



**Madison's Central Business Improvement District (BID)**  
Update, Aug. 27

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**Fall New Resident Welcome Bags, sign up by Sep. 11**  
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**UW Fall Family Weekend (Oct. 9-11)- Business Participation Opportunities –deadline Aug. 31**  
UW Family Weekend (formerly Parents Weekend) is Oct. 9-11. Coordinated by UW-Madison's Parent Program, the annual Family Weekend event invites families of current UW students to visit October 9-11 to enjoy time on campus, in the community, and at special events. (Note: No Badger home game that weekend). **More than 3,000 UW Parents and family members are expected to visit**, and the Parent Program will hand out 700 complimentary printed programs and 700 Welcome Bags to UW families at check-in for their weekend. Welcome UW parents with your ad, special offer, or promo item! [Info Sheet](#) with details, contact info and sign up form. Deadline EXTENDED to August 31.

**Fall New Resident Welcome Bags, sign up by Sep. 11**  
Working with downtown Realtors, the Madison Central BID will again be creating welcome bags for our new downtown neighbors. Bags will be distributed by realtors to new home and condo buyers in Downtown Madison, as well as to New Residents that visit the Downtown Visitor Center. These bags are a great way for you to directly introduce your business and to create customer loyalty with new and/or returning residents in the downtown area.

#### **HOW TO PARTICIPATE:**

##### **You provide:**

- Small-size items promoting your business, from menus or brochures, to coupons or gift certificates, pens, notepads or other fun, unique items.
- If you supply coupons with expiration dates, please note that bags will be distributed to residents during fall and winter 2015 through spring 2016, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. Spring 2016 or later)

**Number of items:** 175

**Confirm Participation by:** Friday, September 11<sup>th</sup> with Tim Jenquin, BID Programming Coordinator, 608.512.1341, [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com).

**Items Ready for Pick-Up by:** Friday, September 18<sup>th</sup>

**Downtown Ambassador Pick-Up Items at Your Location:** September 21<sup>st</sup> – 25<sup>th</sup>

**Questions?** Contact Tim Jenquin, BID Programming Coordinator, 608.512.1341, [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com).

### **UW Homecoming Participation Opportunities – sign up by Sep. 16**

UW Homecoming week starts Oct. 11. Parade Fri. Oct. 16, Badger Home Game Sat. Oct. 17. More than 10,000 people are expected to visit downtown for the annual Parade, and more than 200,000 people (alumni and students) will receive emails promoting Homecoming and the Red Shirt discount. Sign up by Sep. 16 to donate a prize or gift card for Homecoming Week events, offer an exclusive discount to wearers of the Red Shirt (official shirt of Homecoming), or participate in Store Window Painting during Homecoming Week. [Sign Up Sheet](#) with more info. Questions? Please contact Catherine Goslin at [hcbusinessdirector@uwalumni.com](mailto:hcbusinessdirector@uwalumni.com) or 312-533-1916.

### **Freakfest Ticket Outlet Opportunity**

[Freakfest](#) on State Street will be Saturday, Oct. 31, with Frank Productions handling entertainment and ticketing. (Info Meeting Oct. 6, see below).

Sell consignment tickets for this event. Your business will be mentioned in press materials as a location for the sale and people will also be directed in ad materials to look for the Freakfest Ticket Outlet poster to purchase tickets. If interested, please let Frank Productions know ASAP. They are slated to announce the line-up on Sep. 3 and tickets will be going on sale Sep. 4. [Info sheet](#).  
Contact: Samantha Ambrosius, [samantha@frankproductions.com](mailto:samantha@frankproductions.com) or 608-267-3955.

