



**Madison's Central Business Improvement District (BID)**  
Update, Aug. 13

**Today's Topics:**

**UW Fall Family Weekend Participation Opportunities – deadline Aug. 21**  
**Ironman Wisconsin Sep.13 – Will you be open special hours? Deadline Aug. 24**  
**UW Homecoming Participation Opportunities – sign up by Sep. 16**  
**Green Madison/Cool Choices business partnerships**  
**Dane Arts Buy Local Night Market – business registration**  
**Live on King Street Summer Concert Fri. Aug. 21**  
**Madison Mini-Marathon Sat. Aug. 22**  
**State St. Sidewalk Repairs underway**  
**University Avenue Closures for Bridge Removal**  
**Sidewalk Café Fees Proposed Ordinance Changes**  
**BID Top of State Events Continue**  
**Downtown Ambassadors Working for You**  
**- Ambassador Deliveries to BID Businesses**  
**-Downtown Map & Guide**  
**-Downtown Gift Certificates**  
**BID-Funded Plantings**  
**Mall Maintenance Sidewalk Washing Program update**  
**Greater State Street Business Association (GSSBA)**  
**DreamBank Small Business/Entrepreneur Events & Workshops**  
**Downtown Events, Dates & Meetings**  
**Helpful City Links**  
**BID Board: Meeting schedules and other info**  
**BID Staff Contact Info**

*Please note: The BID Update will be on vacation next week. Next edition will be Thurs. August 27.*

**UW Fall Family Weekend - Business Participation Opportunities**

UW Family Weekend (formerly Parents Weekend) is Oct. 9-11. Coordinated by UW-Madison's Parent Program, the annual Family Weekend event invites families of current UW students to visit October 9-11 to enjoy time on campus, in the community, and at special events. (Note: No Badger home game that weekend). More than 3,000 people are expected to visit, and the Parent Program will hand out 700 complimentary printed programs and 700 Welcome Bags to UW families at check-in for their weekend. Welcome UW parents with your ad, special offer, or promo item! [Info Sheet](#) with details, contact info and sign up form. Deadline August 21.

**Ironman Wisconsin – Will you be open special hours? Deadline Aug. 24**

The Ironman Wisconsin Triathlon, centered on Monona Terrace, is an all-day event **Sunday Sep. 13**, with athletes and families arriving in town starting Wed. Sep. 9 and staying through Mon. Sep. 14. It brings 2,800 participants and 30,000 spectators, with Sep. 13 events starting early in the morning and lasting until midnight. Spectators are especially likely to be downtown before and after the swim and bike start (7:00am to roughly 9:30am at Monona Terrace) looking for coffee, breakfast, convenience items, etc., and then again for the run portion (which spans from 1:00 pm to midnight, and involves the 100-200 and 500-600 blocks of State St., plus the Capitol Square blocks of Mifflin, Pinckney and West Main, finishing on MLK in front of Monona Terrace.) [Handout](#) with more info. **Does your business plan to adjust hours or offer specials for Ironman Athletes and Fans?** If yes, please share your information with the [Madison Area Sports Commission](#) (MASC) at [MASC@madisonsports.org](mailto:MASC@madisonsports.org) by August 24, and they will share it with the Ironman participants and their fans. [NOTE: Please contact the **MASC** directly with your information.]

### **UW Homecoming Participation Opportunities – sign up by Sep. 16**

UW Homecoming week starts Oct. 11. Parade Fri. Oct. 16, Badger Home Game Sat. Oct. 17. More than 10,000 people are expected to visit downtown for the annual Parade, and more than 200,000 people (alumni and students) will receive emails promoting Homecoming and the Red Shirt discount. Sign up by Sep. 16 to donate a prize or gift card for Homecoming Week events, offer an exclusive discount to wearers of the Red Shirt (official shirt of Homecoming), or participate in Store Window Painting during Homecoming Week. [Sign Up Sheet](#) with more info. Questions? Please contact Catherine Goslin at [hcbusinessdirector@uwalumni.com](mailto:hcbusinessdirector@uwalumni.com) or 312-533-1916.

