



Madison's Central Business Improvement District (BID)
Update, August 19

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Ride the Drive on Sunday, August 29- Route Adjusted

The route for Ride the Drive on Sunday, August 29, has been adjusted. The route will now include the 400 block of W. Gilman St. and the 300 and 200 blocks of N. Frances St. The route will now exclude the 500 and 600 blocks of State Street and Lake Street. The route change was made to ease congestion in the campus area. The route is now a 6-mile loop from East Washington Avenue around the Capitol Square (N. Pinckney to Mifflin) to State Street to Gilman St. to Frances St. to West Dayton to Bedford to North Shore Drive to John Nolen Drive.

Streets on the route close at 8 am and open at 4:00 pm. Ride the Drive starts at 10am; activities are from 11am-3pm. There will be no street parking along the route (meters will be bagged Saturday afternoon indicating no parking starting 7am on Sunday), but all city parking ramps will remain open.

Routes into and through downtown for cars will stay open, including Johnson St., W. Gorham St./University Ave., and West Washington Ave., as will access to city parking ramps.

Map of NEW route, with alternate routes, etc.:

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

City Notification Letter – going out to those on the route:

http://www.visitdowntownmadison.com/uploads/media/august_2010_res_bus_notification_letter.pdf

More Information & Route: <http://www.cityofmadison.com/ridethedrive/> or call Steve Doniger, Madison Parks Community Services Manager, 608.266.6517 (Office), 866.704.2315 (TDD).

Central Library Design Meetings

--Special meeting for BID and GSSBA members Tuesday, August 24

The City and Central Library Design Team would like to meet with BID property and business owners and GSSBA members to get your input on Central Library design.

Tuesday, August 24
2:00 – 3:00pm

Rm. 202 Central Library, 201 W. Mifflin

You are important downtown stakeholders, and the Design Team wants your input in advance of their general public meeting Sep. 9 (below) at which schematic design concepts will be presented. The design team wants to discuss topics such as overarching goals for the library, how we would like library to relate to surrounding area and business district, ped and vehicle access, parking, what type of Library "customer" and uses should we encourage, etc. Please join us – no RSVP necessary.

--General Public Meeting Sep. 9

Join architects Meyer, Scherer & Rockcastle and Potter Lawson for public meetings about the design of the Central Library:

Madison Senior Center | 330 West Mifflin Street
(608) 266-6581 | www.cityofmadison.com/seniorcenter

Next Meeting:
Schematic Design Meeting
Thursday | September 9 | 7 - 9 p.m.

We want to hear from you.

Sponsored by:
Madison Public Library
Madison Public Library Foundation
City of Madison
Capitol Neighborhoods, Inc

Schedule of all meetings: <http://www.madisonpubliclibrary.org/central>

Construction Updates:

--Buckeye Lot – Work being done in conjunction with Gilman St. reconstruct to underground electric and install new conduit. Is behind original schedule. Concrete will be poured today. Potentially looking at next Wednesday or Thursday for when the meters installed and the majority of the stalls back in service. They are trying to get these stalls open as quickly as possible.

-- 200 block W. Gilman reconstruct

Work continues in terraces this week. Curb and driveways poured. Working on street light bases, manholes. On street, gravel base installed. Landscaping, etc., will be done after paving. Now looking at being done by end of August. 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.

General: New trees, landscaping, to be done in September. New benches should be installed mid-September, along with a few new bike racks. Majority of new bike racks (appx. 20) to be installed mid-Oct. Current bike racks will remain until then.

- N. Pinckney/E. Mifflin/N. Hamilton (near new Children's Museum): Intersection & parking open. Working on ramps, sidewalk near YWCA. Granite for planters and seats in stage area to be installed next week. New trees, shrubs for planters coming in Sept.
- E. Mifflin: Complete except planter beds still fenced off waiting for granite curbing coming after Labor Day.
- E. Main – mainline sidewalk in, working in terraces on planters, etc.

- W. Main – mainline sidewalk in, working in terraces on planters, etc.
- E. Washington Ave. –100 block (side next to US Bank). Working on storm sewer, irrigation, sidewalk and planters. Work continues, will now move over to other side.
- W. Washington Ave. – Will start to see work between the planter beds to install new irrigation systems.

- Broom St.** between Doty & Johnson. NOW OPEN – work completed
- University Ave.** at Park St. NOW OPEN – work completed.

UW PROJECTS in CAMPUS AREA – some delays, now looking at completion early Sep. with detours continuing

--**Park Street** from Johnson to University: Closed & detoured, May 17 – early Sep. 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 – early Sep. (Observatory also closed)

--**Langdon St.** from Lake St. to Park St.: One-way westbound. May 17 – early Sep.

