



**Madison's Central Business Improvement District (BID)**  
Update, Oct. 1

**Halloween Freakfest Business Info Meeting Oct. 6**  
**Inn on the Park Renovation Construction Info Meeting Oct. 6**  
**Downtown Family Halloween - Trick or Treat location sign up (by Oct. 6)**  
**Holiday Trolley Welcome Bags – Provide Items – Sign up by Oct. 16**  
**Downtown Holiday Open House (Nov. 27-28) – Sign Up by Oct. 16**  
**BID-Subsidized Cooperative Advertising 2015 – Holiday Deadlines ad coming up**  
**Madison Marathon Virtual Race Bag – deadline Nov. 5**  
**Downtown Ambassadors Working for You**  
- Ambassador Deliveries to BID Businesses  
-Downtown Map & Guide  
-Downtown Gift Certificates  
**Neighborhood Meeting Oct. 8 – Proposed Mifflin St. development**  
**Mall Maintenance Special Charges at DCC Oct. 15 meeting**  
**BID-Funded Plantings**  
**Mall Maintenance Sidewalk Washing Program update**  
**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**

**Halloween Freakfest Business Info Meeting Oct. 6**

Halloween [Freakfest](#) on State Street will be Saturday, Oct. 31, 2015. The whole length of State Street and some adjacent areas will be gated off from the evening of Sat. Oct. 31 to early morning, Sunday, Nov. 1. There will be entertainment stages, and tickets will be sold for admission. Since 2006, this format has dramatically reduced the disorder, property damage and arrests previously associated with Halloween on State St. The BID has coordinated this informational meeting so business and property owners can get information and ask questions. Attendance is strongly encouraged for business and property owners in the greater State Street area.

Meeting Date: Tuesday, October 6, 2015

Time: 3:00 pm

Location: Central Library Community Rm. 302, 201 W. Mifflin St. 3<sup>rd</sup> floor

Presenters: Mayor's Office, Central Madison Police District, Madison Parks, Frank Productions

Overview of: Freakfest logistics (fencing, parking, traffic, access, timing), entertainment, publicity, public ticketing, ticketing/access for property and business owners, employees, tenants, and residents within the gated area, with Question & Answer.

**Inn on the Park Renovation Construction Info Meeting Oct. 6**

Informational meeting to learn about the upcoming renovation of the Best Western Plus Inn on the Park and as questions about the project.

Tues., Oct. 6, 4:00pm

Location: Best Western Plus Inn on the Park, Top of the Park, 8<sup>th</sup> floor, 22 S. Carroll St.

Questions: Contact Sue Springman, (608) 229-5901, [sue@mullinsgroup.com](mailto:sue@mullinsgroup.com)

**Downtown Family Halloween Trick or Treat location sign up (deadline Oct. 6)**

The [Downtown Madison Family Halloween](#) is Wed., Oct. 28, 3:00 - 6:00 pm on State Street and the Capitol Square. This afternoon of free and low-cost family fun, shows, hayrides, activities, crafts, and trick or treating has become a Madison tradition. An estimated 1,500 families participated in 2014. BID

member businesses - Sign up to be a Trick or Treat location and generate goodwill and visibility for your business with families and children! (Participating businesses and treats should be appropriate for children 12 & under.) [More Info and Online Sign Up](#)

### **Holiday Trolley Welcome Bags – Provide Items – Sign up by Oct. 16**

Madison's Central BID will offer a free Holiday Shopping Trolley for the Holiday Open House on Fri.-Sat. November 28-29, and on Saturdays Dec. 5, 12 and 19, from 10:00am to 4:00pm. The trolley travels around the Capitol Square and up and down State Street stopping at bus stops. Our friendly Downtown Ambassadors will staff the trolley, handing out Welcome Bags filled with your promotional items. Providing promo items, coupons or brochures for the welcome bags is a great way to drive downtown shoppers into your business or organization. Businesses have the option to participate with as few as 100 items, or as many as 1,200. Sign Up by Oct. 16 (items collected in November). [More Info and Business Sign Up](#)

### **Downtown Holiday Open House (Nov. 27-28) – Sign up by Oct. 16**

The [Downtown Holiday Open House](#), Fri.-Sat., November 27-28, 9:30 am - 4 pm (Fri.-Sat. after Thanksgiving). This shopping, dining and family event is an alternative to the shopping mall and big-box "door busters." It features free family performances and activities with cultural partners, trolley rides & welcome bags, – and YOUR BUSINESS - special offers, discounts, events, and refreshments at participating merchants. Sign up to participate, jump-start holiday sales, and draw customers into your business. Open to BID and GSSBA businesses, no cost to participate. [More Info and Business Sign Up](#)

