, or purchased in person at the Overture Center Ticket Office or the University Book Store in Library Mall. 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 (reply by Fri. May 14)

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

BID Ambassador Booths now open for the season

The BID Downtown Information Booths opened for the season on Saturday, May 8. 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

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 have started delivery and distribution of the new map. Maps can be ordered online at:

http://www.visitdowntownmadison.com/visitor/forms.php?id=452&category_id=2478&subcategory_id=2971

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 Co-operative Advertising Opportunities – 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. Download here:

http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010.pdf

“Downtown Madison Section” in Bucky Book 19 (September). Deadline: June 1. Contact: John Flitz at 608-441-3910 or jflitz@buckybook.com

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

Capital Times / 77 Square (Capital Newspapers) Go See Downtown. June-July (6 weeks). Deadline: June 1. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Isthmus Annual Manual + thedailypage.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.

Safety and Crime Prevention Info for Business Owners on BID Website

Just a reminder for BID business and property owners that the BID provides links to safety and crime prevention info on our “Downtown Safety” web page:

http://www.visitdowntownmadison.com/news/index.php?category_id=2553, where you can find info on our neighborhood officer, and tips on preventing burglary, shoplifting, credit card fraud, and detecting counterfeit money.

Plus, a downloadable info sheet on what to do when panhandling and other illegal behaviors cause problems for you or your customers:

http://www.visitdowntownmadison.com/uploads/media/PanhandlingInfoSheet_Rev_10.pdf

Info on the Downtown Madison ReachOut program:

http://www.downtownmadison.org/advocacy/index.php?category_id=4375

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

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/>

FYI, The Capitol dome will be lit yellow at night from Wednesday, May 19 to Tuesday, June 1, 2010 to highlight Brat Fest Community Fund.

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

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

Isthmus Jazz Fest, June 4-5, <http://www.isthmusjazzfestival.com/>

Cows on the Concourse, June 5, <http://www.danecountydairy.com/dairycows>

Ride the Drive, June 6, <http://www.cityofmadison.com/transportation/ridethedrive/>

Lunchtime Live, Tuesdays, June 15-August 3,

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>

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

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

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>

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>