



Madison's Central Business Improvement District (BID)
Update, May 3, 2007

Today's Topics:

Multi-Space Parking Meter Demo underway
BID Cooperative Advertising – upcoming deadlines
Maxwell Street Days/GSSBA membership applications available
Events & Dates – May
Capitol Promenade 3/8 Block Construction

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>

BID Cooperative Advertising

Some deadlines are coming up for BID-subsidized Cooperative Advertising Opportunities – see the attached list with contact info. Don't miss your chance to take advantage of these great opportunities:

Downtown Madison summer co-op pages. (Wisconsin State Journal and Capital Times), first deadline May 4

“Around Downtown” spring advertising supplement (June 10)– BID member discount. Deadline May 10
Madison Magazine – July Art Fair on the Square Program issue. Deadline May 14.

See also http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for 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.

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 the attached application form or www.maxwellstreetdays.org for more information.

Events & Dates –May

March of Dimes Walk America, May 5, <http://www.walkamerica.org/> (Starts at 8 am, 200 block of Martin Luther King Jr. Blvd.)

Cars on State Preview, May 5 – A 1967 Corvette convertible, owned by Jack Garver of The Fanny Garver Gallery, will be parked on the 100 block of State Street (near the Capitol Square) from 12 pm to 2 pm on Saturday May 5, during the Dane County Farmers' Market. www.carsonstate.com

Madison Trust for Historic Preservation Walking Tours, State Street & other downtown neighborhoods start in May, <http://www.madisontrust.org/tours/index.html>

Cars on State - Classic Car Show, State Street, May 12, www.carsonstate.com

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>

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

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

Summary: Capitol Promenade 3/8 Block Construction (April through Oct)

Capitol Promenade 3/8 Block Construction has started. This is the sidewalk reconstruction on the inner side of the Capitol Square (10 block of East Main, 10 block of West Main, 10 block of South Carroll). Each 1/8 will be reconstructed in sequence (one at a time), starting with the 10 block of East Main, about 2 months per block. Work shall be done between 7am and 5pm, Monday through Friday (normally). Current Projected Schedule (rough): 10 block East Main (between Pinckney/King and MLK Blvd.): late April – June; 10 Block West Main (between MLK Blvd. and S. Hamilton/S. Carroll): July-August; 10 block of South Carroll (S. Hamilton to West Washington) - Sept -Oct.

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>