



**Madison's Central Business Improvement District (BID)**  
Update, Dec. 17

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### **Capitol Square Reconstruction Public Information Meeting Recap**

The City of Madison is planning 2016 & 2017 projects on the Capitol Square. The proposed project will include replacement of the pavement, water main & sanitary sewer main with bike lane improvements. These projects will also include assessments to adjacent property owners.

### [Notes from the December 16<sup>th</sup> Pre-Construction Meeting](#)

A few other notes:

- This project will follow tree protection protocol where possible.
- The two water shutoffs will be the average. Carroll St. will likely only need one; some other areas might need two or three. Advanced notice will be given for each shutoff which can last from 4-8 hours each.
- Regular meetings will be held by City staff to provide updates.
- City Staff will work with Street Vending to inform those with outdoor cafes and vending space when work will be done in their area.

Please contact City Engineering with any questions or comments:

**Jim Wolfe, Project Engineer,**  
**(608) 266-4099**  
**[jwolfe@cityofmadison.com](mailto:jwolfe@cityofmadison.com)**

### **BID Holiday Trolley & Carolers, Dec. 19**

BID-coordinated events and activities to make downtown a festive destination continue through December 19<sup>th</sup>.

- The free BID Downtown Holiday Trolley continues Saturdays, December 19, running from 10:00 am to 4:00 pm.

- The trolley will be decorated and staffed by volunteer Downtown Information Ambassadors who will greet riders, hand out treats for kids, and offer shopping suggestions, directions, and downtown maps.
- Riders on the trolley will also be treated to free downtown Madison welcome bags (made possible thanks to our sponsor DreamBank - American Family Insurance) filled with promotions, coupons, special offers and information from downtown businesses and organizations (free, one per trolley rider, while supplies last).
- And the BID Downtown Info Table in the Overture Center Rotunda Lobby continues from 10am – 2pm on those Saturdays in addition to regularly-scheduled Visitor Center hours.

Also on Saturday Dec. 19, BID-coordinated volunteer community and UW-Madison choral groups and dancers will stroll State Street and the Capitol Square--and even hop on the trolley--to carol and perform for shoppers on Saturdays in December.

- Performances start at 11 am at the Madison Children's Museum (MCM, 100 N. Hamilton St.) and at 1 pm in the Madison Museum of Contemporary Art Lobby (MMoCA, 227 State Street).

### [Full Trolley Information and Caroling Schedule](#)

### **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:

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

### **Advertise in the 2016 GMCVB Visitors Guide**

Downtown BID is a partner with Madison Convention and Visitors Bureau. Only partners are eligible to advertise in the Madison Official Visitors Guide, you can be a part of the Madison Visitors Guide by participating in the Downtown coop page. The Bid's contribution offsets a portion of the advertising costs, bringing rates down substantially from those noted on the rate card. Space is limited.

Make the most of every dollar by reaching out to visitors who are not aware of your business. This guide is one of the GMCVB's primary communication pieces to visitors. More than 120,000 copies of the Spring/Summer guide are distributed each year, plus it is available online at [www.visitmadison.com](http://www.visitmadison.com). It is the only guide distributed to those that request information from the CVB either online or phone.

Spring/Summer deadline: January 11, 2016.

[Info and Reservation Sheet](#)

Contact Louise Andraski, Nei-Turner Media Group, [louisea@merr.com](mailto:louisea@merr.com), 608.873.8734 direct

### [Example of the BID Coop ad within the GMCVB Visitor Guide](#)

### **Advertise in the 2016-17 BID Downtown Madison Map & Guide**

"Google Maps is useful, but nothing beats a foldout map to help explore a city on foot . . ." -Seth Kugel, NY Times

Reach upwards of 200,000 people interested in downtown Madison shopping, dining, visiting, and living. Map users include visitors, convention and conference attendees, residents, students and UW alumni, who use maps for downtown shopping and dining, conventions, business and leisure travel, relocations, new student orientation, employee recruitment, and family events. One ad provides a full year of visibility. Map published in May, 2016, and ads will be invoiced in spring 2016. [Info sheet](#) with sizes, BID member business pricing, and reservation form, or contact BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341.

Deadline: January 22, 2016, or once space has filled.

### **Confirm your listing in the 2016-17 BID Downtown Madison Map & Guide**

BID staff have begun preparing the 2016-17 Downtown Madison Map & Guide. Each BID Business gets a listing within the Downtown Map & Guide free with membership. Forms have been mailed, but if you prefer you can confirm your listing now. To confirm the details of your listing:

- 1) Go to the appropriate link:
  - a. Retail and service businesses go here: [2016 Retail Listings](#)
  - b. Bar, Restaurant, Café, and Hotels go here: [2016 Food & Drink / Hotel Listings](#)
- 2) Once you find your listing, please confirm the accuracy in regards to:
  - a. Name
  - b. Address
  - c. Phone Number
  - d. That you are in the correct category  
(Please note categories cannot change, but businesses can be relocated into another category. Businesses can be in one category only.)
- 3) Please note: the green byte-line descriptions are for GSSBA members only.

To submit changes either return the mailed form, or contact BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341.

Deadline: January 22, 2016

### **Snow Removal Reminders from the City**

We are looking at great weather for this weekend – but sooner or later, it will snow! A snow reminder – When city Mall Maintenance crews are removing snow from sidewalks, please bring sandwich boards and cigarette urns (and anything else you might have outside) INSIDE or into your doorways. Also, don't leave anything out overnight! When it snows, they work overnight and early in the morning. And of course, always keep sandwich boards out of the main "walking area" of the sidewalk, crosswalks, and handicapped ramps. Business and property owners are also responsible from removing snow from any awnings over sidewalk. FYI snow removal from the streets and parking areas is not done by Mall Maintenance but by Streets Dept. (just like other city streets). Mall Maintenance info and contacts: <http://www.cityofmadison.com/parks/services/mallmaintenance.cfm>

### **City of Madison Weights and Measures Scanner Licensure**

It was brought to our attention that the City of Madison Weights and Measures are visiting area retailers doing scanner price verification. Please read this [fact sheet](#) from the city department of Weights and Measures for more information on what these checks entail.

