



**Madison's Central Business Improvement District (BID)**  
Update, Dec. 3

**Capitol Square Reconstruction Public Information Meeting – Wed. Dec. 16<sup>th</sup>, 2:30pm**  
**Downtown Holiday Open House, Nov 27<sup>th</sup>-28<sup>th</sup> – Event Recap**  
**BID Holiday Trolley & Carolers, Dec. 5<sup>th</sup>, 12<sup>th</sup>, & 19<sup>th</sup>**  
**Downtown Holiday Carolers – want to be a caroling location?**  
**What will your holiday hours be? BID Downtown Ambassadors would like to know!**  
**BID-Subsidized Cooperative Advertising 2015 (Holiday deadlines)**  
**2016-17 Downtown Madison Map & Guide**  
**-Advertising Information**  
**-Confirm your Listing**  
**City of Madison Weights and Measures Scanner Licensure**  
**Inn on the Park Renovation Construction Notes (100 Block W. Main Closed Friday Nov 20)**  
**Mall Maintenance Sidewalk Washing Program update**  
**Downtown Ambassadors Working for You**  
**Ambassador Deliveries to BID Businesses**  
**Downtown Map & Guide**  
**Downtown Gift Certificates**  
**BID-Funded Plantings**  
**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**

**Capitol Square Reconstruction Public Information Meeting – Wed. Dec. 16<sup>th</sup>**  
In 2016 the City will be reconstructing the North side of the Capitol Square from E. Washington Ave. around to W. Washington Ave. There will be a public informational meeting:

Wednesday, December 16<sup>th</sup>, 2:30pm  
Room 103 of the City County Building  
210 Martin Luther King Jr. Blvd.

**Downtown Holiday Open House Nov. 27-28 – Event Recap**

With the great weather and many activities to keep people occupied, the Downtown Holiday Open House went very well. Highlights include:

- The BID Holiday Trolley hosted nearly 2,000 rides during the two days and distributed more than 700 Downtown Holiday Gift Bags
- A downtown holiday photo booth took nearly 400 photos of downtown shoppers
- Holiday crafting and pictures with Santa, as well as the Overture Center Kids in the Rotunda shows were well attended.
- Most businesses report increased sales for the weekend.
- See the photo album on our Facebook page here: [Photo Album](#)

**BID Holiday Trolley & Carolers, Dec. 5, 12, 19**

BID-coordinated events and activities to make downtown a festive destination continue through December 20<sup>th</sup>.

- The free BID Downtown Holiday Trolley continues Saturdays, December 6, 13, and 20, running from 10:00 am to 4:00 pm.
- The trolley will be decorated and staffed by volunteer Downtown Information Ambassadors who will greet riders, hand out treats for kids, and offer shopping suggestions, directions, and downtown maps.
- Riders on the trolley will also be treated to free downtown Madison welcome bags (made possible thanks to our sponsor DreamBank - American Family Insurance) filled with promotions, coupons, special offers and information from downtown businesses and organizations (free, one per trolley rider, while supplies last).
- And the BID Downtown Info Table in the Overture Center Rotunda Lobby continues from 10am – 2pm on those Saturdays in addition to regularly-scheduled Visitor Center hours.

Also on Saturday's Dec. 5, 12 and 19, BID-coordinated volunteer community and UW-Madison choral groups and dancers will stroll State Street and the Capitol Square--and even hop on the trolley--to carol and perform for shoppers on Saturdays in December.

- Performances start at 11 am and 12pm at the Madison Children's Museum (MCM, 100 N. Hamilton St.) and at 1 pm in the Madison Museum of Contemporary Art Lobby (MMoCA, 227 State Street).