### **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.

### **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](#)

### **Green Madison/Cool Choices business partnerships**

Green Madison is our city's entry in the Georgetown University Energy Prize--a national competition that will award \$5 million to the city that saves the most energy through 2016; money we can use to strengthen local businesses and improve all our lives. The first step is a simple, online game for your

employees—Cool Choices. Employees will learn sustainable practices that save money and help the environment while they earn the chance to win prizes supplied by their favorite local businesses and restaurants. Green Madison has offered all Madison businesses access to a free, 60-day Cool Choices sustainability game. Sign up today and Cool Choices will guide you through all the steps to successful employee engagement! In addition, you can promote your business by offering sponsored prizes throughout the game, and your business will be recognized on the Cool Choices website. The game begins on September 28, 2015. Online signup: <http://www.greenmadison.org/partners> Phone: (608) 299-7050 • E-mail: [info@greenmadison.org](mailto:info@greenmadison.org)

### **Dane Arts Buy Local Night Market– business registration**

Dane Arts is holding an event to help Dane County artists sell their art to Dane County businesses and business owners. The Dane Arts Buy Local Night Market is Oct. 15 in the U.S. Bank Building, with 25 artists exhibiting. Businesses and business owners interested in buying original Dane County art in a fun party atmosphere are encouraged to attend. Capacity is limited and pre-registration is required. Registration & Info: [www.dabl.splashthat.com](http://www.dabl.splashthat.com)

### **Taste of Madison Sep. 5-6 street closures**

Sat., Sep. 5, 2:00-8:30pm – Sun., Sep. 6, 11am - 7pm. Capitol Square and surrounding 100 blocks, 200 block Wisconsin Ave and MLK

Restaurant and beverage stands, stages with live music, anticipated attendance 250,000 over two days.

Set-Up: F, Sep. 4, 8pm & Sa, Sep. 5, 2pm

Event: Sa, Sep. 5, 2pm-8:30pm & Su, Sep. 6, 11am-7pm

Take-Down: Su, Sep. 6, 7pm-2am

Capitol Square and the surrounding 100 blocks will close starting at 6:00pm on Friday, Sep. 4. Streets will re-open Sunday night following event tear-down. Meter hoods will be placed on these streets starting at 2:00pm on Friday to allow patrons/visitors enough time to move their vehicles. Taste of Madison vendors will begin move-in on Friday evening. [Taste No Parking Notice](#). Taste [Street Use Permit Application](#) with detailed schedule, map.

### **State St. Sidewalk Repairs**

This project is pretty much finished up except for some calking and a bit of work in the 600 block/Frances St. area. City project manager: Jim Wolfe, [jwolfe@cityofmadison.com](mailto:jwolfe@cityofmadison.com), (608) 266-4099. Start of Work Letter, Project Info Sheet, Project Plans, etc. at: [visitdowntownmadison.com/Construction](http://visitdowntownmadison.com/Construction)

### **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 –Nov. Issue holiday co-op Deadline: Sep. 15 Contact: Your Madison Magazine representative or Brian Trongaard, 608.270.3616, [btrongaard@madisonmagazine.com](mailto:btrongaard@madisonmagazine.com)

Wisconsin Public Radio BID member group rate (ongoing)

Deadline: 8 weeks before desired airdate

### **BID Top of State Events Continue**

[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](http://top-of-state.com).

Upcoming events:

- Artists in the Grove with Wheelhouse Studios: Decorate a Picture Frame, Thurs., Aug. 27, 11am – 2pm

- Wisconsin Author Series - "Studying Wisconsin: The Life of Increase Lapham" with authors Martha Bergland and Paul G. Hayes, Thur. Aug. 27, 5-6:15pm, 30 on the Square
- Top of State Partner Showcase at MadCity Bazaar at Top of State, Thurs. Sep. 10, noon-6:00pm, Philosopher's Grove & 30 on the Square
- The Sharrows (local music), Wed. Sep. 16, 5:00 – 6:30 pm, 30 on the Square
- MadCity Bazaar Artists with Disabilities Showcase at Top of State, Thurs. Sep. 17, noon-6:00pm, Philosopher's Grove
- Sacerdote (local music), Wed. Sep. 23, 5:00 – 6:30 pm, 30 on the Square
- MadCity Bazaar at Top of State, Thurs. Sep. 24, noon-6:00pm, Philosopher's Grove

