



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

Update, June 3

### **Today's Topics:**

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#### **Construction Updates:**

--200 block W. Gilman project starts June 8

--Capitol Square Area Streetscape upgrades, Broom St., University/Park St., Peace Park projects underway

--Metro to detour to outer loop for summer

--The BID Downtown Get Around Guide May-Sep 2010

GSSBA 2010 Membership / Maxwell St. Days (July 16-18) Vendor Applications now online

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#### **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 range of 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, 10am – 4pm (August event to feature an appearance by Lance Armstrong)

On Sunday, June 6, streets close at 8am and open at 4:00pm. Ride the Drive starts at 10am; activities are from 11am-3pm.

The 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. Vehicle routes into and through downtown will stay open, including Johnson St., Gorham St./University Ave., West Washington Ave., as will access to city parking ramps. The BID and event organizers are collaborating, with Ride the Drive cross-promoting the downtown business district and linking to BID website information on parking and how to get around downtown. Special activities in the central downtown include a “world stage” at 30 on the Square (stage area at Carroll & State) featuring bands and art exhibits. BID Ambassador Booth hours will be expanded on Sunday (open 10am-4pm) for the event.

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

“Getting There” and alternate vehicle routes:

<http://www.cityofmadison.com/transportation/ridethedrive/getthere.cfm>

Please see info sheet and map that was mailed to BID business and property owners for more information.

#### **Construction Updates:**

For all BID construction updates and information, see the BID “Construction” web page:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

See below for links to updates on specific projects.

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/>

### **--200 block W. Gilman project starts June 8**

Reconstruction of the 200 block West Gilman (from above State St. at about 244 W. Gilman up to Henry St.) starts June 8 and is projected to run through August 13. It is a complete street & sidewalk reconstruction including utility work, plus implementation of "State Street Side Street" look as was done last year on the 400 block of W. Gilman St. They will not re-do the intersection with State as that was done last year. The Buckeye Parking Lot entrance off Gilman will remain open. The 200 block will be closed except for local traffic during project. ("Local traffic" = residents, building occupants, business owners, staff, and customers going to public or private parking lots.) There will be no on-street or metered parking within project limits during the project. Sidewalk access to businesses will remain open. For more detailed information, see:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_200Gilman\\_Update\\_May27.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_200Gilman_Update_May27.pdf)

### **--Capitol Square Area Streetscape upgrades, Broom St., University/Park St., Peace Park projects underway**

Capitol Square streetscape upgrades, June 1-early September. They include streetscape items for 100 block "radial" streets off the square. Overview and update from the May 13 informational meeting:

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

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

Peace Park reconstruction and Visitor Center construction underway in 400 block State St., completion by early September

### **--Metro to detour to outer loop for summer**

Due to a construction project, buses will follow the Capitol Loop Detour starting Saturday, May 29 for the rest of the summer. This detour is expected to last through August. Complete Info:

[http://www.cityofmadison.com/metro/Detours/CapitolLoop/CapitolLoop\\_summer2010.html](http://www.cityofmadison.com/metro/Detours/CapitolLoop/CapitolLoop_summer2010.html)

### **--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)

### **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 – UPDATES and 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.

#### UPDATES

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](http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2010_May_Update.pdf)

#### UPCOMING DEADLINES:

"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.

### **BID Annual Meeting June 22**

BID Property and Business Owners and partners are invited to join the Madison Central BID Board and staff at the BID Annual Meeting.

Tuesday, June 22, 5-6:30 pm

Hovde Building, 122 W. Washington Ave., 1st floor conference room

We would like to update you and get your input on BID work and programs, including: Marketing, Ambassador Program, Visitor Center – opening planned for fall, 2010, Planting Programs, Budget & Funding, Advocacy – areas including: Alcohol License Density Ordinance, Construction & Streetscapes, Parking, Downtown safety, Halloween. Most importantly, we want to hear your feedback and ideas. This will help the BID Board set goals and priorities for the 2011 Operating Plan. This is YOUR District, and we look forward to your input.

### **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.evenue.net/cgi-bin/ncommerce3/ExecMacro/evenue/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

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/>

Isthmus Block Party, June 10,  
<http://www.thedaily page.com/theguide/details.php?event=242367&name=Isthmus-Block-Party>

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>

Isthmus Block Party, July 8,  
<http://www.thedaily page.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](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/>

Isthmus Block Party, August 19,  
<http://www.thedaily page.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](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>