



**Madison's Central Business Improvement District (BID)**  
Update, April 30

**Today's Topics:**

**Big Weekend Downtown**

**Make Music Madison (June 21)– Venue Signup Open (deadline May 8)**  
**Madison Marathon “Virtual Race Bag” Opportunity (deadline May 15)**  
**Cars on State Goodie Bags – Provide Coupon or Item (deadline May 20)**  
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**Big Weekend Downtown**

Please note “Downtown Events, Dates & Meetings” below. Capitol Square area folks, please note STRUT! Community Arts Procession Sat. May 2.

**Make Music Madison – Venue Signup Open through May 8**

This annual one-day citywide community music celebration is held on the summer solstice, June 21. Concerts are held in as many public and private spaces throughout the community. 2014 featured 420 concerts at 100 venues including shops, restaurants, galleries and city sidewalks. Hosting musicians or live concerts is easy. Make Music Madison will help potential venues “match make” with musicians. [Info Sheet](#). Deadline May 8. [Sign up here](#).

**Madison Marathon “Virtual Race Bag” Opportunity (deadline May 15)**

Madison Marathon (Twilight 10K & Half Marathon) events are May 23-24. They offer a that we are offering a Virtual Race Bag to all participants, in which vendors can create their own placement. [Info Sheet](#). Madison Festivals (producing Madison Marathon) has graciously offered a discount to BID businesses. Contact: Erin Dougherty, Madison Festivals, Inc., [erin@madisonfestivals.com](mailto:erin@madisonfestivals.com), (608) 310-7291 by May 15.

**Cars on State Goodie Bags – Provide Coupon or Item (deadline May 20)**

BID and GSSBA businesses - Help welcome more than 100 classic car owners for the June 6 [Cars on State Classic Car Show](#). Provide a coupon or promo item for Car Owner Goodie Bags (qty. 100). RSVP to confirm participation by Wed. May 20 to Don Beauchamp of University Book Store, [dbeauchamp@uwbookstore.com](mailto:dbeauchamp@uwbookstore.com) or 608-446-3996. [Info Sheet](#) with more details.

**[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:

Bucky Book 24th Edition (2015-16)      Deadline: May 1

Madison Magazine – Art Fair on the Square Program (July)      Deadline: May 12

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

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

### **Dane Buy Local “Independents Week” meeting May 11**

Dane Buy Local invites locally owned businesses to an information meeting about Independent Week. This is a nationwide event is organized locally by Dane Buy Local and will take place between June 26 - July 6.

Date/Time: May 11, 10:30-11:30

Location: Daisy Café, 2827 Atwood Ave

Please RSVP at: <http://goo.gl/hDtt5G>

### **GSSBA Membership and Maxwell Street Days Vendor Application**

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 will help 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](http://www.maxwellstreetdays.org)

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

### **Downtown Ambassadors Working for You People helped YTD (As of 4/27/15) – 6,460**

The weather wasn't ideal this past week, but Ambassadors still kept busy with Crazylegs and the UW Spring Football this past weekend. Now Ambassadors are getting ready to open the Info Booth and expand to summer hours starting this weekend, Saturday, May 2<sup>nd</sup>.

### **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.

- **Week of 4/27 & 5/4**
  - Cars on State Promotional Flyers (Via GSSBA)
  - Moonlight Movie in Peace Park event flyer (Via City of Madison Parks)

**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 29<sup>th</sup>.

**The Downtown Madison Map & Guide**

**2015-16 Distribution (Starting 4/23/15): 58,500**

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](#).

**BID Funded Planter Tubs**

The spring pansies have been installed into the BID funded planter tubs this past week with finishing touches to be added this week. The pansies will remain until mid-June, at which point preparation will begin for the spring plantings which are generously supported by Olbrich Gardens. 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.

NEXT WEEK: Working on East Mifflin on Capitol Square and on Wisconsin Ave.

**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](mailto: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.

#### [200 Block East Mifflin Street Closure – Monday May 4](#)

An FYI from City Engineering:

Work in the intersection of Pinckney and E. Johnson will start on May 18. There will be some off-peak lane closures on Johnson into June; There will be a couple of weekends where Johnson will only be open to 1 lane from Saturday until 3:30pm on Monday afternoon.

#### **Downtown Bicycle & Moped Parking Study Survey**

The City of Madison and Toole Design Group are conducting a bicycling and moped parking study for downtown Madison. The study is examining existing bicycle and moped parking facilities and use, and will make recommendations about future parking in the area. An [online survey](#) is available until May 15 to provide input on your use and interest in bicycle and moped parking downtown.

#### **Police Communication Survey from Downtown Neighborhood Officer**

[Neighborhood Officer Jessica McLay](#) has put together a brief survey in order to gauge the downtown community's satisfaction with police services, and try to determine what, if anything, MPD can improve upon. Please take a few moments to [take the survey](#).

#### **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)

[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.)

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. Upcoming business events below, see their [calendar](#) for more events.

NOTE: To reserve your spot, please visit the event links below.

- 5/5/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Don't Just Host an Event, Create an Experience with Greg St. Fort](#)
- 5/7/15 thru 6/4/15, [Noon-1pm](#), or [1pm-2pm](#), ENTREPRENEUR BOOK CLUB – The Automatic Customer: Creating a Subscription Business in any industry by John Warrillow
- 5/12/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Buzz Generating Social Media Marketing Strategies](#) with Lauren Felix
- 5/12/15, 6pm-7:30pm, SMALL BUSINESS WORKSHOP - Blogging 101 – [How to Build and Grow a Successful Blog](#)
- 5/19/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Introducing Social Selling for Businesses with Dean DeLisle](#)
- 5/19/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Introducing Social Selling for Businesses with Dean DeLisle](#)
- 5/19/15, 1pm-2:30pm, SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law & Entrepreneurship Clinic](#)
- 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

[Badger Family Spring Visit](#), through May 3

[Mama Mia](#), Overture Center, April 28-May 3

[MMoCA Gallery Night](#), May 1

[Madison Craft Beer Week](#), May 1-10

[STRUT](#), May 2 – Community Arts Procession using sidewalks. Please note: Groups will start gathering on Capitol Square corners at 12:30 pm. The procession will be around the Capitol Square from 2-3pm, using sidewalks (city side).

[Revelry Music & Arts Festival](#), Library Mall, May 2

[Wisconsin Law Enforcement Memorial Parade](#), May 8

Literacy Network [Busking for Books](#), (reschedule to) May 9

[UW Last class day](#) May 8 (Exam week May 10-16)

[University of Wisconsin Spring Commencement](#), May 15-16

[Syttende Mai Run/Walk](#), May 16

[WORT Block Party](#), May 17 (200 block MLK)

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

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

[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

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

[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:**

- 29<sup>th</sup> Annual Pharmacology & Clinical Update, WI Nurses Association, Apr 30-May 2, 400pp
- Brandworks University 2015, Lindsay, Stone & Briggs, May 3-6, 300pp
- ACD Games Day 2015, ACD Distribution, May 6-8, 550pp
- 2015 WiscNet Future Technology Conference, May 11-12, 350pp
- The U.S. Conference of Mayors – Mayor’s Bike Summit 2015, May 14-15, 50pp
- Geological Society North-Central Section Annual Meeting, May 18-20, 450pp
- 2015 Spring Madison Half Marathon and Twilight 10K, Madison Festivals Inc, May 22-23, 4500pp

[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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