



Madison's Central Business Improvement District (BID)
Update, June 7, 2007

Today's Topics:

Maxwell Street Days/GSSBA membership application – “discount” deadline June 15
Updates/Alerts from Neighborhood Officer Linda Covert:
Capitol Square Bus Shelter replacement
New Director of the City's Office of Business Resources
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Maxwell Street Days application - “discount” deadline June 15

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. **There is discount for registration by June 15.** See www.maxwellstreetdays.org for a downloadable registration form and more information.

Updates/Alerts from Neighborhood Officer Linda Covert:

I've noticed an increase in the number of fake ID's being confiscated from California and New York. Please be especially aware when someone is showing an ID from these two states. Any fake ID's should be confiscated and turned over to police. These ID's are mainly being used to gain entrance in alcohol establishments, not for check-cashing purposes.

Second is there is a string of bicycle thefts in the past few months. Please remind employees and customers to lock their bikes. It is also extremely helpful for us in finding the owners if the bike is registered. Here is the link for getting a bike license - <http://billready.com/COM/BikeRegistration.aspx>

You can contact Officer Covert at 608-577-5731(c), 608-267-2677(o), or lcovert@cityofmadison.com.

Capitol Square Bus Shelter replacement

On May 18, City Council approved replacement of bus shelters on the Capitol Square. The new shelters have a smaller footprint and are shorter than the current ones. See this link for a picture of the design: http://www.visitdowntownmadison.com/uploads/media/cap_shelter.jpg. Work will commence July 30 and will be limited mainly to area of shelters. New shelter construction will likely start after Labor Day and take 1-2 weeks. The project involves demolition of old shelters, and installation of and routing utilities to new shelters. Pedestrian and street lighting also will be replaced on East Mifflin from State St. to Wisconsin Ave. and North Carroll from State St. to W. Washington Ave.

New Director of the City's Office of Business Resources

Matt Mikolajewski recently joined the City of Madison as Director of the Office of Business Resources (<http://www.cityofmadison.com/econdev/econdev.html>). In his new position, Mikolajewski will play a key role in advancing Madison's economic development efforts. For the past three years, Mikolajewski ran the Wauwatosa Economic Development Corporation, a non-profit economic development corporation serving the community of Wauwatosa, Wisconsin. His work there included securing financial assistance for local businesses, business recruitment and retention, business planning assistance, support in obtaining municipal permits and more. Matt worked closely with the BID in Wauwatosa, and we look forward to working with him in his new capacity. Welcome, Matt! To read more: http://www.cityofmadison.com/news/view.cfm?news_id=361

Events & Dates

The Isthmus Jazz Festival is at Memorial Union this weekend, Safety Saturday is June 9, and Lunchtime Live kicks off next Tuesday.

Isthmus Jazz Festival, June 7-10, Memorial Union Terrace - <http://www.isthmusjazzfestival.com/>

Safety Saturday, June 9, Capitol Square,
http://www.ci.madison.wi.us/fire/prevention/community_education/community_education_unit.htm#safety_saturday

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

DMI "New Faces, New Places" in the BID, June 14, Park Bank,
http://www.downtownmadison.org/programs/index.php?category_id=1585&subcategory_id=4072

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

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 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>