### **Green Madison/Cool Choices business partnerships**

Green Madison is our city's entry in the Georgetown University Energy Prize--a national competition that will award \$5 million to the city that saves the most energy through 2016; money we can use to strengthen local businesses and improve all our lives. The first step is a simple, online game for your employees—Cool Choices. Employees will learn sustainable practices that save money and help the environment while they earn the chance to win prizes supplied by their favorite local businesses and restaurants. Green Madison has offered all Madison businesses access to a free, 60-day Cool Choices sustainability game. Sign up today and Cool Choices will guide you through all the steps to successful employee engagement! In addition, you can promote your business by offering sponsored prizes throughout the game, and your business will be recognized on the Cool Choices website. The game begins on September 28, 2015. Online signup: <http://www.greenmadison.org/partners> Phone: (608) 299-7050 • E-mail: [info@greenmadison.org](mailto:info@greenmadison.org)

### **Dane Arts Buy Local Night Market– business registration**

Dane Arts is holding an event to help Dane County artists sell their art to Dane County businesses and business owners. The Dane Arts Buy Local Night Market is Oct. 15 in the U.S. Bank Building, with 25 artists exhibiting. Businesses and business owners interested in buying original Dane County art in a fun party atmosphere are encouraged to attend. Capacity is limited and pre-registration is required. Registration & Info: [www.dabl.splashthat.com](http://www.dabl.splashthat.com)

### **Live on King Street Summer Concert Fri. Aug. 21**

Majestic Madison's free summer concerts series in the 100 block of King Street continues Fridays Aug. 21, and Sep. 18. On concert days, the 100 block of King St will be closed down starting at 8am to vehicular traffic, and the stage will be built in its normal location at the bottom of the block. The street and sidewalk will be clean and back open to traffic by 1am. Gates open at 6pm and amplified music ends by 11pm. City vendor licenses are invalidated for this event. Outdoor cafes & other city licensed vendors must vacate the event perimeter area by 6:00pm, per special event resolution. The event will maintain 8' pedestrian pathway on sidewalks throughout the event area and provide public access and exit to open businesses on the 100 block of King St.

### **Madison Mini-Marathon Sat. Aug. 22**

The Mini-Marathon starts at 7:00am at Lake & Langdon St. and goes NE on Langdon, SE on Wisconsin, SW on Mifflin, West on State Street, ns South on Lake; runners return on Park St. and finish on Langdon in front of Memorial Union. No parking removed from the Square. The south side (inbound) of 100-500 Wisconsin Ave. will be posted No Parking. [Full list of street closures](#) with est. times.

### **State St. Sidewalk Repairs underway**

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs, July 20 - August 21. They will start in the 100 block of State St. (Capitol end) and work their way down to 600 block (campus end). They will work in any one spot 4-5 days. This project wouldn't close sidewalks completely, so access will be maintained to all businesses, but there will be some impacts to sidewalk cafes, etc., when they are working in front of your business. City project manager: Jim Wolfe, [jwolfe@cityofmadison.com](mailto:jwolfe@cityofmadison.com), (608) 266-4099

Status Update: They will be continuing the 200 block and moving into the 300 block. Note that they be sawcutting the entire rest of the job this week, and also there is ongoing caulking, all blocks. [Handout](#) from July 14 Preconstruction Meeting. Start of Work Letter, Project Info Sheet, Project Plans, and list of locations with potentially impacted cafes/merchant vending at: [visitdowntownmadison.com/Construction](http://visitdowntownmadison.com/Construction)

### **University Avenue Closures for Bridge Removal**

Starting Monday, August 10th, Zenith Tech will begin removing the pedestrian bridge over University Avenue between Lake Street and Park Street. There will be various lane closures through Mon. Aug. 17. [Details here.](#)

### **[BID-Subsidized Cooperative Advertising 2015](#)**

This program for BID-member businesses includes 37 advertising opportunities (to date) in print and online, with average savings of \$360 per ad, and savings of as much as \$4,000 on some opportunities. Please contact the sales representatives directly for more information and to place ads. [Download here.](#)

#### Upcoming Deadlines:

Madison Magazine –Nov. Issue holiday co-op Deadline: Sep. 15 Contact: Your Madison Magazine representative or Brian Trongaard, 608.270.3616, [btrongaard@madisonmagazine.com](mailto:btrongaard@madisonmagazine.com)

Wisconsin Public Radio BID member group rate (ongoing) Deadline: 8 weeks before desired airdate

### **Sidewalk Café Fees Proposed Ordinance Changes – Update & Meeting Schedule**

Proposed legislation about future Sidewalk Café Fees was introduced at the July 7 Common Council for referral to City Boards, Commissions and Committees including the BID Board, Board of Estimates, Vending Oversight Committee, Downtown Coordinating Committee and Economic Development Committee. The proposal is to create a per square-foot license fee for all sidewalk cafés and increase the license fees for Mall/Concourse sidewalk cafes in the State Street Mall/Capitol Concourse Vending Area. The Mayor's Office asked us to let stakeholders know about proposed legislation in order to have a good discussion and allow the public opportunities to weigh in on the proposal. Please see below link for a BID memo with background information, links to the proposed legislation and city staff memo, and list of upcoming public meetings and how to participate and contact policy makers.

