



Madison's Central Business Improvement District (BID)
Update, February 19

Today's Topics:

Early 2015 BID-Subsidized Co-op Advertising:

- Overture Subscription Brochure – deadline Feb. 20 (tomorrow)
- Isthmus Dining Magazine – deadline Feb. 25
- Badger Family Spring Visit Program – deadline Mar. 6
- Neighborhood Meeting Feb. 23 re: Proposed Development at 435 W. Gilman/510 University
- New State St./Capitol Square Neighborhood Officer
- Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
- Downtown Map & Guide
- Downtown Gift Certificates
- Winter Displays – BID Funded Planter Tubs and Snowflake Lights
- 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

Early 2015 BID-Subsidized Co-op Advertising

(The annual slate of BID-subsidized cooperative ads will be available in early March.)

Overture Subscription Brochure – BID subsidized co-op advertising – deadline Feb. 20

The annual Overture Center for the Arts Subscription Brochure is published each spring with the season's offering for Broadway and other series subscriptions. It is a glossy, color, digest-size, professionally produced program. 12,000 will be mailed to Overture core audience in March; an additional 13,000 will be distributed in the Overture Center Lobby and by BID Ambassadors at the Downtown Visitor Center, Info Booth and other events. This BID-subsidized co-op is for quarter-page color ad, Downtown Madison section. Contact: Courtney Neckar, 608-712-0194, cneckar@footlights.com.
[Info Sheet](#) with pricing.

Isthmus Dining Magazine – deadline Feb. 25

The Isthmus Dining Magazine is annual guide to local dining and will be published March 26. Glossy, full color, promoted across media, print run includes distribution in the paper plus 10,000 extra for hotels, hospitality industry, BID Ambassadors at Downtown Visitor Center, Info Booth. The BID-subsidized cooperative ad opportunity is for equivalent of 1/8-p ad (double & triple spaces available) on 2-page downtown dining section.

Deadline Feb. 25. Contact: Your Isthmus representative or Peggy Elath at 251-5627,

pelath@isthmus.com

[Info Sheet and Reservation Form](#)

Badger Family Spring Visit (April) Program – deadline Mar. 6

Don't miss your opportunity to put your business in front of 2,500 highly engaged visitors and UW parents! Coordinated by UW-Madison's Parent Program, the annual [Badger Family Spring Visit](#) event invites families of current UW students to visit any weekend during April to enjoy time on campus, in the community and at special events. They expect to bring 2,500 people to campus during April, 2015 and to hand out 900 programs Welcome Bags to UW families at check-in for their weekend visits. Business participation opportunities include welcoming UW parents with your ad, special offer, or promo

item. [More Info and Sign Up Sheet](#). Deadline: March 6. Contact: Patti Lux-Weber, luxweber@uwmad.wisc.edu, (608) 262-7936

Neighborhood Meeting Feb. 23 re: Proposed Development at 435 W. Gilman/510 University

Monday, Feb. 23, 7:00 pm
Fluno Center, 601 University Ave.

Join Ald. Verveer for this neighborhood meeting about a proposal by Core Campus to construct a 12-story mixed-use building, the Hub at Madison II, at 435 W. Gilman Street/510 University Avenue. The site currently contains an apartment building and large parking lot. The existing building at 435 W. Gilman Street, formerly home to Laundry 101 and currently the Hub leasing office, would be demolished. Tentatively, the proposal would include 278 apartments, 9,388 square feet of retail space on University Avenue, 163 structure parking stalls, 415 bike parking stalls and 47 moped stalls.

Aldersperson Mike Verveer
Madison Common Council
Fourth District
Cell: (608) 576-4355
Home: (608) 255-6498
Office: (608) 266-4071
mverveer@cityofmadison.com

New State St./Capitol Square Neighborhood Officer

Please join BID in welcoming **Jessica McLay** as the new State St./Capitol Square Neighborhood Officer. (Former Neighborhood Officer Jeff Pharo was promoted to detective.) Officer McLay's role will be to work as a liaison between the public and the police officers of the City of Madison Police Department. She plans on being out on foot in the community as often as possible and performing high visibility patrol. Please see Officer's McLay's **Introduction Letter** (link below) for her contact information, and how businesses can work with her to help address crime, city ordinance violations, and quality of life issues. [Officer McLay Introduction Letter](#). Welcome, Officer McLay!

Downtown Ambassadors Working for You People helped YTD (As of 2/15/15) – 2,144

Despite the cold weather the Ambassadors were still quite busy last weekend.

- At the Madison Winter Festival info table at the Wisconsin Historical Museum Ambassadors assisted more than 100 people with Downtown and event related questions.
- At the WPT Garden Expo at the Alliant Energy Center Expo Hall Ambassadors accumulated 1,242 contacts while distributing many Downtown Map & Guides and other downtown related brochures.

We look forward to another busy weekend with the opening of the WIAA tournaments as well as the first Your UW Days event of the year!

