



Madison's Central Business Improvement District (BID)
Update, April 24, 2008

Today's Topics:

State St. Oversight Cmte meeting / Gilman St. reconstruction planning, April 24
Big Weekend for downtown—Crazylegs, Isthmus Green Day, Design MMoCA, Celebrate Madison!
New Resident Packets—Item Pickup next week (April 28-May 2)
The Absolutely Amazing, Downtown Ambassador Appreciation, Big Top Circus Social – May 13.
Art Fair on the Square Seeks 50th Anniversary Memories
BID Cooperative Advertising Opportunities 2008
UW Admitted Student-Parent Visits Continue
Events & Dates – May
Upcoming Conference & Conventions

Note: For construction updates, see:
http://www.visitdowntownmadison.com/news/index.php?category_id=2477

State St. Oversight Committee meeting/Gilman Street Planning – TODAY, 5:15 pm
The next meeting of the State Street Design Oversight Committee will be on April 24 at 5:15 P.M. at LL130 Madison Municipal Building 215 Martin Luther King Jr. Blvd. The current State Street 500-600 block project will be discussed, as well as plans for the summer 2009 West Gilman reconstruction (Gilman between University and State St.). I will circulate an agenda when available. At the April 7 Gilman Street reconstruction meeting, Traffic Engineering presented several reconstruction options (both two-way and one-way) for community input. West Gilman Street business and property owners are encouraged to attend meetings to provide input on the options. Please see attached letter for more information.

Big Weekend for downtown—Crazylegs, Isthmus Green Day, Design MMoCA, Celebrate Madison!
The Greater Madison Convention & Visitors Bureau is launching a new visitor promotion, called “48 Hours of Madison” because try as you might, it will take more than a day to experience it all! The first highlighted weekend, April 25 – 27, 2008, focuses on downtown events: Design MMoCA, April 25-27; The Crazylegs Classic Run/Walk, April 26, and Isthmus Green Day April 26. http://www.visitmadison.com/events/index.php?category_id=106. The BID will assist in cross-promoting, and will have a Downtown Information Ambassador table at the Isthmus Green Day event. The Celebrate Madison Festival will also take place at the MATC downtown campus. See attached for bus detour info and see below for more event info.

New Resident Packets—Item Pickup next week (April 28-May 2)
Thanks to all those businesses who have confirmed participation in the Spring New Resident Packets. A reminder that Ambassador Pick-Up of items will take place next week April 28-May 2. To confirm participation or for more information, **please contact Mitch Freund**, t: 608.443.1976, mfreund@downtownmadison.org

The Absolutely Amazing, Downtown Ambassador Appreciation, Big Top Circus Social
When: Tuesday, May 13 from 5:00pm-6:30pm
Where: Chazen Museum of Art, 800 University Avenue
Hosts: Madison's Central BID and the Chazen Museum of Art

You and a guest are invited to help us show our appreciation to the community members who volunteer their time promoting the central downtown. Please join us at the Chazen for the circus! This event is a great way to network with other downtown business and property owners, the BID staff and Board of Directors, and Madison's Central BID Information Ambassadors.

Staffing the information booths during the warm months, the trolley in the winter, and special events throughout the year, the Ambassador team is composed of seasonal staff and volunteers who inform the downtown public about the many events, businesses, and cultural organizations that make our downtown great.

Please join us at this casual event to celebrate these dedicated individuals. The event will feature snacks and beverages, a tour of the exhibitions "Ringmaster: Judy Onofrio and the Art of the Circus" and "Harry A. Atwell, Circus Photographer," as well as door prizes for lucky Ambassadors. **Please RSVP by Friday, May 9 to Mitch Freund, BID Programming Coordinator: mfreund@downtownmadison.org or (608) 443-1976.**

If your business would like to donate a door prize for a lucky Ambassador, please let me know by Friday, May 9. This is a great way to show your appreciation for their voluntary efforts and a great way to market your business to people "on the front lines."

Art Fair on the Square Seeks 50th Anniversary Memories

One of Madison's favorite summertime traditions, Art Fair on the Square, will celebrate its 50th anniversary on July 12 and 13, 2008. In acknowledgement of this milestone anniversary, the Madison Museum of Contemporary Art, which organizes the fair each summer, invites fair participants--both artists and shoppers--to contact the museum with memories and photographs from the early years of the fair.

Individuals should contact Katie Kazan, the museum's director of public information, at 608.257.0158 x 237 or katie@mmoca.org.

BID Cooperative Advertising Opportunities 2008

The BID is pleased to subsidize **43 cooperative advertising opportunities** in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Events & Dates – May

Dane County Farmers Market, <http://www.madfarmmkt.org/>

Madison Trust Preservation Awards, May 1, Orpheum Theatre, <http://www.madisontrust.org/awards/index.html>

Spring Gallery Night, May 2, <http://www.mmoca.org/events/gallerynight/index.php>

March of Dimes March for Babies, May 3, Capitol Square, http://www.marchofdimes.com/wisconsin/7411_29296.asp

Monona Terrace Community Open House, May 3, http://mononaterrace.com/community/community_events.html

Circus at the Chazen, Chazen Museum of Art, May 9-10, <http://www.chazen.wisc.edu/home.htm>

Cars on State Classic Car Show, May 10, www.carsonstate.com

University of Wisconsin Spring Commencement, May 16-18, Kohl Center, <http://www.secfac.wisc.edu/commence/spring/Schedule.htm>

Syttende Mai Run/Walk, May 17, Capitol Square, <http://www.stoughtonwi.com/runwalk.shtml>

Madison Marathon, May 25, Capitol Square, <http://www.madisonfestivals.com/marathon/index.html>

Wisconsin Chinese Culture Day, May 31, Capitol Square, <http://www.madisonchinese.org/news.php?id=8>

More events at <http://www.visitdowntownmadison.com/events/index.php>

Upcoming Conference & Conventions

Upcoming conferences & conventions whose attendees you may see downtown:

American Institute of Architects, April 30-May 1, Monona Terrace

This update provided courtesy of Madison's Central Business Improvement District (CID). If you have comments, suggestions or questions, please contact Mary Carbine, CID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, CID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the CID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>