[BID Sidewalk Café Fee Info Memo](#)

### **BID Top of State Events Continue**

[Top of State](#) is a mix of weekly summer programs and activities in downtown Madison where State Street meets the Capitol Square, from markets to music, arts and crafts, children's activities, resource fairs and learning opportunities, and pop-up or drop-in events. The programming is design to bring positive activity into the areas, and is supported with funding from the City of Madison and private sector donors via the Madison Parks Foundation, and with the media partnership of Isthmus. Thanks to all who have partnered! Schedule and information is at [top-of-state.com](http://top-of-state.com).

#### Upcoming events:

- Kanopy Dance & Friends, Thurs. Aug. 13, 5-7pm, 30 on the Square
- Kids' Day at Top of State: Fri. Aug. 14, 10am-noon
- Ian's Pizza Outdoor Open Mic, Tuesdays 5:00 – 7:00 pm, 30 on the Square
- MadCity Bazaar at Top of State, Thurs. Aug. 20, noon-6:00pm, Philosopher's Grove
- Artists in the Grove with Wheelhouse Studios: Decorate a Picture Frame, Tues., Aug. 25, 11am – 2pm
- Wisconsin Author Series - "Studying Wisconsin: The Life of Increase Lapham" with authors Martha Bergland and Paul G. Hayes, Thur. Aug. 27, 5-6:15pm, 30 on the Square
- Top of State Partner Showcase at MadCity Bazaar at Top of State, Thurs. Sep. 10, noon-6:00pm, Philosopher's Grove & 30 on the Square
- The Sharrows (local music), Wed. Sep. 16, 5:00 – 6:30 pm, 30 on the Square
- MadCity Bazaar at Top of State, Thurs. Sep. 17, noon-6:00pm, Philosopher's Grove
- Sacerdote (local music), Wed. Sep. 23, 5:00 – 6:30 pm, 30 on the Square
- MadCity Bazaar at Top of State, Thurs. Sep. 24, noon-6:00pm, Philosopher's Grove

### **Downtown Ambassadors Working for You People helped YTD (As of 8/10/15) – 22,750**

The Downtown Ambassadors continue to assist more than 1,250 people each week at the Downtown Visitor Center and Info Booth with downtown shopping, dining, and entertainment suggestions. We expect the next few weeks to potentially be even busier as we see the UW Students return as well as many visitors come to town for various events and conventions.

### **Ambassador Deliveries to BID Businesses**

The Downtown Information Ambassadors will make regular deliveries of various items to BID Businesses including welcome flyers for upcoming events and conferences, courtesy of our partner organization the Greater Madison Convention & Visitors Bureau (GMCVB). Here are the upcoming events for which Ambassadors will bring around flyers. If you do not receive a flyer but would like one, please contact BID Programming Coordinator Tim Jenquin to arrange delivery. (608) 512-1341, [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com). Extra copies of event flyers can also be found at the Downtown Visitor Center (452 State St.) after Ambassadors complete delivery.

- **Week of 8/10**
  - IGLFA North American Championships
  - Madison Mini Marathon
- **Week of 8/18**
  - UW Homecoming Sponsorship Forms (Tentative)
  - Green Madison Cool Choices Sign-Up
  - Wisconsin Farm Technology Days
- **Week of 8/25**
  - UW Homecoming Flyers and Magnets (Tentative)
- **Week of 8/31**
  - TBD
- **Week of 9/7**
  - Ironkids Fun Run
  - Ironman (Tentative)

