



Madison's Central Business Improvement District (BID)

Update, July 19, 2007

Today's Topics:

This weekend - Maxwell Street Days, Paddle & Portage, Monona Terrace Celebration!

Maxwell Street Days - Logistics, Extra Music

Overture Ramp Access

Paddle & Portage Course-Sat, July 21

Downtown Safety Update

Alcohol License Density Plan Ordinance update

BID Annual Meeting-July 24

Welcome New Businesses

Events & Dates

BID Cooperative Advertising – Extended Deadline on Madison Symphony Orchestra Program co-op ad opportunity

Maxwell Street Days Summer Sidewalk Sale

July 20 - 22, Fri.-Sat. 8 am - 6 pm; Sun. 10 am - 5 pm. A Madison tradition since 1975, this annual sidewalk sale and community event showcases downtown's unique State Street shopping district. More than 100 shops, boutiques, galleries and restaurants--many locally owned--offer terrific bargains on clothing, jewelry, gifts, artwork, food, drink and more in a festive, family-friendly event. Thanks the Greater State Street Business Association for organizing this event, and to the Madison Folk Society and Madison Songwriters Group for the full lineup of music on Friday, Sat & Sunday in Lisa Link Peace Park in addition to the regular Folk On State, Saturday, at Concrete Park. See www.maxwellstreetdays.org for details, including a list of vendors, the music line-up, where to park, and more!

Maxwell Street Days Logistics July 20-22 – Please Note info about scheduling deliveries to your business

Maxwell Street Days (July 20-22) event hours are Fri.-Sat. 8 am - 6 pm; Sun. 10 am - 5 pm. Event setup and teardown hours are one hour before and one hour after the event starts and stop. **State Street will be closed off with barricades Fri.-Sat. 7 am to 6 pm and Sun. from 9 am to 6 pm.** Please tell your vendors not to make truck deliveries on State Street during these times. Please try to schedule weekend deliveries early on Thursday if possible, or tell vendors to park delivery vehicles in an alternate location Fri-Sun.

Overture Ramp Access this Weekend

As you are aware, construction on Dayton and Henry Streets near the Overture Center has made it necessary to close the Dayton St. entrance to the Overture Ramp. Thanks to city Engineering and the Parking Utility, the Dayton Street entrance to the Overture Center Ramp will be opened up & staffed on Saturday and Sunday, and Dayton St. between Broom and Henry will be opened up (and cleaned up) to help our downtown guests access the ramp. Parking will also implement temporary signage directing drivers to the ramp. The Mifflin Street entrance to the Overture Ramp will remain open as usual. I have put a special notice about this on the Parking page on the BID website (www.visitdowntownmadison.com). Also, construction crews will compact and smooth asphalt on Henry St. adjacent to State St.

Paddle & Portage Course-Sat, July 21

On Saturday starting at 10 am, 400 canoes will compete in the annual Paddle & Portage, starting their paddle on Lake Mendota, portaging (carrying canoes) over the Isthmus, and then putting in Lake Monona at Blair Street to paddle to Olin Park to finish. Course: (modified from past year due to scheduled construction on the Capital Square.) Paddlers will put in Lake Mendota at James Madison Park & paddle a counter clock-wise course, portage up N. Hamilton St., left on Pinckney, down King St., to E. Wilson St.,

to Blair St. - a distance of 1.0 miles - put in Lake Monona at Law Park, and race a 1.5 mile course that finishes at Olin Park. Expect to see people carrying canoes on the isthmus between 10:30 & 11:30 am Saturday! For details and a map, see <http://www.sportsinwisconsin.com/paddle/index.php>

Downtown Safety Update

At a press conference on July 18, the Central District Police, Chief Noble Wray and the Mayor discussed the status of the Downtown Safety Initiative, which was supported by the BID Board and created with input from the BID, DMI, students, CNI and other groups. They reported that improvements in downtown safety in the first half of 2007. Despite a few high-profile incidents, overall, crime is down in key categories in the Central District. Also, police plan to implement cameras in locations near campus by fall.

Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2553 to view the press conference handouts, including Downtown Safety Initiative overview (pp. 2-4), status report (p. 6), comparative crime statistics for the Central District, and a map showing targeted foot patrol locations and proposed camera locations. Wisconsin State Journal coverage is at

<http://www.madison.com/wsj/mad/top/index.php?ntid=201944>. We welcome your comments and input, and look forward to continuing to work with Central District Police and other partners to keep downtown safe.

Alcohol License Density Plan Update

The Alcohol License Review Committee considered the Alcohol License Density Ordinance at their meeting last night. After much discussion and public testimony, the ALRC decided to refer the Alcohol License Density Ordinance to the August 15 meeting, at which time a vote is planned. Between now and then, a substitute version will be drafted, initiated by Mike Verveer, including four amendments extending the "grace period" for replacing one licensed establishment with another (and having the grace period start once the property owner has regained control of the property), shortening the sunset period, implementing annual review of the ordinance, and addressing the boundaries of the area. I will circulate the substitute version when available. The BID Board position on the ALDP ordinance is at:

http://www.visitdowntownmadison.com/about/index.php?category_id=2494

BID Annual Meeting-July 24

Mark your calendars. Business and Property owners are invited to the Annual Meeting of your Central Business Improvement District (BID). Please join the BID Board and staff at the meeting, where we will recap the BID programs and activities of 2007, and lay the groundwork for the 2008 Operating Plan. This is your district, and we look forward to your input.

What: Annual Meeting, Madison's Central Business Improvement District (BID)

When: Tuesday, July 24, 5:00 – 7:00 pm

Where: The University Book Store, 711 State Street

BID business and property owners are welcome and encouraged to attend. Your ideas and input will help the BID Board set the priorities and goals for 2008 and will be incorporated into the 2008 Operating Plan. Our thanks to BID member business, The University Book Store, for hosting this meeting.

We hope to see you on July 24th!

Welcome New Businesses

Mad City Crab House 122 State Street
Patricia Shoppe 137 W. Johnson Street
Psychic Gallery 103 State Street
RBK (re-opening as outlet store) 502 State Street
Scennie Design/Underground Shirts 521 State Street
UW Credit Union 44 E. Mifflin Street
Wisconsin Title & Escrow 11 N. Fairchild Street

Relocations:

Nogginz, to 528 State Street
Orange Shoe Gym, to 1 E. Main Street
Park Bank, to 33 E. Main Street

The Pipefitter, to 524 State Street
Spex Eyewear, to 7 N. Pinckney Street Suite D

Coming Soon:

Fromagination	12 S. Carroll St.
Mad Dog's Chicago Style Bistro	309 N. Henry Street
Pinnacle Health & Fitness	44 E. Mifflin Street
Sucre	20 W. Mifflin Street
United States Post Office	441 N. Lake Street

Events & Dates

Monona Terrace 10th Anniversary Celebration, July 20,
http://www.mononaterrace.com/community/community_events.html#anniversary

Paddle and Portage, July 21, <http://www.sportsinwisconsin.com/paddle/index.php>

Maxwell Street Days, July 20-22, State Street, www.maxwellstreetdays.org

Ongoing Events:

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

Lunchtime Live, Tuesdays, June 12-July 31, Capitol Square -
http://www.downtownmadison.org/programs/index.php?category_id=1600

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>

Concerts on the Square, Wednesday, June 27 - August 1 -
<http://www.wcoconcerts.org/concertsonthesquare2006.htm>

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

BID Cooperative Advertising – July Deadlines, Updates

Some deadlines are coming up for BID-subsidized Cooperative Advertising Opportunities. Don't miss your chance to take advantage of these great opportunities:

Madison Symphony Orchestra Program co-op	Deadline Extended to July 31!
Madison & Vicinity Hotel Book	Deadline: July 30

(For both opportunities, contact Connie Lanter, Madison Magazine, 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, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>