



Madison's Central Business Improvement District (BID)

Update, June 28, 2007

Today's Topics:

Greater State Street Business Association membership meeting July 3

NEW – Capital Newspapers co-op advertising opportunity for Maxwell participants

GSSBA Membership/Maxwell Street Days application

Capitol Square construction project updates

Summer Annuals

BID Annual Meeting-July 24

Capital Times Art Project rescheduled to August 10-12-storefront applications being accepted

Events & Dates

BID Cooperative Advertising – June Deadlines

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 distributed agendas to GSSBA members this week. For GSSBA membership information, see attached or visit www.maxwellstreetdays.org for a downloadable membership form (combined with Maxwell St. Days registration form) and more information.

NEW – Capital Newspapers co-op advertising opportunity

Attached is a new co-op advertising opportunity for Maxwell Street Days participants for July 19 placement. Please see attached for information or contact Tiffany Frisch, Capital Newspapers, 608-252-6298, tfrisch@capitalnewspapers.com.

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. See attached or visit www.maxwellstreetdays.org for a downloadable registration form and more information.

Capitol Square construction project updates

An update on the Capitol Promenade 3/8 Block Construction, in which the State of Wisconsin continues sidewalk reconstruction on the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square. They will be finishing up the 10 block of East Main this week, and on July 3 and 5, will transition to working on 10 block of West Main, including the corner of West Main and South Carroll St., through August. The final phase (Aug-Oct) will be the 10 block of South Carroll (S. Hamilton to West Washington).

Capitol Square Bus Shelter replacement (of all seven shelters) will begin July 30. New shelter construction will likely start after Labor Day and take 1-2 weeks. The Madison Arts Commission has approved "Destination," a temporary public art project involving the old bus shelters, that will run from July 1 through 29. A walk-through will occur on Saturday, July 14 1:00 – 3:00 p.m. (rain date, July 21). The artists will be stationed at their shelters, available for questions and comments. For more information, see <http://www.angelfire.com/wi3/kehoss/Destination.html>

Summer Annuals

Mall Maintenance has installed summer annuals from Olbrich Gardens into the planters on State Street and the Capitol Square. The BID will partner with Mall Maintenance on the care and watering of these plants, as well as various beds and hanging baskets throughout the district. Thank you Mall Maintenance and Parks for helping to make downtown beautiful!

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. (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

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

Note: July 4, Independence Day, the BID Ambassador Booths will be open regular hours, including the extended hours at the Capitol Square Booth (until 7 pm) for Concerts on the Square.

BID Board Meeting, Thursday, July 5, noon-1:30 pm, 615 East Washington Ave., 2nd Floor. Agenda at:
http://www.visitdowntownmadison.com/about/index.php?category_id=2494

Madison Arts Crawl, July 6, 6 - 9 pm, participating BID galleries include Fanny Garver Gallery and State Street Gallery. <http://www.madisonforce.org/Arts%20Crawl.htm>

Central District Police Community Meeting (Downtown Safety Initiative Update) – Scheduled for July 11, evening, time & location TBA (I will send out an announcement)

Ongoing Events:

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 – 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:

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 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>