### **Visitor Center Summer Hours, May 2, 2015 – October 10, 2015**

Sun-Thurs: 11:00am-5:00pm

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

### **Info Booth Summer Hours, May 2, 2015 – October 10, 2015**

Sun: 11:00am-5:00pm

Mon-Tue: 11:00am-2:00pm

Wed-Thurs: 11:00am-5:00pm

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

### **Visitor Center Extended Hours and Special Event Tables:**

- Extended Info Booth hours for the Mad City Bazaar events at the Top of State until 6pm.
- Info table at the New Student Shopping Night at the University Book Store – Monday, September 7<sup>th</sup>.
- Info table at the WPT Quilt Expo at the Alliant Energy Center Expo Hall – September 10<sup>th</sup> – 12<sup>th</sup>.
- Info Booth and Visitor Center extended hours for Ironman Wisconsin – September 15<sup>th</sup>, 9am-7pm
- Info table at the World Dairy Expo at the Alliant Energy Center – September 29<sup>th</sup> – October 3<sup>rd</sup>
- Info Table at the UW Parent Program Family Weekend Check-In – October 10<sup>th</sup>

### **The Downtown Madison Map & Guide**

#### **2015-16 Distribution (Starting 4/23/15): 84,150**

Do you need quantity of the Downtown Map & Guide for your business, office, or upcoming event? You can always order more by e-mailing BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com), or filling out an [online request form](#).

### **Downtown Madison Gift Certificates**

Downtown Madison Gift Certificates make great gifts for any occasion! Accepted at nearly 175 Downtown Businesses, they are a versatile gift for students, residents, and visitors. Since 2012, the Downtown Gift Certificate program has averaged more than \$80,000 in sales per year! If you would like to sign up to accept Downtown Gift Certificates, it is free and easy, simply contact Tim Jenquin, BID Programming Coordinator ((608) 512-1341; [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com).) If you already accept Downtown Gift Certificates but would like to review the program, Tim will be happy to meet with you to go over the program. For more info contact Tim, or visit our website [here](#).

### **BID Funded Planter Tubs**

The Summer annuals, which are generously supported by Olbrich Gardens, were installed into BID funded planter tubs in June and will remain through October. Summer annuals have also been planted in selected beds in the District. Our thanks to Mall Maintenance and Parks for partnering on the holiday lights and downtown planting programs.

### **Mall Maintenance Sidewalk Washing Program update**

The City [Mall Maintenance](#) intensive sidewalk washing program runs through early Oct., weather permitting. The program includes general pavement cleaning, detailed cleaning around benches & trash cans, and some gum removal. They will clean a specific area 2-3 days, from 6:30am to no later than 11:30am. If you have a sidewalk café, when they are cleaning in front of your business you will not be able to set up until after they are done (no later than 11:30 am). Please see [Info Sheet](#) for blocks to be cleaned (in list order). Questions, contact Lisa Laschinger, Parks Maintenance Supervisor, (608) 266-9214.

NEXT WEEK: Will continue on W. Main (Capitol Square).

### **Greater State Street Business Association**

Greater State Street Business Association (GSSBA) membership is open to all businesses and property owners located on State Street, Capitol Square and one block off in either of these two areas. It's a great way to meet other merchants. Interested in becoming a member? Come to one of the meetings to check it out. Membership form and contact info is on the Maxwell Street Days web page at

[www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)

GSSBA President: Sandi Torkildson, A Room of One's Own Bookstore, 257-7888, [room.bookstore@gmail.com](mailto:room.bookstore@gmail.com)

2015 Upcoming Meetings (Wednesdays, **NEW TIME 1:00 pm**, Tutto Pasta, 305 State St.)

SEPT. 9 (general membership & board meeting)

NOV. 11 (board meeting)

### **DreamBank Small Business/Entrepreneur Events & Workshops**

DreamBank--American Family Insurance (1 N. Pinckney St.) offers free downtown educational events for small business owners each month, ranging from free social media workshops to more general business planning. Upcoming business events below, see their [calendar](#) for more events.

NOTE: To reserve your spot, please visit the event links below.

- 8/18/15, 8:30am-10:00am, SMALL BUSINESS WORKSHOP: [Simple Video Marketing Strategies that Convert More Browsers Into Buyers with Keith Gilmore](#)
- 8/20/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [YouTube For Business: Grow, Analyze and Monetize Your Online Audience with Marissa Seastrand from YouTube](#)
- 8/24/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [Speed Networking for Entrepreneurs: Connect & Move Your Ideas Forward](#)
- 9/8/15, Noon – 1:00pm , SMALL BUSINESS WORKSHOP – [LinkedIn Engagement To Grow Your Business](#) with Cathy Yerges
- 9/9/15, 6:00pm - 7:30pm , CAREER DEVELOPMENT: [The Art of Interviewing in the Digital Age](#) with Megan Watt
- 9/15/15, 8:30am – 9:30am, SMALL BUSINESS WORKSHOP – [5 Game-changing Questions That Will Transform Your Marketing](#) with Pop Dot Marketing
- 9/15/15, Noon – 1:00pm, SMALL BUSINESS WORKSHOP – [5 Game-changing Questions That Will Transform Your Marketing](#) with Pop Dot Marketing
- 9/15/15, 1:00pm - 2:30pm, SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law & Entrepreneurship Clinic](#)

