



**Madison's Central Business Improvement District (BID)**  
Update, January 8

**Happy New Year!**

**Today's Topics:**

**GMCVB Official Visitors Guide Spring/Summer 2015 – ad deadline Jan. 9**

**2015-16 BID Downtown Madison Map & Guide – ad deadline Jan. 23**

**Map & Guide – confirm/update your business listing**

**Downtown Ambassadors Working for You**

**-Downtown Map & Guide**

**-Downtown Gift Certificates**

**Winter Displays – BID Funded Planter Tubs and Snowflake Lights**

**Snow Removal Reminders from the City**

**MPower Public Showcase on January 23rd**

**Car Sharing Public Meeting Jan. 28**

**Greater State Street Business Association (GSSBA)**

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

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

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**GMCVB Official Visitors Guide Spring/Summer 2015 – ad deadline Jan. 9**

This magazine-style official Visitors Guide to the greater Madison area is published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). BID subsidizes a cooperative advertising opportunity on downtown pages within the Guide. Distribution: 125,000 Spring/Summer, 100,000 Fall/Winter. Spring/Summer and two-issue deadline: January 9, 2015. [Info and Reservation Sheet](#). Contact Louise Andraski, Nei-Turner Media Group, [louisea@merr.com](mailto:louisea@merr.com), 608.873.8734 direct

**2015-16 BID Downtown Madison Map & Guide – ad deadline Jan. 23**

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

Reach 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, 2015, and ads will be invoiced in spring 2015. [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 23, 2015

**Confirm your listing in the Downtown Map & Guide**

BID Businesses - Individualized forms to confirm or update your map business listing were sent out in late December. Please check your mail, and take a moment to review your map listing and provide updates if needed. Please reply to this email if you did not receive a map listing confirmation form. The initial deadline is Jan. 23; we can continue to edit for new businesses through February. We look forward to hearing from you!

**Downtown Ambassadors Working for You**  
**People helped YTD (As of 12/31/14) – 48,448**

The Ambassadors had an Amazing 2014 having broken the overall record for number of people helped. This was seen across the board with the Visitor Center, Info Booth, and Special Events all being

very busy this year. The cold weather doesn't mean we're done yet though! The Ambassadors will continue to be available at the Downtown Visitor Center throughout the rest of winter, as well as begin preparing for the WPT Garden Expo, Madison Winter Festival, WIAA Tournaments, and Your UW Days events in February.

### **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): 125,775**

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. In 2013 sales exceeded \$85,000, breaking the 2012 record of \$79,700.

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](#).

### **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!

### **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>

### **MPower Public Showcase on January 23<sup>rd</sup>**

Join Sustain Dane's 2014 cohort of MPower Business Champions to get a first-hand look at their individual and collective successes! Learn from this year's Champions about how MPower, a proven model of sustainability success, continues to help businesses and schools move toward a more sustainable future, making the Madison Region a national model for sustainability and sustainability innovation. This event is free and open to the public. RSVP required.

Friday, January 23, 7:30-9:30am, Monona Terrace. [Info and Register Here](#)

### **Car Sharing Public Meeting Jan. 28**

The City of Madison Parking Utility will be holding a public meeting to explore the potential for expanding car-sharing in Madison. Representatives from car-sharing companies will make short presentations, with a question and answer session to follow. The meeting will be held at 5:00 PM on Wednesday, January 28, 2015 in Room 260 of the Madison Municipal Building, 215 Martin Luther King Jr. Blvd., Madison, WI

53703. Members of the public, neighborhood organizations, local businesses, and interested parties are encouraged to attend. Further info: Bill Putnam, P.E., Interim Parking Operations Manager, (608) 266-4761, [traffic@cityofmadison.com](mailto:traffic@cityofmadison.com)

### **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@chorus.net](mailto: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. January business events below, see their [calendar](#) for more events.

- 1/13/15, 8:30-9:30am and Noon-1pm: SMALL BUSINESS - Dropping the Ball - Strategic Disengagement that Grows your Bottom Line with Dana Zurbuchen; [8:30-9:30am](#) and [Noon-1pm](#)
- 1/13/15, 9:30-11am: SMALL BUSINESS - [Laser Business Coaching Sessions with Nancy Turngren](#),
- 1/13/15, 6-7:30pm: SMALL BUSINESS - [Open Brainstorm Session Facilitated by 100 State](#)
- Thursdays from 1/15/15 – 2/19/15 (no meeting on 2/5), Noon-1pm and 1-2pm: ENTREPRENEUR BOOK CLUB - The Power of Habit - Why We Do What We Do In Life and Business by Charles Duhigg; [Noon-1pm](#) and [1-2pm](#) from January 15-February 19th (no meeting on 2/5)
- 1/20/15, 8:30-9:30am and Noon-1pm: SMALL BUSINESS - Classic Networking Mistakes and Timeless Remedies with Andy Voeltner; [8:30-9:30am](#) and [Noon-1pm](#)
- 1/21/15, 11:30am-1pm: [LEARNING LAB - Career Resource Open House](#)
- 1/27/15, 8:30-9:30am and Noon-1pm: SMALL BUSINESS - Build Your Company and Career with the Power of LinkedIn with Wayne Breitbarth; [8:30-9:30am](#) and [Noon-1pm](#)
- 1/27/15, 1-2:30pm: SMALL BUSINESS - [Laser Business Coaching Sessions 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.)

[Isthmus Wisconsin Bluegrass Fest](#), Majestic, Jan. 9

[Isthmus Wisconsin Folk Fest](#), Majestic, Jan. 10

[I Love Lucy](#), Overture Center, Jan. 6-11

[Madison Restaurant Week](#), Jan. 18-23

Martin Luther King Jr. Day - Jan. 19

UW classes begin, January 20

[Folk Ball Festival](#), Memorial Union, Jan. 23-25

[Frostiball 2015](#), Overture Center, Jan. 31

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

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

**Monona Terrace Conferences & Conventions:**

- Dairy Business Association 2015 Dairy Strong, Jan 13-15, 600ppl
- The Wisconsin Credit Union League 2015 State GAC, Jan 20-21, 225ppl
- 2015 American Bouldering Series National Championships, USA Climbing, Jan 30-Feb 16, 1500ppl

[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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