



Madison's Central Business Improvement District (BID)
Update, Sep. 22*

Halloween Freakfest Business 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 Top of State Events run through September
BID-Subsidized Cooperative Advertising 2015
Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
-Downtown Map & Guide
-Downtown Gift Certificates
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

*(*A bit early as I will be out of the office rest of week.)*

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. 3rd 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.

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 Top of State Events run through September

[Top of State](#) is a mix of weekly summer programs and activities in downtown Madison where State Street meets the Capitol Square, from markets to music, arts and crafts, children's activities, resource fairs and learning opportunities, and pop-up or drop-in events. The programming is design to bring positive activity into the areas, and is supported with funding from the City of Madison and private sector donors via the Madison Parks Foundation, and with the media partnership of Isthmus. Thanks to all who have partnered! Schedule and information is at [top-of-state.com](#).

Upcoming events:

- Ian's Pizza Open Mic with host Tim Coughlin Jr. Tuesday 9/22 and 9/29, 5:00-7:00 pm, 30 on the Square
- Sacerdote (local music), Wed. Sep. 23, 5:00 – 6:30 pm, 30 on the Square
- MadCity Bazaar at Top of State, highlighting Latino Artists., Thurs. Sep. 24, noon-6:00pm, Philosopher's Grove

[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

Madison Magazine –Dec. Issue holiday co-op Deadline: Oct. 13 Contact: Your Madison Magazine representative 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

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

Downtown Ambassadors Working for You People helped YTD (As of 9/21/15) – 31,307

We are now past our busiest part of the year, but there's still plenty of action coming our way. Currently Ambassadors are hard at work preparing for 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. Extra copies of event flyers can also be found at the Downtown Visitor Center (452 State St.) after Ambassadors complete delivery.

- **Week of 9/21 & 9/28**
 - UW Family Weekend Welcome Flyers
 - World Dairy Expo Welcome Flyers
 - Downtown Madison Family Halloween Promotional Flyers
 - WIAA Fall Sports Welcome Flyers
 - Downtown Holiday Open House Sign-Ups
 - Downtown Holiday Trolley Bag Item Sign-Ups

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:

- Info table at the World Dairy Expo at the Alliant Energy Center – September 29th – October 3rd
- 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 Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 96,975

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 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. 14-18: West Washington was completed, a section was missed by Grace church, so the crew had to go back this week and finish the sidewalk. Construction on Carroll St.

made it difficult to powerwash the stretch from W. Washington to the top of State, but most of it has been cleaned. The area by the philosopher stones has had part of it cleaned as well. We plan on cleaning the rest of the area by the philosopher stones and the south side of the 100 block. Taste of Madison grease cleanup has not begun yet due to a powerwasher being down for repair.

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 (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.

- 9/22/15, 8:30am - 9:30am, SMALL BUSINESS WORKSHOP – [The Secrets of 'Dark' Facebook Posts with Josh Feyen](#)
- 9/22/15, Noon – 1:00pm, SMALL BUSINESS WORKSHOP -- [How To Make a Living Public Speaking with Kim & Jason of Escape Adulthood](#)
- 9/23/15, Noon – 1:00pm, CAREER DEVELOPMENT - [Tips for Conducting an Effective Job Search in the 21st Century](#)
- 9/24/15 thru 10/22/15, Noon-1:00pm , ENTREPRENEUR BOOK CLUB: Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy Create a Mass of Raving Fans and Take Any Business to the Next Level By Ryan Levesque. [Noon-1pm](#) or [1pm-2pm](#)
- 9/29/15, Noon – 1:00pm, SMALL BUSINESS WORKSHOP – [How to Create an e-Book from Start To Finish with Spencer Smith](#)

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

[Top of State](#) Summer Event Series

[Badger Home Football Game](#) (vs. Hawai'i), Sep. 26, 7:00 pm

[DMI State of the Downtown](#), Sep. 29

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

[Badger Home Football Game](#) (vs. Iowa), Oct. 3, TBA

[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

Monona Terrace Conferences & Conventions:

- 2015 Leadership Rally & Field Leadership Conference, American Family Mutual Insurance Company, Sept 19-24, 1200ppl
- US-Japan Seminar 2015, UW-Madison Physics Department, Sept 20-24, 100ppl
- The Hartwell Foundation, Sept 28-30, 60ppl
- 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 3rd Annual Update & Advances in Psychiatry, UW Office of Continuing Professional Development in Medicine and Public Health, Oct 23-24, 250ppl

[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

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
www.visitdowntownmadison.com
www.facebook.com/DowntownMadison