### **[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:

MMoCA Holiday Art Fair Program [Info Sheet](#) (see "for BID) Deadline: Oct. 2 Contact: Annik Dupaty, 608.257.0158 x229, [annik@mmoca.org](mailto:annik@mmoca.org)

Madison Magazine –Dec. Issue holiday co-op Deadline: Oct. 13 Contact: Your Madison Magazine rep or Brian Trongaard, 608.270.3616, [btrongaard@madisonmagazine.com](mailto:btrongaard@madisonmagazine.com)

Wisconsin State Journal - Holiday Idea Book. Deadline: Oct. 26. Contact: Shane Powell, Capital Newspapers, (608) 252-6239. [spowell@madison.com](mailto:spowell@madison.com)

Isthmus Holiday Co-ops Contact: Your Isthmus representative or Peggy Elath at 251-5627, [pelath@isthmus.com](mailto:pelath@isthmus.com)

- "Giving" Issue (Nov. 19) Holiday Co-op. Deadline: Nov. 4
- BID Holiday Open House Preview Ad (Nov. 25) Deadline: Nov. 8
- Holiday Co ops: December 3 (deadline Nov. 25); December 10 (deadline Dec. 4); December 17 (deadline Dec. 11)

Madison & Vicinity Hotel Book (2016-17) Deadline Nov. 6. Contact: Your Madison Magazine rep or Brian Trongaard, 608.270.3616, [btrongaard@madisonmagazine.com](mailto:btrongaard@madisonmagazine.com)

Wisconsin State Journal Holiday "Retail" co-ops, Nov. 15-Dec. 20 Deadline: Nov. 9 Shane Powell, Capital Newspapers, (608) 252-6239. [spowell@madison.com](mailto:spowell@madison.com)

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

### **Madison Marathon "Virtual Race Bag" Opportunity (Nov. 5)**

[Madison Marathon](#) fall events (Half and Full Marathon) are Nov. 8. They offer a Virtual Race Bag to all participants, in which vendors can create their own placement. Madison Festivals (producing Madison Marathon) has graciously offered a discount to BID businesses at \$50/placement. [Info Sheet](#)  
Contact: Erin Dougherty, Madison Festivals, Inc., [erin@madisonfestivals.com](mailto:erin@madisonfestivals.com), (608) 310-7291 by Nov. 5.

**Downtown Ambassadors Working for You  
People helped YTD (As of 9/28/15) – 32,414**

Even though the summer season is coming to a close, there is still plenty of action to come. Currently Ambassadors are hard at the World Dairy Expo, which will be followed by a number of UW Events and Info tables in October.

**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**

**Visitor Center Summer Hours, Through Saturday, December 26, 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 11, 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:**

- Info table at the World Dairy Expo at the Alliant Energy Center – September 29<sup>th</sup> – October 3<sup>rd</sup>
- Info Table at the UW Parent Program Family Weekend Check-In – October 10<sup>th</sup>
- Info Table at UW Admission's Experience Wisconsin – Wisconsin Institutes for Discovery – October 12<sup>th</sup>
- The Info Booth will re-open Saturday, October 17<sup>th</sup> for UW Homecoming.

**The Downtown Madison Map & Guide**

**2015-16 Distribution (Starting 4/23/15): 100,350**

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](#).

**Neighborhood Meeting Oct. 8 – Proposed Mifflin St. development**

MIFFLIN NEIGHBORHOOD MEETING

Proposed Development at 433 - 437 W. Mifflin Street

Thursday, October 8, 2015 - 7:00 pm

Madison Senior Center - 330 W. Mifflin Street

Please join Ald. Mike Verveer for a neighborhood meeting to discuss the development proposal from Madison Development Corporation (MDC) for 433 - 437 W. Mifflin Street. [More Info . . .](#)

### **Mall Maintenance Special Charges at DCC Oct. 15 meeting**

The annual review and public hearing on the Mall Maintenance special charges for the past year will be at the Downtown Coordinating Committee meeting on Thursday, October 15, 5:30 pm, Rm. 108 of the City County Building, 210 MLK Blvd. See [here](#) for the legislative file which includes the hearing notice, letter to property owners within the service district, and list of charges. See the [Mall Maintenance web page](#) for more information about services.

### **BID Funded Planter Tubs**

The Summer annuals, which are generously supported by Olbrich Gardens, were installed into BID funded planter tubs in June and will remain through October. 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.

### **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.

Sidewalk Cleaning Update Sept. 28-Oct.2: The north side of the 100 block was completed, and approximately 1/3 of the south side of the 100 block will be complete by the end of the week. We started on grease cleanup from the Taste of Madison on Thursday, Oct. 1, and will should complete the Taste cleanup by Friday. We only have one operational powerwasher, so the south side of the 100 block will be put on hold. For next week, we are borrowing Forestry's 500 gallon tank to help out the powerwashing on University Avenue to save us time from refilling our smaller tanks at the shop on Fairchild. University Ave. is quite dirty and gum filled, so I imagine we will be there all week.

