



Madison's Central Business Improvement District (BID)
Update, February 5

Today's Topics:

Early 2015 BID-Subsidized Co-op Advertising:

-Overture Subscription Brochure – deadline Feb. 20

-Isthmus Dining Magazine – deadline Feb. 25

Madison Winter Festival Feb. 14-15

Downtown Public Restroom Cmte public input meeting Feb. 16th

Downtown Ambassadors Working for You

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-Downtown Map & Guide

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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](#)

Madison Winter Festival Feb. 14-15

The Madison Winter Festival will take place in the Capitol Square area the weekend of Feb. 14-15. Ninety truckloads of snow will transform the Square into a venue for winter sports and family oriented activities. BID and GSSBA are partnering with the event to bring an ice sculptor as an added attraction. BID Ambassadors will staff a Downtown Information table at the Wisconsin Historical Museum (30 W. Mifflin St.) Sat.-Sun. Feb. 14-15 from 11:00am-3:00pm in the lobby, where the public can drop in to warm up with hot chocolate and explore four floors of exhibits. In addition, the Downtown Visitor Center (452 State St.) will be open Saturday and Sunday, 11am-5pm. [Informational Letter](#) with Winter Festival street closures, schedules, and contacts.

Downtown Public Restroom Cmte public input meeting Feb. 16th

The City's Ad Hoc Downtown Public Restroom Committee will host a second public input meeting:

Monday, February 16th, 2:00 pm
Central Library, Room 301
201 W Mifflin St

(The meeting will be similar to the Jan. 20th meeting if you attended that one.) In 2013 the City of Madison began investigating the potential for a public restroom facility in the downtown area. As part of this effort, the City's Ad Hoc Downtown Public Restroom Committee is holding a meeting to gather input from area residents and businesses. At this meeting, the process, research, and initial findings will be presented for discussion and input. If you have questions or comments but are unable to attend the meeting, please contact Sarah Lerner at (608) 261-4281 or at slerner@cityofmadison.com.

Downtown Ambassadors Working for You People helped YTD (As of 1/31/15) – 653

Thanks to some decent weather (for winter at least), expanded hours this winter, and a good start to the return of the UW crowd Ambassadors have assisted 653 people in January, which is a record for the month of January since opening the Visitor Center. We look forward to volume picking up as Ambassadors continue preparing for the WPT Garden Expo, Madison Winter Festival, WIAA Tournaments, and Your UW Days events in February.

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 2/2**
 - Madison Welcomes Wizard World Comic Con (Feb 6-8)
 - Madison Welcomes USA Climbing 2015 (Feb 6-15)
- **Week of 2/16**
 - Madison Welcomes Wisconsin School Counselor's Association Conference (Feb 17-19)
 - WIAA Winter Sports Championships 2015
 - 2015 WAPC State Cheerleading Championships & Badger Cheerleading Championships
 - 2015 Dairy Aire Gymnastics Invitational

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 at the WPT Garden Expo at Alliant Energy Center Expo Hall, Feb 13-15
- Info Table at Wisconsin Historical Museum during the Madison Winter Festival, Feb 14-15
- 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): 129,600

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

Downtown Madison is starting to look festive and very welcoming as the winter displays in BID funded planters have been installed. In addition, the BID LED Snowflake Lights have also been installed onto area light poles which will remain until after the Madison Winter Festival in February. 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 Meeting Schedule (2:00 pm, Tutto Pasta, 305 State St.,

JAN. 14 (general membership & board meeting)

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.

- 2/10/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - Step-by-Step Marketing with Pop-Dot Marketing
- 2/10/15, 9:30-11am: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Session](#)
- 2/17/15, 8:30-9:45am: SMALL BUSINESS WORKSHOP - [Women's Business Breakfast](#) - Learning to Play to Your Strengths & the Strengths of Others with Megan Watt
- 2/17/15, Noon-1pm: SMALL BUSINESS WORKSHOP - [Entrepreneur Resource Showcase with Regus and WWE](#)
- 2/17/15, 1-2pm: SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law and Entrepreneurship Clinic](#)
- 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](#)

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 Opera, [Sweeney Todd](#), Overture Center, Feb. 6-8

[WPT Garden Expo](#), Feb.13-15, Alliant Energy Center (BID Downtown Ambassador Info Table)

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

[Madison Winter Festival](#), Feb. 14-15

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

[WIAA State Tournaments](#)

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

Monona Terrace Conferences & Conventions:

- 2015 American Bouldering Series National Championships, USA Climbing, Jan 30-Feb 16, 1500ppl
- WEDA 2015 Governor's Conference on Economic Development, Feb 11-13, 400ppl
- 2015 WSCA Annual Conference, WI School Counselor Association, Feb 17-19, 1100ppl
- 2015 Wetland Science Conference, Feb 24-26, 250ppl
- American Youth Soccer Organization (AYSO) Section 6 Meeting, Feb 26-Mar 1, 200ppl
- 2015 Gymfinity Invitational, Gymfinity Children's Activity Center, Feb 27-Mar 1, 1000ppl
- Business Day in Madison, WMC Foundation, Mar 4, 1000ppl
- Cincinnati Insurance Company Wisconsin 2015 Sales Meeting, Mar 5, 300ppl

Other:

Wizard World, Wizard World Comic Con, Alliant Energy Center of Dane County, Feb. 6-8, 10,000 attendees

[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

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