



Madison's Central Business Improvement District (BID)
Update, May 21

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[Madison Marathon](#) spring events May 23-24

Sat. May 23: Kid's Race around the Capitol Square, 6:30pm. Twilight 5k 8:00pm, Twilight 10k; 8:10 pm.

Sun. May 24: Half Marathon Run/Walk, 7:00 am

Street Closure & Parking removed:

Sa, 5/23, 7am – Su, 5/24, 2pm: 100 Wisconsin Ave.

Sa, 5/23, 2:30pm - Su, 5/24, 2pm: Capitol Square and 100 MLK (parking restriction begins Saturday morning)

Sa, 5/23, 7am – Su, 5/24, 2pm - Parking Removed 200 MLK

Routes will include rolling road closures with Madison Police Department control as necessary to allow runners to pass through intersections safely.

Twilight 10k Sat. evening (8:00 pm to about 9:30), there will be brief police-controlled street closures for cross streets as the runners come through. They will start on the Square and go down Wisconsin, which will be closed for about the first 10-15 minutes, then opened immediately after the last runner goes through. Return route to the Square includes Dayton to Henry to State.

[10K info/map](#)

Half Marathon Run/Walk Sunday morning (starts 7:00am). Intersections will be police controlled and traffic will be allowed to cross when there are gaps.

[Half Marathon info/map](#)

If a local establishment experiences a problem during the event (equipment obstruction, etc), please contact Erin Dougherty, erin@madisonfestivals.com, 920-420-7137 or Ryan Richards, 608-209-6958.

Cars on State (June 6). Event volunteers needed, Goodie Bag item delivery deadline May 27

The Cars on State Classic Car Show (www.carsonstate.com) returns to State St. Saturday, June 6, 10 am to 3 pm. More than 100 classic cars and trucks will be on display on State Street from the State Capitol to the UW campus. The event is presented by the Greater State Street Business Association (GSSBA) with support from BID

Event Volunteers Needed: GSSBA is looking for volunteers to help with set up and take down for Cars on State on Sat. June 6 at 9am to 10am and between 3pm and 4pm. If you can help please contact Don Beauchamp of University Book Store, dbeauchamp@uwbookstore.com or 608-446-3996.

Goodie Bags: For those who signed up to provide items for the Car Owner Goodie Bags, please bring your items by May 27 to Triangle Market, 302 State St., Attn: Cas Salas/Cars on State. If you need items picked up, contact Don Beauchamp, dbeauchamp@uwbookstore.com or 608-446-3996.

Event logistics [Info Sheet](#) for State St. area businesses:

Note: Delivery or moving vehicles will not be allowed onto State St. on Sat. June 6 from 7:00 AM to 4:00 PM.

Please notify vendors to deliver/load before or after those times, or use side streets.

[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:

Capital Times Outdoor Dining ad series (June 3 through Aug. 19) Deadline: May 22

Greater Madison Visitors Guide – Fall/Winter (+ opportunity to sign up for Spring/Summer next yr.) Deadline: July 10

Isthmus Annual Manual (August) Deadline: July 22

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

GSSBA Membership and Maxwell Street Days Vendor Application – discounted sign up before June 17

The Maxwell Street Days Summer Sidewalk Sale is July 17-19. This annual State Street event attracts 30,000 people downtown for shopping and dining. The Greater State Street Business Association (GSSBA) presents on Maxwell Street Days with support from BID.

GSSBA gets a daytime “exclusive use permit” for State Street for Maxwell Street Days. Only those with Maxwell vending permits can vend outside or have an outdoor cafe on State Street July 17-19 during Maxwell Street Days hours (Friday-Saturday 8am to 6pm, and Sunday 10am to 5pm). “Exclusive use” supersedes other permits (outdoor cafes, sidewalk vending). Only GSSBA members can apply for Maxwell Street Days vending permits. 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. Even if you are not going to vend outside during Maxwell Street Days, you are encouraged to join GSSBA if the event benefits your business. Your membership helps fund the marketing and promotion that brings people downtown and to your business during the event.

Find the GSSBA Membership and Maxwell Street Days vendor application form, and Vendor Guidelines, at www.maxwellstreetdays.org (Discounted registration before June 17th. Final sign up deadline July 10)

Maxwell St. Days questions? Contact: John Hutchinson, Fontana Sports, (608) 239-2093, jhutch@fontanasports.com

GSSBA Maxwell Street Days Group Ads

For Greater State Street Association (GSSBA) member businesses/Maxwell Street Days vendors.
Isthmus Group Ad (Renewal deadline June 19; new advertiser deadline July 2)
Wisconsin State Journal Group Ad (Deadline July 10)
Information at www.maxwellstreetdays.org

Dane Buy Local Independents Week (June 26-July 6)

Dane Buy Local will do a marketing campaign with a call to action to consumers to support local business of all kinds during this week. Independents Week is part of a larger national campaign from AMIBA.net. Independent local businesses and organizations can sign up to put their event or special offer on the Dane Buy Local website. You do NOT need to be DBL member to participate! How to sign up? Go to DaneBuyLocal.com. Click on the Independents Week Logo. Click on "SIGN UP". Follow instructions. Questions? Contact Colin Murray at Dane Buy Local, colin@danebuylocal.com, (608) 729-7346.