Mark Kiesow

Mall Concourse Foreman

(608) 266-6031

### **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.)

NOV. 11 (general membership 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.

- 10/3/15, 10am-3pm, SPECIAL EVENT: [DreamBank Anniversary Party](#)
- 10/6/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [The Power of Pinning with Lauren Felix](#)
- 10/13/15, 8:30-9:30am, SMALL BUSINESS WORKSHOP: #180in120 – [How to Make Your Business Better than Ever in Just 120 Days with Laura Gallagher](#)
- 10/13/15, Noon-1pm, SMALL BUSINESS WORKSHOP: #180in120 – [How to Make Your Business Better than Ever in Just 120 Days with Laura Gallagher](#)
- 10/20/15, 8:30-9:45am, SMALL BUSINESS WORKSHOP: [Women's Business Breakfast – The Art of First Impressions for Positive Impact with Susan Young](#)

- 10/20/15, 11:30am-1pm, SMALL BUSINESS WORKSHOP: [Laser Business Coaching Open House](#):
- 10/27/15, 8:30-9:30am, SMALL BUSINESS WORKSHOP: [Email Marketing: Drive More Business with Better Email Techniques with Dean DeLisle](#)
- 10/27/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Email Marketing: Drive More Business with Better Email Techniques with Dean DeLisle](#)
- 10/28/15, Noon-1:15pm, CAREER DEVELOPMENT: [Always Know What To Wear To Work with Krystle Marks](#)
- 10/29/15, 6:15-7:30pm, DREAM BIG: [What Do I Want to Do When I Grow Up? Secrets to Finding the Job of Your Dreams with Laura Gmeinder](#)

**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

[MMoCA Gallery Night](#), Oct. 2

[NORML Great Midwest Marijuana Harvest Festival](#) – Library Mall/Capitol, Oct.3-4

[Fire Truck Parade](#), Oct. 4

[Badger Home Football Game](#) (vs. Iowa), Oct. 3, 11:00am

[UW Madison Family Weekend](#), Oct. 9-11

Literacy Network [Run for Literacy](#), Oct. 11

[UW Madison Homecoming](#). Parade Fri. Oct. 16; Badger Home Game (vs. Purdue), Sat. Oct. 17, 11:00am

[Wicked](#) (Broadway), Overture Center, Oct. 21-Nov. 1

[Wisconsin Book Festival](#) Oct. 22-25

[Downtown Madison Family Halloween](#), Wed. Oct. 28

Halloween [Freakfest](#) on State St., Oct. 31

[Badger Home Football Game](#) (vs. Rutgers), Oct. 31. TBA

[Madison Marathon](#) (Half and Full Marathon), Nov. 8.

[Winter Art Fair Off the Square](#), Nov 14-15, Monona Terrace

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

[WIAA Football Tournament](#), Nov. 19-20

[Badger Football at home](#) vs. Northwestern, Nov. 21, TBA

[MMoCA Holiday Art Fair](#), Nov. 20-22

Thanksgiving, Nov. 26

[Downtown Holiday Open House](#), Fri.-Sat., Nov. 27-28

[A Madison Symphony Christmas](#), Overture Center, Dec. 4-6

BID Downtown Holiday Trolley, Carolers and More, Saturdays, Dec. 5, 12, & 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)

[UW Winter Commencement](#) Dec. 20

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

- Seminars in Pediatrics, UW Dept of Pediatrics, Oct 1-2, 150ppl
- Glassroots Art Show, Glassroots LLC, Oct 4-7, 1400ppl
- 2015 UWECB Business Best Practices & Emerging Technologies Conference, UW E-Business Institute, Oct 7-8, 625ppl
- Freedom from Religion Foundation Convention, Oct 9-11, 500ppl
- Berry Health Benefits Symposium 2015, Oct 11-15, 200ppl
- APA Upper Midwest Planning Conference, Wisconsin Chapter American Planning Association, Oct 12-13, 400ppl
- 2015 InSession – Wisconsin's Largest Dental Study Club, WI Dental Association, Oct 14-17, 1200ppl
- 2015 Midwest Environmental Education Conference, WI Association for Environmental Education (WAEE), Oct 21-24, 300ppl
- UW 3<sup>rd</sup> Annual Update & Advances in Psychiatry, UW Office of Continuing Professional Development in Medicine and Public Health, Oct 23-24, 250ppl
- 2015 Wisconsin State Music Conference, WI Music Educators Association, Oct 28-30, 1300ppl

[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)

---

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](mailto:mcarbine@visitdowntownmadison.com)  
[www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)  
[www.facebook.com/DowntownMadison](http://www.facebook.com/DowntownMadison)