**Downtown Ambassadors Working for You  
People helped YTD (As of 8/23/15) – 25,193**

The Downtown Ambassadors continue to assist more than 1,250 people each week at the Downtown Visitor Center and Info Booth with downtown shopping, dining, and entertainment suggestions. We expect the next few weeks to potentially be even busier as we see the UW Students return as well as many visitors come to town for various events and conventions.

**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 8/25**
  - [UW Homecoming Sponsorship Forms](#)
  - [BID New Resident Welcome Bag Info](#)
  - [WI Farm Technology Days Welcome Flyer](#)
  - [Ironkids Fun Run Flyer](#)
  - [EPIC User Group Meeting Welcome Flyer](#)
- **Week of 8/31**
  - UW Homecoming Flyers and Magnets (Tentative)

**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 Info Booth hours for the Mad City Bazaar events at the Top of State until 6pm.
- Info table at the New Student Shopping Night at the University Book Store – Monday, September 7<sup>th</sup>.
- Info table at the WPT Quilt Expo at the Alliant Energy Center Expo Hall – September 10<sup>th</sup> – 12<sup>th</sup>.
- Info Booth and Visitor Center extended hours for Ironman Wisconsin – September 15<sup>th</sup>, 9am-7pm
- 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>

**The Downtown Madison Map & Guide  
2015-16 Distribution (Starting 4/23/15): 88,200**

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 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.

NEXT WEEK: Concentrating on the Library Mall area, then re-washing on Carroll Street so the Square is completely done this year and then we'll move onto the 100 block of State.

### **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.)

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.

- 9/8/15, Noon – 1:00pm , SMALL BUSINESS WORKSHOP – [LinkedIn Engagement To Grow Your Business](#) with Cathy Yerges
- 9/9/15, 6:00pm - 7:30pm , CAREER DEVELOPMENT: [The Art of Interviewing in the Digital Age](#) with Megan Watt
- 9/15/15, 8:30am – 9:30am, SMALL BUSINESS WORKSHOP – [5 Game-changing Questions That Will Transform Your Marketing](#) with Pop Dot Marketing
- 9/15/15, Noon – 1:00pm, SMALL BUSINESS WORKSHOP – [5 Game-changing Questions That Will Transform Your Marketing](#) with Pop Dot Marketing
- 9/15/15, 1:00pm - 2:30pm, SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law & Entrepreneurship Clinic](#)
- 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

[Dane Dances](#), Fridays, August 7th-28th, Monona Terrace

Madison Children's Museum [Funkyard Friday Performance: The Big Payback](#), Aug. 28, noon

[For the Love of Hip Hip Concert](#), August 29, 5-7pm, 30 on the Square

[UW Student Move-In \(Dorms\)](#): Aug. 27-31 [Campus-area street closures](#).

UW Classes Begin – Wed. Sep. 2

[Taste of Madison](#), Sep. 5-6

Labor Day, Sep. 7

[Badger Home Football Game](#) (vs. Miami of Ohio), Sep. 12, 11:00 am

[IronKids Fun Run](#), Capitol Square, Sep. 12

[Ironman Wisconsin](#), Sep. 13

[Disney's Newsies](#) (Broadway), Overture Center, Sep. 15-20

[Majestic Live on King Street](#), Sep. 18

[Badger Home Football Game](#) (vs. Troy), Sep. 19, 2:30 am

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

[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

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

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

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

- Parts Unlimited & Drag Specialties NVP Product Expo, LeMans Corporation, Aug 25-30, 500ppl
- Ironman Wisconsin 2015, World Triathlon Corporation, Sep 8-14, 5000ppl
- 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

[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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