



Madison's Central Business Improvement District (BID)
Update, May 31, 2007

Today's Topics:

Summer Plantings & Hanging Baskets

Events & Dates – This weekend and coming up

BID Cooperative Advertising-June Deadlines

Promotion Opportunity – The Capital Times Art Project – deadline extended to June 4

Maxwell Street Days/GSSBA membership applications available

Summer Plantings & Hanging Baskets

This week, the hanging flower baskets, funded via the BID through a generous donation from Madison Gas & Electric, were installed by Mall Maintenance crews in locations on the State Street and Capitol Square area. Please note that we have spread out the basket locations to include the 500-600 blocks of State Street which are not under construction this summer as planned. Thanks to Mitch Freund, the Rettler Corporation and David J. Frank, Mall Maintenance, the Parks Dept. and MGE for working together to enhance the physical environment downtown.

Events & Dates –This Weekend & Coming Up

It will be a busy weekend downtown, with MMoCA First Friday, Cows on the Concourse (real cows!), the kickoff of Folk on State, plus the new Madison Made Music "Beat the Street" event.

Madison Museum of Contemporary Arts, First Friday, June 1,
<http://www.mmoca.org/events/firstfridays/index.html>

Cows on the Concourse, Sat. June 2, 8 am - 1 pm, Capitol Square (Main St. and Martin Luther King Jr. Blvd) http://www.visitmadison.com/events/index.php?category_id=56 (scroll down to see event listing)
Bus Detour info: <http://www.cityofmadison.com/metro/Rider%20Alert/RiderAlert.html>

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>

Beat the Street, live music on State Street corners, Sat. June 2, State Street, 1-2 pm,
<http://tinyurl.com/2rlcpb> (New event, see info below)

BID Board Meeting, June 7, noon-1:30 pm,
http://www.visitdowntownmadison.com/about/index.php?category_id=2494

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

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

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>

Beat the Street - Act of Musical Guerilla Theatre Fights Homelessness in Dane County (info below is press release from organizers)

"On Saturday, June 2nd, a first in Madison music will take place. "Beat the Street" will feature a live musician or ensemble playing on every corner of State Street (all 27 of them!) for one hour. The mass performance is the kick-off to the Madison Made Music Project (MMMP), a summer-long local music

competition organized to support local music and draw attention to the issues of poverty and homelessness in Madison. Musicians of all ages and backgrounds, all styles and genres, were invited to play on a street corner for what will be one of the most unique musical events ever to be staged in an American city. Corners have been assigned with an eye for mixing up styles on a given intersection. Musicians will play unplugged. Beat the Street was created by Madison writer and musician Andy Moore to draw attention to the Madison Made Music Project. The project invites all Madison musicians to submit an original composition for the chance to be featured on a compilation CD. Winners will also perform at the MMMP festival, a concert night to be held at five venues around the Capitol Square, on Thursday, September 20th. Madison Made Music Project founder, local community educator and musician Jeff Burkhart, developed the idea for the event to serve as a platform for raising awareness of the growing challenges facing Madison's poorest. Proceeds from the project will go to Porchlight, Inc. to support its efforts to reduce homelessness in the Madison area. Non-perishable food items collected at the concert (for a reduced-price ticket) will go to Community Action Coalition's food pantries. The project has assembled an impressive list of Madison music luminaries (Ben Sidran, Bill Malone, and former Madisonian, Butch Vig, among them) to serve as the music selection committee for the project. The competition is open for song submissions until July 9, 2007. For more information on the Madison Made Music Project, visit: www.madisonmademusic.org."

NB: I am told that the Beat the Street organizers have been in touch with Folk on State re: their mutual events.

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.

Promotion Opportunity – The Capital Times Art Project – Deadline extended to June 4

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 – **deadline extended to June 4**. (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).

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.

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>