



Madison's Central Business Improvement District (BID)
Update, September 6, 2007

Today's Topics:

Big Weekend for Downtown events – including Ironman Wisconsin on Sunday
Community Pharmacy celebrates its 35th Year
New Resident/Downtown Living Tour packets / Downtown Living Tour ticket offer / Literacy
Network Run/Walk – still time to participate (deadline Fri. 9/7)
Co-Op Advertising Opportunities
Capitol Square Bus Shelter replacement / Metro detour update
Parking Utility Pay & Display demo update
Downtown Dynamic Study update at Sep. 27 breakfast
Next GSSBA Membership Meeting Oct. 2
Next Central District Police Community Meeting Oct. 3
Ironman Route, Spectator/Traffic information

Events & Dates – September

This weekend includes a number of special events downtown, including a number of arts events, WSUM's "Snake on the Lake" fest at Memorial Union, and of course, Ironman Wisconsin on Sunday with related lead-up events Thurs-Sat. The BID Ambassadors Booths (Library Mall and Capitol Square) will be open extra hours on Sunday, Sep. 9, from 9am – 7pm (weather permitting), plus we'll be staffing a special info booth at the WSUM event. Congratulations to Taste of Madison for a successful event last weekend, and to Jazz and Five and Folk on State for wrapping up great seasons last week. See below for Ironman Route, street closure information (recap of what was sent around yesterday).

"Khala Ghali-Art Alley. Night Market," rescheduled to Friday, Sep. 7, 5-9 pm.
<http://www.cityofmadison.com/mac/>

First Fridays, Madison Museum of Contemporary Art. Sep. 7: The Beat Goes On,
<http://www.mmoca.org/events/firstfridays/index.html>

City-Wide Arts Crawl, including BID participants Artist & Craftsman Supply, HyArt Gallery, Fair Trade Coffee House, Fanny Garver Gallery, Michelangelo's Coffee House & State Street Gallery, Sep. 7,
www.madisonforce.org

Fit Kids Fun Run, morning, Saturday, Sep. 8, Capitol Square,
http://www.sportsinwisconsin.com/health/index.php?category_id=985&subcategory_id=3056

WSUM's (UW-Madison Student Radio) "Snake on the Lake Fest," Memorial Union, Sep. 8,
<http://fest.wsum.org/>

Ford Ironman Wisconsin, Sept. 9, <http://www.ironmanwisconsin.com/>

Food for Thought Festival, Sept. 15, <http://www.reapfoodgroup.org/FFTF2007/index.htm>

World Car-Free Day Celebration, Sep. 22, <http://www.carfreechallenge.com/eventsrewards.html>

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

Community Pharmacy celebrates its 35th Year

Congratulations to Community Pharmacy, a downtown business which is celebrating its 35th year in business on Sep. 8. See <http://www.communitypharmacy.coop/> for details.

New Resident/Downtown Living Tour packets / Downtown Living Tour ticket offer / Literacy Network Run/Walk – please respond by Fri., Sep. 7

See attached “promotional opportunities” summary for details. Includes:

Fall New Resident / Downtown Living Tour (Saturday, Oct. 6) Packets

Provide 600 items (brochure, coupon, samples). Deadline extended to tomorrow, Friday, Sep. 7. Items ready by: Sep. 14.

Contact: Mitch Freund, BID Programming Coordinator, 443-1976, mfreund@downtownmadison.org

Downtown Living Tour (Saturday, Oct. 6) – Ticket Offer

Provide special offer good on Oct. 6 for event ticket holders. Deadline: Sep. 7

Contact: Mary Carbine, BID Exec Director, 443-1973, mcarbine@downtownmadison.org

Literacy Network Run/Walk (formerly Canterbury Run/Walk) – Sunday, Oct. 7

Open early on event day, provide special offer to participants. Deadline: Sep. 7

Contact: Mary Carbine, BID Exec Director, 443-1973, mcarbine@downtownmadison.org

Wisconsin Book Festival (October 10-14)

Advertise in program (deadline Sep. 7)

Contact: Your Isthmus representative or Melissa Badini, 608-251-5627, mbadini@isthmus.com

Book-themed window display. This is “do it yourself” – if you want help from downtown booksellers, contact those on attached list by September 28.

Co-Op Advertising Opportunities

Don’t miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities.

Isthmus Wisconsin Book Festival program / thedaily.com Deadline: Sep. 7 Contact: Melissa Badini, 608-251-5627, mbadini@isthmus.com

Madison Magazine, Nov. “Downtown Hot Off the Shelf” pages Deadline: Sep. 10 Contact: Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

Capital Newspapers Rhythm Dining Guide (Oct) Deadline Extended to: Sep. 20 Contact: Tiffany Frisch, 608-252-6298, tfrisch@capitalnewspapers.com

Madison Magazine – Nov. “Downtown Hot Off the Shelf” pages Deadline: Oct. 15 Contact: Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

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, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

Capitol Square Bus Shelter Replacement / Metro Capitol Loop Detour Update

Shelter demolition is finished. Work is continuing on new boarding pads. When new boarding pads are ready, temporary shelters will be installed and buses will return to the Capitol Square in mid-September. Final shelter structures will be installed at a later date, due to a delay in manufacture of new shelters. Pedestrian and street lighting (the “glitter lights”) also will be replaced on East Mifflin from State St. to Wisconsin Ave. and North Carroll from State St. to W. Washington Ave. Metro buses are still following the Capitol Loop Detour until mid-September. Routes operate one block from the Capitol Square on Doty, Webster, Dayton and Fairchild streets. For a link to a picture of the planned bus shelters, see http://www.visitdowntownmadison.com/news/index.php?category_id=2477.

