



## **Madison's Central Business Improvement District (BID)**

Update, May 6

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**Downtown Events, Dates & Meetings**

**Big Weekend Downtown: Gallery Night, Cars on State, Cycling National Championships**

Tonight, Thursday, May 6 (never a dull day on State Street), "Axe Undie Run", 9 pm -11:15 pm; 10pm start. Start/Finish 700 State to Peace Park (400 State) and back

<http://www.undierun.com/>

Gallery Night, Friday, May 7, <http://www.mmoca.org/events/gallerynight/index.php>

BID participants include Anthology, Driftless Studio, Fanny Garver Gallery, HYART Gallery, Little Luxuries, Madison Public Library, MMoCA Museum Store, Overture Galleries, Shoo and the Wisconsin Academy's James Watrous Gallery

Cars on State Classic Car Show, Saturday, May 8, 10am – 3pm, [www.carsonstate.com](http://www.carsonstate.com)

The 4th annual Cars on State Classic Car Show will be Saturday, May 8, 2010, 10 am to 3 pm, rain or shine, on State Street. More than 150 classic cars will be on display on State Street from the State Capitol to Library Mall. More information is at [www.carsonstate.com](http://www.carsonstate.com). Businesses are encouraged to put out their sidewalk cafes and take advantage of the event foot traffic. Cars on State is presented by the Greater State Street Business Association with support from Madison's Central BID.

USA Cycling Collegiate National Championships, May 8, 3pm – 9pm, Capitol Square & 100 Martin Luther King will be closed off for the bike races. MLK will be closed by 8am; the Square will be closed as soon as the Market ends and the farmers are off, 2pm-9p. <http://www.usacycling.org/events/2010/collegiateroad/>

**BID Ambassador Booths open for the season May 8**

The BID Downtown Information Booths will open for the season on Saturday, May 8, to coincide with Cars on State. 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](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

### **Crane in 600 block State Street, Sunday, May 9**

On Sunday, May 9th, 2010, General Heating and Air Conditioning will be erecting a mobile crane in the 600 block of State Street (between N. Lake Street and W. Gilman Street) for a construction project. This will require the closing of the 600 block of State Street between 7 am and 7 pm on Sunday May 9, 2010. Sidewalk access to all businesses will remain open. The contractors have notified all business and property owners in the 500 and 600 blocks. All setup and work will occur on Sunday, May 9.

### **Site near Monona Terrace picked for rail station**

Gov. Jim Doyle announced today that Madison's Amtrak station will be located downtown near Monona Terrace, i.e., within or just adjacent to the BID. This is for the high-speed rail between Milwaukee and Madison coming in 2013. Although the exact site has not been chosen, the station will be along Wilson Street, east or west of the convention center. Possible options include the State Office Building, 1 W. Wilson St., and 121 E. Wilson St. To accommodate the station in an already dense area, the city plans to speed up the planned demolition and replacement of the Government East parking ramp with a 1,200-space underground ramp. The previous plan for that ramp had been for 800 parking spaces, but another level was added to accommodate the estimated 400 to 600 spaces needed for the train station.

Link to WSJ coverage: [http://host.madison.com/wsj/news/local/govt\\_and\\_politics/article\\_bfc1255a-592e-11df-9fd0-001cc4c002e0.html](http://host.madison.com/wsj/news/local/govt_and_politics/article_bfc1255a-592e-11df-9fd0-001cc4c002e0.html)

Channel 3000: <http://www.channel3000.com/politics/23473496/detail.html>

### **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](http://www.visitdowntownmadison.com/visitor/forms.php?id=452&category_id=2478&subcategory_id=2971)

### **GSSBA Board Meeting May 12**

The Greater State Street Business Association (GSSBA) will have a Board Meeting Wed. May 12, 2pm, at Tutto Pasta on State Street (State & Johnson). Topics on the agenda include a Cars on State wrap-up, a Maxwell Street Days (July 16, 17, 18,) update, and June GSSBA Board elections. Not a GSSBA member? Come to a meeting and see what it is about. Information about membership is below.

### **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.

### **Capitol Square Area Construction Information Meeting, May 13**

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 slate 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](http://www.visitdowntownmadison.com/uploads/media/BID_CapSqConstMeeting_5_13.pdf)

### **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)

### **Downtown Madison Gift Certificates make great graduation gifts**

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! For more information on how to purchase or participate, see

[http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501)

### **BID Ambassador Appreciation Event May 26 – You're Invited! Plus, donate prizes for raffle.**

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](mailto:mfreund@visitdowntownmadison.com)

### **Lion King is here, Flower Flag installation near Overture**

Disney's THE LION KING is now at Overture Center, Apr 27 - May 23, [www.overturecenter.com](http://www.overturecenter.com).

Overture expects nearly 70,000 audience members to visit downtown during THE LION KING. Reports from Oklahoma City indicate that their five-week run generated more than \$17 million in ancillary spending, including hotel stays, restaurant visits, and shopping purchases. We look forward to welcoming Lion King attendees downtown over the next month.

There will be a reprise of the "flower flag" exhibit in the granite planters on the 200 block of State Street as part of the Madison Arts Commission's Blink Program, April 30th to around May 18th.

**Downtown Events, Dates:**

(see above for events Thurs.-Sat.)

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/>

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/dairy cows>

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>

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>