### **Downtown Events, Dates, Meetings:**

(special events, major programs with general downtown impact)

[Dane County Farmers Market on the Square](#), Saturdays, April 18 - Nov. 7; Wednesday Market on Martin Luther King Jr. Blvd, April 22-Nov. 4

[Top of State](#) Summer Event Series

[Majestic Live on King Street](#), Aug. 21, Sep. 18

[Dane Dances](#), Fridays, August 7th-28th, Monona Terrace

[Student Move-Out/Move-In \(apartments\)](#) – August 14-16

[Woof's Pride King St. Block Party](#), Aug. 15

[Madison Mini-Marathon](#), August 22

[For the Love of Hip Hip Concert](#), August 22, 5-7pm, 30 on the Square

Madison Children's Museum [Funkyard Friday Performance: The Big Payback](#), Aug. 28, noon

[For the Love of Hip Hip Concert](#), August 29, 5-7pm, 30 on the Square

[UW Student Move-In \(Dorms\)](#): Aug. 30-31

UW Classes Begin – Wed. Sep. 2

[Taste of Madison](#), Sep. 5-6

Labor Day, Sep. 7

[Badger Home Football Game](#) (vs. Miami of Ohio), Sep. 12, 11:00 am

[Ironman Wisconsin](#), Sep. 13

[Disney's Newsies](#) (Broadway), Overture Center, Sep. 15-20

[Badger Home Football Game](#) (vs. Troy), Sep. 19, 2:30 am

[Badger Home Football Game](#) (vs. Hawai'i), Sep. 26, 7:00 pm

[MMoCA Gallery Night](#), Oct. 2

[Badger Home Football Game](#) (vs. Iowa), Oct. 3, TBA

[UW Madison Family Weekend](#), Oct. 9-11

Literacy Network [Run for Literacy](#), Oct. 11

[UW Madison Homecoming](#). Parade Fri. Oct. 15; Badger Home Game (vs. Purdue), Sat. Oct. 17, 11:00am

**Monona Terrace Conferences & Conventions:**

- 2015 Distance Teaching & Learning Conference, UW Madison Distance Education Professional Development, Aug 10-13, 800ppl
- Parts Unlimited & Drag Specialties NVP Product Expo, LeMans Corporation, Aug 25-30, 500ppl
- Ironman Wisconsin 2015, World Triathlon Corporation, Sep 8-14, 5000ppl

[Monona Terrace Events Calendar](#)

[Alliant Energy Center Events Calendar](#)

[City of Madison meetings calendar](#)

[Helpful City Links](#)



We've compiled a list of links to city-related information helpful to doing in the central downtown, from Mall Maintenance (including downtown trash collection), to Police & Safety, the city's "Report a Problem" form, Street Vending and Sidewalk Cafes, driving and parking on State Street, and more.

**BID Board: Meeting schedules and other info**

[BID Board members](#)

[BID Board Meeting schedule, agendas, minutes, and positions](#)

BID Board Meetings (first Thursday of every month, noon-1:30 pm.)

Location: 122 W. Washington Ave. (Hovde Building), 1st floor conference room. Board meetings are open meetings. BID business and property owners are invited and encouraged to attend. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

**BID Staff Contact Info**

Comment, suggestions, questions welcome.

-Tim Jenquin, BID Programming Coordinator, [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com), (608) 512-1341. Contact for: Ambassador Program, Visitor Center, deliveries including Downtown Map refills\*, Welcome Programs (such as New Resident Welcome Bags).

-Downtown Gift Certificate Program, BID business directory updates: [bidoffice@visitdowntownmadison.com](mailto:bidoffice@visitdowntownmadison.com) or Tim Jenquin (above).

-Mary Carbine, BID Executive Director, [mcarbine@visitdowntownmadison.com](mailto:mcarbine@visitdowntownmadison.com) (608) 512-1340. Contact for: Downtown Map advertising, planting program, BID marketing/cooperative advertising, advocacy issues, Board and administration, communications, other.

\*You can also order more maps online (free) at [www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)

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