



Madison's Central Business Improvement District (BID)
Update, Oct. 8

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Freakfest October 31st – Meeting notes

Halloween “Freakfest” on State Street will be Saturday, October 31st 2015. The whole length of State Street and some adjacent areas will be gated off from the evening of Sat. October 31st to early morning, Sunday, Nov. 1st. 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.

[Freakfest Official Site](#)

[Freakfest Meeting Notes](#) with 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.

Inn on the Park Renovation Construction Meeting Notes

Construction on the exterior renovation of the Inn on the Park will start October 18 and last until mid-June 2016. Sidewalk access on the Capitol Square will be provided at all times, but the sidewalk along the hotel on W. Main will be closed for pedestrian safety.

The 100 block of West Main Street will only have periodic daily (approximately 12) road closings, but will reopen every evening.

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:

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

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

Isthmus Holiday Co-ops Contact: Your Isthmus representative or Peggy Elath at 251-5627, 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

Wisconsin State Journal Holiday “Retail” co-ops, Nov. 15-Dec. 20 Deadline: Nov. 9 Shane Powell, Capital Newspapers, (608) 252-6239. 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 (normally \$250). [Info Sheet](#)

Contact: Erin Dougherty, Madison Festivals, Inc., erin@madisonfestivals.com, (608) 310-7291 by Nov. 5.

Downtown Ambassadors Working for You People helped YTD (As of 10/3/15) – 33,782

Ambassadors are feeling a little nostalgic as the summer season comes to a close at the end of this week. The Info Booth will end regular hours on Sunday, October 11th, then re-open for UW Homecoming on Saturday, October 17th. In total Ambassadors assisted more than 10,000 people at the Info Booth this summer, nearly 25% of the total people we are on pace to assist in 2015!

The Ambassadors also staffed an info table at the World Dairy Expo last week and weekend where they assisted more than 1,100 attendees with downtown shopping, dining, and entertainment suggestions. World Dairy Expo expects attendance for 2016 to exceed 100,000 for their 50th anniversary!

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 10/5**
 - UW Homecoming Flyers!
 - Wisconsin Book Festival
 - WDA Conference Welcome Flyer

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 UW Parent Program Family Weekend Check-In – October 10th
- Info Table at UW Admission's Experience Wisconsin – Wisconsin Institutes for Discovery – October 12th
- The Info Booth will re-open Saturday, October 17th for UW Homecoming.

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 101,925

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](#).

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 and Snowflake Lights

Mall Maintenance will remove the Summer Annuals from the BID funded planters by the end of October as well as remove a handful of planters to allow access for their snow removal equipment. The winter displays will be installed the week of November 9th and remain until spring.

The BID Funded Snowflake Lights will be installed the week of November 16th. We would like to send a special thank you to Madison Gas & Electric and the Greater State Street Business Association (GSSBA) for their generous assistance in upgrading the snowflake light fixtures. This year the lights will feature new bulbs that emit a nicer, warmer light, as well as refurbished plugs. 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 Oct. 3rd – 9th: this week crews have started on University Avenue power washing from Frances St. and working towards Lake St. There is a significant amount of gum, so it is rather slow going. When University Ave. is busy with pedestrians, crews move to the 100 block of State, currently on the south side of the street. The 100 block should be finished by the end of the week. Next week crews will be working on University Avenue and the north side of the 200 block of State St.

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

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.)
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.

- 10/13/15, 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](#)
- 11/3/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Building Strengths-Based Teams with Megan Watt](#)
- 11/3/15 – 12/8/15, 1:30pm-2:30pm, ENTREPRENEUR BOOK CLUB: [Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life By Michael Port](#)
- 11/3/15 – 12/8/15, 2:30pm-3:30pm, ENTREPRENEUR BOOK CLUB: [Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life By Michael Port](#)
- 11/4/15, 11:30am-1pm, LEARNING LAB: [Career Resource Open House](#)
- 11/9/15, 5pm-7:30pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 11/10/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP: [Create Your Ideal Customer Avatar with Kay-Tee Franke](#)
- 11/10/15, Noon-1:15pm, SMALL BUSINESS WORKSHOP: [Getting Started with Video Marketing Today with Don Stanley](#)
- 11/10/15, 1pm-2:30pm, SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law & Entrepreneurship Clinic](#)
- 11/17/15, 9am-11am, SMALL BUSINESS WORKSHOP: [StrengthsFinders Workshop – How To Leverage Your Strengths and Find Your Edge with Megan Watt](#)
- 11/17/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Decoding the Psychology of Sales with Matt Pletzer](#)
- 11/20/15, 11am-2pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 11/24/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP: [The Art of Storytelling with Widen Enterprises](#)

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

[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

[Run Santa Run 5k](#), Saturday, December 5th

[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:

- 2015 UWEBC 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, 250ppl
- 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 (WAE), Oct 21-24, 300ppl
- UW 3rd 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
- 2015 Fall Madison Marathon Expo, Madison Festivals Inc, Nov 6-7, 4500ppl

[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 has accepted a position managing the UW Alumni Park, set to open in 2016. October 6th was Mary's last day with Madison Central BID. In the interim please send any questions to staffer Tim Jenquin (listed above) who will direct all inquiries to the appropriate contact.

*You can also order more maps online (free) at www.visitdowntownmadison.com

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