Parking Utility Pay & Display demo update:

The “Pay and Display” meters on S Pinckney and E Main are due to be removed on Sept. 14 at which time the single pole meters will be re-installed. The Parking Utility will analyze the results and make a recommendation to the Transit & Parking Commission in a couple of months.

Downtown Dynamic Study update at Sep. 27 breakfast

The results of the DMI Downtown Dynamic Market Analysis study of downtown Madison will be discussed at the next DMI "What's Up Downtown Breakfast," Thursday, Sep. 27, 7:45-9:00am at The Madison Club, 5 East Wilson Street. BID Business and Property owners are invited to attend. The study was done by UW-Extension and co-funded by the BID and City of Madison. Matt Kures of UW Extension will give the presentation. Many of you participated in a Business Operator Survey which was part of the study. Study topics include Descriptions of Downtown Madison's Consumer Segments, Demographic and Lifestyle Characteristics, Needs and Perspectives of Business Operators, Analysis of Comparison City Downtowns, and Opportunities to Increase Downtown Madison's Economic Vitality. The study will form the basis of a future downtown business retention, expansion and recruitment program.

Next GSSBA Membership Meeting Oct. 2

The next Greater State Street Business Association (GSSBA) Membership meeting will be Tues., Oct. 2, 8:15 am, Hawk's Bar & Grill, 425 State St. BID Ambassadors will distribute agendas to GSSBA members prior to the meeting. For information on GSSBA membership and contacts, see http://visitdowntownmadison.com/uploads/media/Greater_State_Street_Business_-_Maxwell_Street_2007.pdf

Next Central District Police Community Meeting Oct. 3

The Central District Police Community Meeting is Wednesday, Oct. 3, 7 - 8:30 pm, Memorial Union, 800 Langdon Street, check TITU (Today in the Union) board for room location. Part of the Downtown Safety Initiative, this meeting is an opportunity to hear from and talk with Central District Police, who will review recent crime statistics, trends, and developments, and discuss with attendees. Central district business and property owners and residents are encouraged to attend.

"Iron Week" is in full swing as the city and downtown gears up for the Ford Ironman Wisconsin this Sunday, September 9, and welcomes the athletes and fans, many of whom are already in town.

Ironman Route, Spectator/Traffic information

Activities for Ironman athletes began today (Thursday, Sep. 6) at 7:00 am, and The Ironman Village at Monona Terrace / Martin Luther King Boulevard opened at 10am. Activities in that area will continue through Sunday, Sep. 9. See the Spectator/Traffic Guide on the Ironman website <http://www.ironmanwisconsin.com/> for street closures, some of which begin today near Monona Terrace and MLK. Page 3 of the Athlete Guide at this same URL has a more detailed schedule of events.

1. Street closures: Closed or very limited street access due to run or bike course. See attached and <http://www.ironmanwisconsin.com/> for details

Martin Luther King from Doty to Wilson – Wed. 2:00 pm – Monday noon
Martin Luther King from Main to Doty – Sat. 6:00 pm – Monday 6:00 am
Wilson – King to Carroll – Sat. 2:00 pm – Monday 6:00 am
Wilson – Pinckney to S. Carroll (Hilton and Madison Club access) – Sat. 3:00 pm – Monday 6:00 am
Doty – Fairchild to Pinckney – Sunday 11:00 am – Monday 1:00 am
Pinckney – Monona Terrace to Doty - Sunday 11:00 am – Monday 1:00 am
Main – Pinckney to Carroll - Sunday 11:00 am – Monday 1:00 am
Carroll St. (inside lane), Main to Mifflin, Sunday 9:00am – Monday 1:00 am
West Dayton: Wisconsin to State – Sunday 11:30 am – Midnight
State Street: Mifflin to Johnson (no interference with Johnson) - Sunday 11:00 am – Monday 1:00 am
State Street – Gilman to Lake Street – Sunday noon-midnight
Henry Street – State to Dayton, Sunday 11:00 am – Monday 1:00 am
Dayton – Henry to Bedford - Sunday 11:00 am – Monday 1:00 am

NB: The Ironman website lists courses are subject to change. At this time, there are no announced changes in the course due to the construction on Henry between State and Dayton, and Dayton from Henry to Broom.

2. Day-of-event (Sun., Sep. 9) rough schedule:

5:00 am Athletes/fans begin arriving downtown, race day café open at corner MLK and Wilson
7:00 am – race starts with swim, Law Park
8:00 – 9:30 – Swimmers out of water, onto bike course from Monona Terrace

12:30 – 5:30 pm – Bikers return to Monona Terrace, start run course
12:30 pm – midnight – Runners on marathon run course. Race ends at midnight.

3. BID Ambassadors Booths (Library Mall and Capitol Square) will be open extra hours on Sunday, Sep. 9, from 9am – 7pm (weather permitting)

For more information, see <http://www.ironmanwisconsin.com/>

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>