

August 3, 2010



Madison's Central Business Improvement District (BID)

Dear BID Business & Property Owners

The June **Ride the Drive** event drew an estimated 30,000 people from Madison and beyond, who biked, strolled, skated and walked through downtown. On Sunday, August 29, the City of Madison, Madison Parks, Wisconsin Bike Federation, and Trek Bikes will sponsor this year's second event:

Ride the Drive with Lance Armstrong, Sunday, August 29, 2010, 10am – 4pm

Logistical Info

- The route is very similar to the June 6 route: a 6-mile loop from East Washington Avenue around the Capitol Square (N. Pinckney to Mifflin) to State Street to Lake Street to West Dayton to Bedford to North Shore Drive to John Nolen Drive. (see map other side)
- On Sunday, August 29, 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. Special activities in the central downtown "Madison Parks Village" at East Washington & Pinckney St.
- There will be no street parking along the route (meters will be bagged Saturday indicating no parking 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. Important difference from June 6 event: Broom Street will be OPEN as a route into downtown by Aug. 29.
- For drivers who need to enter or exit driveways on streets that are within the route, please look for an event volunteer or staff (green shirt) or police officer, who can help move barricades and will escort your car to or from your driveway.
- Student Move-In - Please Note: Streets on the Ride the Drive route, including State Street, will be closed to vehicle traffic (i.e., moving vans, cars) Sunday, August 29, 8am -4pm. Please alert tenants that they will not be able to drive or park on streets on the route during this time, and may want to consider alternate move-in dates or times. If apartment owners on the route have concerns about student move-in on August 29, please call Steve Doniger, Madison Parks Community Services Manager, 608.266.6517 (Office), 866.704.2315 (TDD). (Official student move-in at UW dorms and some large private apartments ends Saturday, Aug. 28.)
- The BID is collaborating with Ride the Drive to cross-promote businesses on State Street and the Capitol Square, and linking to BID website information on parking and how to get around downtown.

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).

Sincerely,

A handwritten signature in cursive script that reads "Mary Carbine".

Mary Carbine

Executive Director, Madison's Central Business Improvement District (BID)

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