



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

Update, June 21, 2007

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

#### **Alcohol License Density Plan recap**

#### **Greater State Street Business Association membership meeting July 3**

#### **GSSBA Membership/Maxwell Street Days application**

#### **Parking Utility adds "Pay and Display" meter demo**

#### **BID Annual Meeting-July 24**

#### **Capital Times Art Project rescheduled to August 10-12-storefront applications being accepts**

#### **Events & Dates**

#### **BID Cooperative Advertising-June Deadlines**

#### **Alcohol License Density Plan recap**

At last night's Alcohol License Review Committee (ALRC) meeting, consideration of the proposed Alcohol License Density Plan Ordinance was referred to the next regular ALRC meeting, Wednesday, July 18, 5:30 p.m. Rm. GR-27, City-County Building. For a review of the BID Board position on the ordinance, see [http://www.visitdowntownmadison.com/about/index.php?category\\_id=2494](http://www.visitdowntownmadison.com/about/index.php?category_id=2494), and scroll down to the section on the plan, June 11 final reports.

#### **Greater State Street Business Association membership meeting July 3**

The Greater State Street Business Association (GSSBA) will have its next membership meeting on Tuesday, July 3, at 8:15 am, at Hawk's Bar & Grill, 425 State Street (this meeting has been moved to July 3 instead of July 10 as previously scheduled). BID Ambassadors will help distribute agendas next week. For GSSBA membership information, visit [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org) for a downloadable membership form (combined with Maxwell St. Days registration form) and more information.

#### **Maxwell Street Days application**

Maxwell Street Days, the downtown summer sidewalk sale organized and sponsored by the Greater State Street Business Association (GSSBA), is coming July 20-22. Only GSSBA members are eligible to participate as vendors in Maxwell Street Days. GSSBA membership is open to all businesses and property owners located on State Street, the Capitol Square, and one block off either of these two areas. Visit [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org) for a downloadable registration form and more information.

#### **Parking Utility adds "Pay and Display" meter demo**

The City Parking Utility has added a second type of multi-space parking meter that accepts credit cards as well as coins. The 90-day demo/trial run of "Pay and Display" type meters began June 18. These meters are being tested on these two blocks: 100 E. Main Street (Between Webster St. and Pinckney St.) and 100 S. Pinckney Street (Between Main St. and Doty St.). With Pay and Display, customers get a small ticket from a centrally located pay station on the block, and then display the ticket in the window of their car on the dash. The "Pay by Space" meter trial continues on these two block: 300 North Henry Street (Between Johnson St. and Gorham St.) and 100 West Main Street (Between Carroll St. and Fairchild St.). With Pay by Space, the customer notes their space number, and enters the space number with time desired and payment into a centrally located pay station on the block. The Parking Utility is conducting a customer survey to help gauge acceptance.

Please encourage your customers to come down, try the new meters, and complete the survey! Surveys and more information are at: <http://www.cityofmadison.com/parking/multispace.html>

#### **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!

### **Capital Times Art Project rescheduled to August 10-12**

The planned Capital Times Art Project window art exhibition on State Street and the Square has been rescheduled to August 10-12 to give more time to plan. A project coordinator is also now on board. Local artists will spend the weekend producing works of art in the windows of central downtown businesses in full view of the public. The works will then be displayed at a closing reception and silent auction at the Overture Center on Sunday, Aug. 12. If you have a storefront and are in the BID, you have the opportunity to be part of this event by hosting an artist in your storefront. Participating businesses will be profiled in the Capital Times (print and online), and will be featured in the official program. For information on how to get involved, see the attached info sheet and/or contact Megan Roepke at (608) 252-6273, [tcartproject@madison.com](mailto:tcartproject@madison.com). (Note: the attached sheet says "State Street" storefronts, but we have confirmed that any business in the BID with a storefront is eligible to participate even if not on State Street). The Cap Times hopes to receive all storefront applications by the end of June.

### **Events & Dates**

Concerts on the Square starts next Wednesday June 27 – the BID Ambassador Booth on the Square will begin its special extended hours to help patrons during this event.

Capitol Neighborhoods Annual Meeting, June 26. Keynote speaker: Tom Carto, President & CEO, Overture Center for the Arts, <http://www.capitolneighborhoods.org/resources/events.html>

Lunchtime Live, Tuesdays, June 12-July 31, Capitol Square - [http://www.downtownmadison.org/programs/index.php?category\\_id=1600](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 – June 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:

Greater Madison Visitors Guide – Fall/Winter

Deadline: June 22

Madison Symphony Orchestra 07/08 Program Book (all 4 editions)

Deadline: June 28

Travelhost of Greater Madison – Aug/Sept

Deadline: June 29

See [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](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](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@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>