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 2/16**
 - Madison Welcomes Wisconsin School Counselor's Association Conference (Feb 17-19)
 - WIAA Winter Sports Championships 2015
- **Week of 2/23**
 - 2015 WAPC State Cheerleading Championships & Badger Cheerleading Championships
 - 2015 Dairy Aire Gymnastics Invitational
 - 2015 Wisconsin State HS Bowling Championships

Visitor Center Winter/Spring Hours, January 2, 2015 – May 1, 2015

Mon-Wed 11:00am-2:00pm
Thu-Sun 11:00am-5:00pm

Visitor Center Extended Hours and Special Event Tables:

- Info Table and Tour for Your UW Days events, Feb. 20, Mar. 27, Apr. 11

The Downtown Madison Map & Guide

2014-15 Distribution YTD (Beginning 4/21/14): 135,225

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](#).

Winter Displays – BID Funded Planter Tubs and Snowflake Lights

The winter displays in BID funded planters will remain until early April, at which time prep for installation of the spring pansies will begin. In addition, the BID LED Snowflake Lights will be removed from area light poles as soon as Mall Maintenance is able. Our thanks to Mall Maintenance for helping BID make downtown look festive for the winter holidays!

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@chorus.net

2015 Upcoming Meetings (Wednesdays, 2:00 pm, Tutto Pasta, 305 State St.)

MARCH 11 (board meeting)

MAY 13 (general membership & board meeting)

JULY 8 (board meeting)

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.

- 2/24/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - New Social Media Trends
- 2/24/15, 1-2:30pm: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Sessions](#)
- 3/3/15, Noon-1pm: SMALL BUSINESS – [Smart Selling - Using a Sales Pipeline Tool to Boost your Sales](#)
- 3/10/15, [8:30am-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS – Positive Mindset Techniques for Business Leaders with Nancy Depcik
- 3/10/15, 9:30am-11am: SMALL BUSINESS – [Laser Business Coaching Session with Nancy Turngren](#)
- 3/10/15, 5:30pm-7pm: SMALL BUSINESS – [WordPress 101](#)
- 3/17/15, 9am – 11am: SMALL BUSINESS – [Strengthfinders Workshop with Megan Watt](#)
- 3/17/15, noon-1pm: SMALL BUSINESS – [Amplify Your Brand](#)

- Thursdays 3/19/15 – 4/23/15 (no meeting on 4/2/15), [Noon-1pm](#) and [1pm-2pm](#): ENTREPRENEUR BOOK CLUB – Launch – An Internet Millionaire’s Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams By Jeff Walker
- 3/24/15, [8:30am-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS –Converting Your Social Media Network into Real Business with Laura Gallagher
- 3/24/15, 1pm-2:30pm: SMALL BUSINESS – [Laser Business Coaching Session with AJ Sue](#)

Downtown Events, Dates, Meetings:

(special events, major programs with general downtown impact)

[Late Winter Farmers Market](#), Madison Senior Center, Saturdays, Jan. 3-April 11

[UW Athletics Composite Schedule](#) (basketball, hockey, etc.)

[Madison Hotel Week](#), Feb. 13-23

[International Festival](#), Overture Center, Feb. 21

[Madison Cocktail Week](#), Feb. 25 – March 1

[WIAA State Tournaments](#) (Welcome flyers from GMCVB)

Boys Swimming & Diving, February 20-21, UW-Madison – Natatorium – Madison

Individual Wrestling, February 26-28, UW-Madison – Kohl Center – Madison

Boys Hockey, March 5-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Girls Hockey, March 6-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Team Wrestling, March 6-7, UW-Madison – Field House – Madison

Boys Basketball, March 19-21, UW-Madison – Kohl Center – Madison

[The Book of Mormon](#), Overture Center, March 10-15

[Shamrock Shuffle](#), March 15, 10am, State Street

[St. Patrick’s Day Parade](#), March 15, 1:30pm, Capitol Square

[UW Spring Break](#), Mar. 28 – Apr. 5

[Badger Family Spring Visit](#), April

[Wisconsin Film Festival](#), April 9-16

[UW Varsity Band Concert](#), Kohl Center, April 16-18

[UW Badgers Spring Football Game](#), April 25

[Crazylegs Classic Run/Walk](#), April 25

Monona Terrace Conferences & Conventions:

- 2015 WSCA Annual Conference, WI School Counselor Association, Feb 17-19, 1100ppl (GMCVB Welcome Flyer)

- 2015 Wetland Science Conference, Feb 24-26, 250ppl

- AYSO Expo Madison, American Youth Soccer Organization, Feb 26-Mar 1, 200ppl

- 2015 Dairy-Aire Gymnastics Invitational, Gymfinity Children’s Activity Center, Feb 27-Mar 1, 1000ppl (GMCVB Welcome Flyer)

- Business Day in Madison, WMC Foundation, Mar 4, 1000ppl

- Cincinnati Insurance Company Wisconsin 2015 Sales Meeting, Mar 5, 300ppl

- TASC 2015 Annual Meeting, Total Administrative Services Corporation, Mar 10-13, 410ppl

- Ag Day at the Capitol, WI Farm Bureau Federation, Mar 11, 500ppl

- WYSA 2015 Annual Meeting, WI Youth Soccer Association, Mar 13-14, 250ppl

- Mary Kay Career Conference 2015, Mar 19-21, 2000ppl

Other conferences/conventions with Welcome Flyers from GMCVB:

WACPC State Cheerleading Championships & Badger Cheerleading Championships 2/27-3/1, Alliant Energy Center, 1,000 ppl
Wisconsin State High School Bowling, Boul-A-Vard Lanes, 3/6-3/6, 900 ppl

[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