



Madison's Central Business Improvement District (BID)
Update, Aug. 6

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[Live on King Street Summer Concert Fri. Aug. 7](#)

Majestic Madison's free summer concerts series in the 100 block of King Street continues Fridays Aug. 7 and 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.

[Outreach Pride Parade Aug. 9 – Street Closures](#)

During the [OutReach Pride Parade](#) on Sunday, August 9th, several downtown streets will be closed from 12:45 p.m. to 2:30 p.m. The parade will proceed from the 500 and 600 blocks of State Street and continue up to and around the Capitol Square. During the parade, there will be no traffic allowed across State Street except at Lake Street. Madison police officers will be stationed at key intersections to assist traffic flow. Westbound through-traffic should use John Nolen Drive. Eastbound through-traffic should use either John Nolen Drive or the Outer Loop. The Capitol Square from Wisconsin to State to W. Washington will be closed from noon to 5pm. The rest of the Capitol Square will be closed from 2:00 – 4:00 pm. [Event Info Sheet](#) from Outreach.

[New Student Night at Overture Sponsorship Opportunities – deadline Aug. 12](#)

New Student Night at Overture Center (Fri. Sep. 4, 9:00 pm - 1:00am) is presented by the [UW-Madison Center for the First-Year Experience](#). This featured alcohol-alternative program in the "Wisconsin Welcome" series saw more than 5,000 attendees last year. Sponsorship of New Student Night at Overture is an opportunity to introduce your company to the incoming student class of UW-Madison. Sponsorship levels range from \$300 to \$1,500, and include benefits such as logo/advertising space in the event Playbill given to all attendees, tables at the event, and opportunity to sponsor specific stages. There

are also food donation opportunities for restaurants. Deadline: August 12. See [link](#) for more information and how to sign up. Contact: Chika Kusakawa
UW Center for the First-Year Experience Office: 608.263.3067 Mobile: 609.240.1224,
chika.kusakawa@wisc.edu

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.

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, (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

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

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](#)

King Street Hotel Neighborhood Meeting Aug. 11

FIRST SETTLEMENT NEIGHBORHOOD MEETING
PROPOSED DEVELOPMENT AT 118 KING STREET

TUESDAY, AUGUST 11, 2015 - 7:00 P.M.

MG&E ANNEX / ROOM A106 - SE CORNER OF RAILROAD & BLAIR STREETS

Please join us for a neighborhood meeting where we will discuss an updated proposal from the principals of Merchant, Madison's and Majestic Theatre to develop a boutique hotel on the site of the existing parking lot at 118 King Street. The seven-story, flatiron design project would include a restaurant, an underground music venue, a rooftop café and 33 hotel rooms. We look forward to seeing you on the 11th.

Aldersperson Mike Verveer
Madison Common Council
Fourth District
Cell: (608) 576-4355
Office: (608) 266-4071
district4@cityofmadison.com

Aldersperson Marsha Rummel
Madison Common Council
Sixth District
Cell: (608) 772-4555
Office: (608) 266-4071
district6@cityofmadison.com

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.

Upcoming events:

- Ian's Pizza Outdoor Open Mic, Tuesdays 5:00 – 7:00 pm (in case of rain will be rescheduled 9:00pm inside Ian's on State)
- MadCity Bazaar at Top of State, Thurs. Aug. 6, noon-6:00pm, Philosopher's Grove
- Kids' Day at Top of State: Fri. Aug. 7, 10am-noon – special guest Rotary International's "Rollin' with Rotary"
- Kanopy Dance & Friends, Thurs. Aug. 13, 5-7pm, 30 on the Square
- Kids' Day at Top of State: Fri. Aug. 14, 10am-noon
- 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

Downtown Ambassadors Working for You People helped YTD (As of 8/3/15) – 21,466

The Downtown Ambassadors are still eagerly awaiting the return of the UW community, but in the meantime have been quite busy this past week helping the many tourists and Trek Corporation Sales meeting attendees that are in town. Ambassadors tallied more than 6,000 contacts in July as we continue to assist more than 1,000 people per week. August should remain steady which will be followed by a very busy September that will have Ambassadors staff several different special event info tables.

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. 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
 - UW Homecoming Sponsorship Forms (Tentative)
- **Week of 8/18**
 - Madison Mini Marathon
 - 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 7th.
- Info table at the WPT Quilt Expo at the Alliant Energy Center Expo Hall – September 10th – 12th.
- Info Booth and Visitor Center extended hours for Ironman Wisconsin – September 15th, 9am-7pm
- Info table at the World Dairy Expo at the Alliant Energy Center – September 29th – October 3rd
- Info Table at the UW Parent Program Family Weekend Check-In – October 10th

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 82,125

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, 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.) 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: They have finished Pinckney and are about to finish East Main. Next week they will be working on MLK. They will likely start at the corner of East Main and MLK and work their way downhill. They will need to tanker water in for the project as there are no hose bibs nearby.

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

GSSBA President: Sandi Torkildson, A Room of One's Own Bookstore, 257-7888,
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.

- 8/11/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [Building Win-Win Relationships To Grow Your Business](#)
- 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](#)

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

[Jazz at Five](#), Wednesdays, Aug. 5-Sep. 2

[Majestic Live on King Street](#), Aug. 7 & 21, Sep. 18

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

[Outreach Pride Parade](#) & Rally (Memorial Union to Capitol), Aug. 9

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

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

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

MCM [Funkyard Friday Performance: The Big Payback](#), Aug. 28, noon

[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

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

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

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

Monona Terrace Conferences & Conventions:

- 2015 Distance Teaching & Learning Conference, UW Madison Distance Education Professional Development, Aug 10-13, 800pp
- Parts Unlimited & Drag Specialties NVP Product Expo, LeMans Corporation, Aug 25-30, 500pp

[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, (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 or Tim Jenquin (above).

-Mary Carbine, BID Executive Director, 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

Mary Carbine
Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250, Madison, WI 53703
t: (608) 512-1340
mcarbine@visitdowntownmadison.com

www.visitdowntownmadison.com
www.facebook.com/DowntownMadison