--**Peace Park** reconstruction and Visitor Center construction underway in 400 block State St.. Building nearing completion, now working on interior finishes, systems, etc. Park reconstruction continues. Visitor Center and Park opening dates TBD pending progress, please stay tuned.

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/>

UW Map Street Closures, Detours through August 20:

<http://www2.fpm.wisc.edu/trans/files/StreetClosuresDetours.pdf>

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

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:

http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010_May_Update.pdf

UPCOMING DEADLINES:

BRAVA Magazine (NEW) Downtown "Haute Shoppe" pages, four monthly issues, fall 2010. Upcoming deadlines: Sep 5., Oct. 5 Contact: Kris Lerdahl at kris@bravaenterprises.com, (608) 848-6708.

Info: http://www.visitdowntownmadison.com/uploads/media/Brava_Downtown_Madison_Promotion.pdf

Madison Magazine –Nov. issue "Hot off the Shelf" holiday co-op. Deadline Sep. 14. Contact: Your Madison Magazine representative or Sue Fuller, 608.270.3616, sfuller@madisonmagazine.com

Please contact the sales representatives directly for more information or to place ads.

NEW - UW Homecoming – Business Participation (confirm by Sep. 3)

UW Homecoming 2010, Legends of Bucky Badger, will be October 1-9, 2010. The UW Homecoming Committee and Wisconsin Alumni Association are partnering with BID to invite your business to be part of it, with options ranging from handing out Homecoming magnets at your business, donating prizes for

Homecoming week or Golf Outing, participating in the Homecoming Parade (Oct. 8), or offering discounts to people wearing Homecoming t-shirts. Two easy ways to learn more and sign up:

Online Info & Form: <http://www.uwalumni.com/downtownmadison>

or

Download and print PDF Info Sheet & Form:

http://www.visitdowntownmadison.com/uploads/media/HC10_dwntwn_madison_form.pdf

Signup deadline is Friday, Sep. 3.

--NEW - Fall New Resident Packets – SPONSOR - confirm by Sep. 24

Promote your business to new downtown residents. BID New Resident Packets contain items and information from BID businesses, and are distributed to new downtown home and condo owners through participating Realtors. A BID business can sponsor the bags, and receive business logo and website on the outside of the bags. There is only one sponsorship opportunity!

More info: http://www.visitdowntownmadison.com/uploads/media/BID_NRPBagSponsorship_Fall10.pdf

Watch for information on providing items for the Fall New Resident Packets in future BID Updates.

--NEW- Fall New Resident Welcome Packets – PROVIDE ITEMS - Confirm participation by October 1

Working with downtown realtors and condo developers, the Madison Central BID will again be creating welcome packets for our new downtown neighbors. Packets will be distributed by the realtors and developers to new home buyers in Downtown Madison. These packets are a great way for you to directly introduce your business and to create customer loyalty with new and/or returning residents in the downtown area.

HOW TO PARTICIPATE:

You provide: Small-size items promoting your business, ranging from menus or brochures, to coupons or gift certificates, pens, notepads or other fun, unique items. If you supply coupons with expiration dates, please note that packets will be distributed to realtors and developers in late-October, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. the end of summer 2011 or later).

Number of items: 125

Confirm Participation by: Friday, October 1

Items Ready for Pick-Up by: Friday, October 15

Downtown Ambassador Pick-Up at Your Location: Week of October 18-22

Contact to confirm participation or if you have questions: Mitch Freund, BID Programming Coordinator, 608.512.1341, mfreund@visitdowntownmadison.com.

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

Dane Dances, Fridays, August 6-27, <http://www.danedances.org/default.aspx>

Jazz at Five, Wednesdays, August 11 - Sep. 1, <http://jazzat5.org/site/>

Isthmus Block Party, now FRIDAY, AUGUST 20, 100 block E. Main St.
<http://www.thedailypage.com/theguide/details.php?event=242369&name=Isthmus-Block-Party-with-Mighty-Short-Bus,-DJ-Nick-Nice>

Wisconsin Capitol Pride Parade, August 22, <http://www.wisconsincapitolpride.org/>

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/>

Madison World Music Festival, Sep. 22-25, <http://uniontheater.wisc.edu/worldmusicfest/>

Food for Thought Festival, Sep. 24-25, <http://www.reapfoodgroup.org/Programs-Events/food-for-thought-festival.html>

Wisconsin Book Festival, Sep. 29 - Oct. 3, <http://www.wisconsinbookfestival.org/>

Gallery Night, Oct. 1, <http://www.mmoca.org/events/gallerynight/index.php>

UW Homecoming, Oct. 1-9. Parade 8th, Game Oct. 9th.,
<http://www.uwalumni.com/home/alumniandfriends/homecoming/homecoming.aspx>

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>