



**Madison's Central Business Improvement District (BID)**  
Update, May 20

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**Construction Update: Broom St. and University/Park St. projects underway**

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**Ultimate Players Association College Championships, May 28-31**

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**Construction Update: Capitol Square Area**

Capitol Square streetscape upgrades are slated to start June 1 with completion by early September. They include streetscape items for 100 block “radial” streets off the square. Download and overview and update from the May 13 informational meeting here:

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

**Construction Update: Broom St. and University/Park St. projects underway**

The following city and university road and utility construction projects affecting traffic are underway near or in downtown.

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

Starting June 8: Reconstruction of the 200 block West Gilman (from just above State St. to Henry St.)

Also underway: Reconstruction of Peace Park and construction of Visitor Center at 452 State St., expected completion in fall

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](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](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)

**BID Ambassador Appreciation Event May 26 – You and a Guest Are Invited!  
Plus, donate prizes for Ambassador raffle.**

When: Wednesday, May 26 from 5:30pm - 7:30pm

Where: Tutto Pasta on State Street, 305 State Street, Lower Level

RSVP: Wednesday, May 19 to Mitch Freund, BID Programming Coordinator:

t: (608) 512-1341

e: [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com)

Donate Prizes: Contact Mitch (see contact info above)

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.

**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 – 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](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](mailto:jflitz@buckybook.com)

More info: [http://www.visitdowntownmadison.com/uploads/media/BIDProposal\\_BuckyBook.pdf](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](mailto: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](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.

### **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](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](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](http://www.downtownmadison.org/advocacy/index.php?category_id=4375)

### **Capitol Kids celebrates its 10<sup>th</sup> anniversary**

Capitol Kids Ltd. at 8 S. Carroll St. will celebrate its tenth anniversary on Saturday May 22nd. Mother-daughter team Peg Scholtes and Jenna Hansen moved Capitol Kids to the Capitol Square nearly 8 years ago, one of the first retail establishments to set up shop there in downtown's recent renaissance. More info is at: <http://www.capitolkids.com/>. Congratulations, Capitol Kids!

### **Ultimate Players Association College Championships, May 28-31**

BID Ambassadors recently delivered Welcome Window Flyers for the the Ultimate Players Association College Championships taking place in Madison May 28-31. It is an Ultimate Frisbee competition for colleges across the country. They are expecting over 900 attendees from May 28-31. The event will take place at various locations throughout the Greater Madison area, including some evening activities in the downtown. Thanks for posting the welcome window flyers to welcome participants to your business! <http://college2010.upa.org/>

### **Madison Marathon Sunday May 30 – Capitol Square**

The Madison Marathon takes place Sunday, May 30th (Memorial Day weekend). NEW this year: The races (full, half and quarter marathons) will begin and end on Capitol Square. Roads along the route will begin closing at 6 a.m. and will reopen on a rolling schedule based on the slowest runner. Cross traffic will be allowed to cross the route at certain intersections staffed by officers from the Madison Police Department.

Meters will be bagged on:

Capitol Square

100 block of West Washington

100 and 200 blocks of MLK

Pinckney between Main and Doty

Doty between Carroll and Pinckney (North side only)

West Washington – no parking either side between the Square and Park St.

For info on road closures, "no parking" areas, detours and bus route changes, please visit the Community & Traffic page: <http://www.madisonfestivals.com/marathon/community.html>

Questions? Call 608-276-9797

### **Ride the Drive, Sunday June 6**

The City of Madison and Trek are sponsoring two Ride the Drive events this year. Ride the Drive is a Sunday event on a route where streets are closed to cars but opened up to bikes, pedestrians, and a whole range of fun activities. Last year's inaugural event drew thousands of folks who biked and walked through downtown. This year's events are:

SUNDAY, JUNE 6, 2010, 10am - 4pm

SUNDAY, AUGUST 29, 2010, 12pm - 4pm (August event to feature an appearance by Lance Armstrong)

The June 6 route is a 6-mile loop from East Washington Avenue to State Street to North Shore Drive to John Nolen Drive. Routes were selected to allow normal vehicle traffic flow and provide detours to businesses, neighborhoods and places of worship. The BID and event organizers are collaborating, with

Ride the Drive cross-promoting downtown businesses on State Street and the Capitol Square, and linking to BID website information on parking and how to get around downtown.

Information & Route: <http://www.cityofmadison.com/transportation/ridethedrive/>

On Sunday, June 6, streets close at 8am and open at 4:30pm. Ride the Drive starts at 10am; activities are from 11am-3pm.

BID Ambassadors will be walking around event flyers with information and/or that you can post in your windows.

### **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

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](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](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](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>