



Madison's Central Business Improvement District (BID)
Update, May 17, 2007

Today's Topics:

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Cars on State Classic Car Show – WOW!

On Saturday, May 12, thousands of people packed State Street for the first annual "Cars on State Classic Car Show," presented by the Greater State Street Business Association, with support from Madison's Central BID, more than 40 downtown businesses, WOLX and Wheels for You (Capital Newspapers). See pictures attached. Congratulations to organizers Hawk Schenkel (owner, Hawks Bar & Grill), Cas Salas (owner, Triangle Market) and Don Beauchamp (manager, The University Book Store Digital Outpost). The turnout exceeded expectations, with 100 cars lining State Street from top to bottom, and crowds of spectators gathering even before the show started at 10am and lingering well beyond 3pm when it ended. BID Downtown Ambassadors roamed the streets, handing out programs and downtown maps. I ran into many of you at the show, including Chuck Beckwith of The Soap Opera, who remarked: "Felt like the Big Summer Kick Off for Madison . . . So many positive comments from customers . . . very upbeat". Thanks to everyone who volunteered and contributed! For a recap of the show, winners, how to get t-shirts (still on sale!) and links to press coverage (including a YouTube video), see www.carsonstate.com. What did you think? How was business for you on Saturday? We look forward to your feedback, comments and suggestions - email me or Hawk Schenkel at 1Hawks@tds.net.

BID Ambassador Booths open Saturday

The BID Downtown Information Booths will open for the season this Saturday, May 19 and will remain open through October 14. The booths are staffed by our friendly Downtown Ambassadors, ready to help visitors and residents alike with the Downtown Map & Guide, direction, restaurant and shopping suggestions, and brochures and information about all sorts of downtown events and organizations. Thanks to our partnership with the wonderful City of Madison Parks and Mall Maintenance, the Ambassadors have brand new, beautifully constructed booths (funded by the BID, built by expert Parks carpenters) that will help better serve our customers. You can read more about the Ambassadors in today's Capital Times at <http://www.madison.com/tct/news/134861>

The booths are located in the Library Mall and on the Capitol Square at the top of State Street, in front of the Wisconsin Veteran Museum.

2007 Hours:

Saturdays 9:00am-5:00pm
Sundays Noon-4:00pm
Mondays and Tuesdays 11:00am-2:00pm
Wednesdays and Thursdays 11:00am-5:00pm
Fridays 11:00am-6:00pm

Extended hours for special events. PLEASE NOTE: Booths may close during inclement weather.

Promotion Opportunity – The Capital Times Art Project

The Capital Times is sponsoring “The Capital Times Art Project,” a window art exhibition on State Street and the Square, Friday June 22 – Sunday, June 24. Local artists will sit in storefronts and create a work of art in full view of the public; work will then be shown and auctioned off at the Overture Center on June 24. 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 Tiffany Frisch, Capital Newspapers, 608-252-6298, tfrisch@capitalnewspapers.com by **Wednesday, May 23**. (Note: the attached sheet says “State Street” businesses, but we have confirmed that any business in the BID with a storefront is eligible to participate even if not on State Street).

Capitol Square Bus Shelters

On Tuesday May 15, the City Council voted to authorize replacement of all seven bus shelters on the Capitol Square with new shelters that “will feature a more attractive, comfortable design with improved visibility and other benefits.” The shelters will be smaller than the current brick ones, and similar to, but not exactly the same as, the shelters on State Street. According to previous information from City Engineering, the replacement work will start in mid-July (after Art Fair on the Square) and run through August. You can see a picture of the planned Capitol Square Bus Shelter at:

http://www.visitdowntownmadison.com/uploads/media/cap_shelter.jpg. Link to Mayor’s Office press release (which also announces that Council authorized the City to pursue an unlimited Madison Metro ride pool program for small businesses): http://www.cityofmadison.com/news/view.cfm?news_id=394.

Summer Downtown Safety – Panhandling, etc.

Warmer weather arriving can mean increased issues of panhandling and other behaviors which affect businesses, customers and quality of life downtown. Our State Street/Capitol Square Neighborhood Officer Linda Covert met with me and some BID members recently to share strategies for businesses on how to report and address these issues. Panhandling enforcement is a priority for police, as panhandling can escalate into other problems. When panhandling and other illegal “quality of life” behaviors cause problems for you or your customers, please contact Officer Covert (cell) 608-577-5731 or police non-emergency at 608-266-4275. For an info sheet with more about what behaviors are prohibited, what to do, and a summary of applicable Madison General Ordinances, see the BID website at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2553

Events & Dates –May

BID Ambassador Booths open, May 19

Syttende Mai Run, May 19, <http://www.stoughtonwi.com/>

University of Wisconsin Spring Commencement, Kohl Center, May 18-20,
<http://www.secfac.wisc.edu/commence/GeneralInformation.htm>

Madison Area Technical College Spring Commencement, Overture Center, May 20:
<http://matcmadison.edu/studentlife/graduation/>

Adaptive Reuse and Restoration of Downtown Buildings, Capitol Neighborhoods Program, May 24,
<http://www.capitolneighborhoods.org/resources/events.html>

Mad City Marathon, May 27, <http://www.madisonfestivals.com/>

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

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

Multi-Space Parking Meter Trial

No change? No problem! Parking meters that take credit and debit cards (in addition to coins) are now up and running downtown as part of a 90-day trial by the City Parking Utility. Currently, the demo meters are at 300 N. Henry and 100 W. Main. The parking utility is testing consumer reaction to one model now, and will demo and test another model later this spring. Surveys will be available for parkers to give feedback. BID Ambassadors will be out near the new meters on Saturdays to answer parker questions and help them use the meters if needed. This is one of many steps that the BID is supporting to help improve the downtown parking experience. Please test out the new meters, and encourage your customers to do the same. Details and an online survey are at:

<http://www.cityofmadison.com/parking/MultiPbS.html>

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>