### **Inn on the Park Renovation Construction Meeting Notes**

Construction on the exterior renovation of the Inn on the Park will start October 18 and last until mid-June 2016. Sidewalk access on the Capitol Square will be provided at all times, but the sidewalk along the hotel on W. Main will be closed for pedestrian safety.

The 100 block of West Main Street will only have periodic daily (approximately 12) road closings, but will reopen every evening.

### **Downtown Ambassadors Working for You People helped YTD (As of 12/12/15) – 43,066**

This weekend Ambassadors hosted more than 500 trolley rides while distributing another 150 of the Holiday Gift Bags. Ambassadors will remain ready the for the final holiday weekend to keep the holiday cheer going.

### **Visitor Center Fall Hours, Through Saturday, December 26, 2015**

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

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

### **Visitor Center Fall Hours, Beginning Sunday, December 27, 2015**

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

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

### **Info Booth Hours**

The info booth has closed for the 2015 season and will return May 7<sup>th</sup> 2016.

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

- Info Table at Overture Center for the Holiday Activities, December 19<sup>th</sup>, 10am-2pm.
- Ambassadors will staff the Downtown Holiday Trolley, December 19<sup>th</sup>, 10am-4pm.

### **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.

- **None to Report**

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

#### **2015-16 Distribution (Starting 4/23/15): 114,975**

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 and Snowflake Lights**

The winter displays were installed the week of November 9<sup>th</sup> and will remain until spring.

The BID Funded Snowflake Lights were installed the week of November 16<sup>th</sup>. We would like to send a special thank you to Madison Gas & Electric and the Greater State Street Business Association (GSSBA) for their generous donations for assistance in upgrading the snowflake light fixtures. This year the lights will feature new bulbs that emit a nicer, warmer light, as well as refurbished plugs.

Our thanks to Mall Maintenance and Parks for their hard work and partnership with the holiday lights and downtown planting programs.

### **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.)

Next Meeting: January 13, 2016

### **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.

- 1/12/16, Noon-1pm, SMALL BUSINESS WORKSHOP: [The Future of Business with the Internet of Things \(IoT\)](#)

- *Tuesdays, January 12- February 16, 1:30-2:30pm*, ENTREPRENEUR BOOK CLUB: [Start with WHY: How Great Leaders Inspire Everyone to Take Action By Simon Sinek](#)
- *Tuesdays, January 12- February 16, 2:30-3:30pm*, ENTREPRENEUR BOOK CLUB: [Start with WHY: How Great Leaders Inspire Everyone to Take Action By Simon Sinek](#)
- 1/13/16, 11:30am-1:00pm CAREER DEVELOPMENT: [Career Resource Open House](#)
- 1/15/16, 11:30am-2pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 1/19/16, Noon-1:15pm, SMALL BUSINESS WORKSHOP: [Personal Branding for LinkedIn with Dana Zurbuchen](#)
- 1/26/16, Noon-1pm, SMALL BUSINESS WORKSHOP: [2016 Hottest Online Marketing Trends Expert Panel](#)
- 1/29/16, 11:30am-2pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)

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

(special events, major programs with general downtown impact)

[Early Winter Farmers' Market](#), Monona Terrace, Nov. 14-Dec. 19 (no market Dec. 26),

BID Downtown Holiday Trolley, Carolers and More, Saturdays, Dec. 19

[Madison Ballet's The Nutcracker](#), Overture Center, Dec. 12-27

[CTM A Christmas Carol](#), Overture Center, Dec. 12-24

[UW Last class day](#), Dec 11 (exam week Dec. 13-19)

[Thrifty Thursday on State](#), Dec. 17

[UW Winter Commencement](#) Dec. 20

[International Festival](#), Overture Center, Jan. 9

[Disney's Beauty and the Beast](#), Overture Center, Jan. 13-17

[Madison Restaurant Week](#), Jan. 17-22

Martin Luther King Jr. Day - Jan. 18

UW classes begin, January 19

[Frostiball 2015](#), Overture Center, Jan. 30

[The Sound of Music](#), Overture Center, Feb. 2-7

[Madison Hotel Week](#), Feb. 12-21

[Madison Winter Festival](#), Feb. 13-14

### **Monona Terrace Conferences & Conventions:**

- None to Report

[Monona Terrace Events Calendar](#)

### **Downtown Madison Museum Calendars**

- [Chazen Museum of Art](#)
- [Madison Children's Museum](#)
- [Madison Museum of Contemporary Art \(MMoCA\)](#)
- [Madison Public Library \(Central Library\)](#)
- [Wisconsin Historical Museum](#)

- [Wisconsin Veteran's Museum](#)

#### **Downtown Madison & UW Theater Calendars**

- [Bartell Theater](#)
- [Majestic Theater Madison](#)
- [Orpheum Theater Madison](#)
- [Overture Center for the Arts](#)
- [University Theater](#)
- [UW School of Music Performances](#)
- [Wisconsin Union Theater](#)

[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 has accepted a position managing the UW Alumni Park, set to open in 2016. October 6<sup>th</sup> was Mary's last day with Madison Central BID. In the interim please send any questions to staffer Tim Jenquin (listed above) who will direct all inquiries to the appropriate contact.

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

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