



Madison's Central Business Improvement District (BID)
Update, August 3, 2007

Today's Topics:

Capitol Square Bus Shelter Construction Update
Alcohol License Density Plan Ordinance – Council Discussion on Aug. 9, ALRC on August 15
Events & Dates – August
BID Cooperative Advertising – August-September Deadline

Capitol Square Bus Shelter Construction Update

The Capitol Shelter bus shelter construction project has been temporarily suspended, due to a delay in the manufacture of the new bus shelters. Currently, three existing bus shelters have been demolished. Further demolition has been suspended. There will be a decision made early next week on the next steps and how the project will proceed, based on the revised anticipated delivery date for the new shelters. I hope to be able to provide more information next week.

Alcohol License Density Plan Ordinance – Council Discussion on Aug. 9, ALRC on August 15

There will be a Common Council Discussion of the Alcohol Beverage License Density Plan, Thursday, August 9, 2007, 6:30 p.m., Room GR-27 (Police Training Room), City-County Building, 210 Martin Luther King, Jr. Boulevard (easiest to enter at 211 S. Carroll St.). Please note: This is an informational meeting where Ald. Mike Verveer, Ald. Michael Schumacher (ALRC members), Joel Plant (Alcohol Policy Coordinator), Steve Brist (Asst. City Attorney), Chief Noble Wray, Capt. Mary Schauf and Nicole DeMotto, Problem Analyst (MPD) will be present to review the proposed Alcohol Beverage License Density Plan and answer questions from Common Council members. The public may observe the discussion, but there will be no public testimony. The agenda and attachments are available at http://legistar.cityofmadison.com/meetings/2007/8/4933_A_COMMON_COUNCIL_-_DISCUSSION_07-08-09_Meeting_Agenda.pdf. The expectation is that a third, revised version of the ordinance will be introduced prior to the meeting.

The Alcohol License Density Plan will be on the agenda for the August 15 (5:30 pm, Rm. GR-27 City County Building) meeting of the Alcohol License Review Committee, and a vote is expected. Once the meeting agenda is posted, it can be accessed at <http://legistar.cityofmadison.com/calendar/#current>

Events & Dates – August

Friday, August 3 kicks off a busy August downtown, with the MMoCA First Friday, Madison Arts Crawl, and the first Dane Dances. With the conclusion of Concerts on the Square Aug. 1, Jazz at Five starts next Wednesday, August 8. See below for more August events.

Madison Arts Crawl, August 3, <http://www.madisonforce.org/Arts%20Crawl.htm>

MMoCA First Friday, August 3, <http://www.mmoca.org/events/firstfridays/index.html>

Dane Dances, Fridays, Aug. 3-31, Monona Terrace, <http://www.danedances.org/>

Jazz at Five, Wednesdays, Aug. 8-Sept. 5, where State Street meets the Square, <http://www.jazzat5.org/>

Capital Times Art Project, August 10-12, website coming soon at www.captimes.com/artproject

Kanopy Dance Studio Open House, August 18

Subaru "Urban Assault" Bike Race, August 19, includes checkpoint stops at Monona Terrace and at Chipotle (658 State St.). The race is from 8am – 12pm and involves teams of racers, including family

teams, who go from checkpoint to checkpoint. Racers are spread out over this time. For more info, see <http://www.urbanassaulttrace.com/madison.php>

“Khala Ghali-Art Alley. Night Market,” August 24, 6-10 pm. A new event which recently received a grant from the Madison Arts Commission; it will feature local artists, theater, dance, music, etc., on Carroll St. and Mifflin St. on the square. I will provide more information when it becomes available.

Ongoing Events:

Madison Trust for Historic Preservation has added Thursday evening “Twilight Tours” in August, including a State Street tour: <http://www.madisontrust.org/tours/index.html>

Destination, public art project, Capitol Square bus shelters, July 1-29, <http://www.angelfire.com/wi3/kehoss/Destination.html>

Folk on State, Saturdays, June 2-Sept. 1 – note that location has moved back to Concrete Park at State & Frances - <http://www.madfolk.org/FolkOnState.htm>

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

BID Cooperative Advertising – August & September Deadlines

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities

Travelhost of Greater Madison – Oct/Nov issue. Deadline: Aug. 31 Contact: Betty Marquardt (608) 669-8478, trvlhst@centurytel.net

Capital Newspapers Rhythm Dining Guide (Oct) Deadline: Sep. 4 Contact: Tiffany Frisch, 608-252-6298, tfrisch@capitalnewspapers.com

Isthmus Wisconsin Book Festival program / thedaily page.com Deadline: Sep. 7 Contact: Melissa Badini, 608-251-5627, mbadini@isthmus.com

Madison Magazine, Nov. “Downtown Hot Off the Shelf” pages Deadline: Sep. 10 Contact: Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a full list of co-op opportunities, ad rep contacts, media kits and more information. The BID is pleased to subsidize 34 cooperative advertising opportunities this year to date, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

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@downtownmadison.org or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfrend@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>