Downtown Ambassadors Working for You People helped YTD (As of 5/18/15) – 8,413

The various Graduation ceremonies seemed to bring many people downtown as Ambassadors assisted more than 400 people with downtown related shopping, dining, and entertainment suggestions during the weekend. Memorial Day is approaching quickly which means Ambassadors are gearing up for a higher volume of visitors as the summer progresses into our busy season.

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 5/19 & 5/26**
 - Lunchtime Live (Via Downtown Madison Inc.)
 - Maxwell Street Days (Via GSSBA)

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 hours for the City of Madison Parks Moonlight Movie in Peace Park, Friday, May 29th.

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 63,900

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 spring pansies will remain in the BID funded planter tubs until mid-June, at which point preparation will begin for the summer plantings which are generously supported by Olbrich Gardens. 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.

Ride the Drive- Downtown – June 7 – Road closures & logistics

The City of Madison / Parks Division will hold [Ride the Drive](#) on Sunday, June 7, from 10 am to 3 pm. On Sunday, June 7, streets on the route close at 8:30 am and open at 3:00 pm. There will be no street parking along the route (meters will be bagged Saturday June 6 indicating no parking on Sunday June 7). All city parking garages will remain open.

[Info Sheet](#) with Parks contact

[Map](#) showing road closures, traffic crossings

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: Will start on corner of N. Pinckney and E. Washington, and work back (downhill) on N. Pinckney towards E. Mifflin/N. Hamilton intersection.

Construction Updates

City Sidewalk Repairs on State St.

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs, July 20 - August 13. They would 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. There was an info meeting April 28, and will be notification from the city before starting. City project manager: Jim Wolfe, jwolfe@cityofmadison.com, (608) 266-4099

Tree Replacement

The city will be removing/replanting a number of dead street trees in the State St./Capitol Square area April-June. They will try to schedule work first thing in the morning to avoid sidewalk cafes, pedestrians, and road traffic. There may be some short term sidewalk closure when the contractors or city staff are digging at a site. Sites in Henry/Gorham area will also involve grate rebuilds tentatively starting June 8th or soon after. See [here](#) for more information plus list of sites in the BID.

[East Johnson \(at Pinckney\) Lane Closures Starting May 18](#)

[Closure 800 block Langdon St.](#), May 26 – October.

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.)

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.

- 5/21/15, 6:30pm-7:30pm, DREAM BIG - [Transforming Your Passion into the Business of Your Dreams with Mel Charbonneau](#)
- 5/26/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Evergreen Marketing](#) – The Art of Recycling, Reusing and Repurposing Your Visual
- 5/26/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Create High- Converting Website Landing Pages with Keith Gilmore](#)
- 5/27/15, 11am-1pm, CAREER DEVELOPMENT - [Using DISC to Improve Your Relationships with Tracie Fountain](#)
- 5/28/15, 6:15pm-7:15pm, DREAM BIG - [Bloom Where You are Planted with Annemarie Maitri](#) (DREAMER of the MONTH)

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

[Madison Marathon](#) (Twilight 10K & Half Marathon), May 23-24

[Dirty Dancing](#), Overture Center, May 26 -31

[Thrifty Thursday on State](#), May 28

[Madison Parks Moonlight Movie](#), Peace Park, May 29

[Cars on State](#), June 6

[Ride the Drive-Downtown](#), June 7

[Safety Saturday on the Square](#), June 13

[Lunchtime Live](#), Tuesdays, June 16-August 4

[WCO Concerts on the Square](#), Wednesdays, June 24-July 29

[Majestic Live on King Street](#), first concert June 26

[Shake the Lake](#), June 27

[Art Fair on the Square](#), July 11-12

[Maxwell Street Days Summer Sidewalk](#) Sale (State Street), July 17-19

[Isthmus Paddle & Portage](#), July 18

Monona Terrace Conferences & Conventions:

- 2015 Spring Madison Half Marathon and Twilight 10K, Madison Festivals Inc, May 22-23, 4500ppl
- Power Line Systems Advanced Training and Users Group Meeting, June 2-4, 370ppl
- IEDC 2015 Economic Future Forum, International Economic Development Council, June 3-9, 250ppl
- 2015 Symposium on Research in Child Language Disorders, June 4-6, 200ppl
- WIDA Conference, WIDA Consortium, June 8-11, 400ppl

- Fairway Independent Mortgage Annual Meeting and Processing Summit, June 11-13, 300pp
- Quality Educator Convention, Association of WI School Administrators (AWSA), June 17-19, 450pp

[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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