### [Full Trolley Information and Caroling Schedule](#)

#### **Downtown Holiday Carolers – want to be a caroling location?**

During the Holiday Season, one of the most anticipated activities are the Downtown Holiday Carolers who lighten up the atmosphere downtown from 11:00am-3:00pm Saturdays from December 5<sup>th</sup> – 19<sup>th</sup>. The Carolers make their start at the Madison Children's Museum, as well as the Madison Museum of Contemporary Art. From there these festive singing groups make their way around the BID entertaining Holiday shoppers. If you would like your business or attraction to be on the list of places available for the Carolers, please inform Tim Jenquin (tjenquin@visitdowntownmadison.com), BID Programming Coordinator. (Please note, this does not guarantee each caroling group can stop in, but it is helpful for them to have a list of places where they know they will be welcomed.)

#### **What will your holiday hours be? BID Downtown Ambassadors would like to know!**

A common question for the Downtown Information Ambassadors is what businesses' hours will be during the Holiday season. The Downtown Ambassadors would like to compile a chart of businesses with extended hours, shortened hours, or closures on and around the Holidays. This includes (but is not limited to) November 26-29, December 23-26, and December 31 - January 1. This can also include any Thanksgiving or Christmas day specials. Please e-mail BID Programming Coordinator Tim Jenquin at tjenquin@visitdowntownmadison.com with your special hours. Thanks, and Happy Holidays!

#### **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:

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

- Holiday Co ops: December 3 (deadline Nov. 25); December 10 (deadline Dec. 4); December 17 (deadline Dec. 11)

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

#### **Advertise in the 2016-17 BID Downtown Madison Map & Guide**

"Google Maps is useful, but nothing beats a foldout map to help explore a city on foot . . ." -Seth Kugel, NY Times

Reach upwards of 200,000 people interested in downtown Madison shopping, dining, visiting, and living. Map users include visitors, convention and conference attendees, residents, students and UW alumni,

who use maps for downtown shopping and dining, conventions, business and leisure travel, relocations, new student orientation, employee recruitment, and family events. One ad provides a full year of visibility. Map published in May, 2016, and ads will be invoiced in spring 2016. [Info sheet](#) with sizes, BID member business pricing, and reservation form, or contact BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341. Deadline: January 22, 2016, or once space has filled.

### **Confirm your listing in the 2016-17 BID Downtown Madison Map & Guide**

BID staff have begun preparing the 2016-17 Downtown Madison Map & Guide. Each BID Business gets a listing within the Downtown Map & Guide free with membership. Forms have been mailed, but if you prefer you can confirm your listing now. To confirm the details of your listing:

- 1) Go to the appropriate link:
  - a. Retail and service businesses go here: [2016 Retail Listings](#)
  - b. Bar, Restaurant, Café, and Hotels go here: [2016 Food & Drink / Hotel Listings](#)
- 2) Once you find your listing, please confirm the accuracy in regards to:
  - a. Name
  - b. Address
  - c. Phone Number
  - d. That you are in the correct category  
(Please note categories cannot change, but businesses can be relocated into another category. Businesses can be in one category only.)
- 3) Please note: the green byte-line descriptions are for GSSBA members only.

To submit changes either return the mailed form, or contact BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341. Deadline: January 22, 2016

### **City of Madison Weights and Measures Scanner Licensure**

It was brought to our attention that the City of Madison Weights and Measures are visiting area retailers doing scanner price verification. Please read this [fact sheet](#) from the city department of Weights and Measures for more information on what these checks entail.

### **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.

### **Mall Maintenance Sidewalk Washing Program update**

The City [Mall Maintenance](#) intensive sidewalk washing program has completed for 2015. Power washing will continue in spring 2016 beginning again at the top of State St., then working to the northwest side of the Capitol Square.

Questions, contact Lisa Laschinger, Parks Maintenance Supervisor, (608) 266-9214, or Mark Kiesow, Mall Concourse Foreman, (608) 266-6031

### **Downtown Ambassadors Working for You People helped YTD (As of 12/1/15) – 41,818**

Traffic at the Visitor Center remains steady while the Ambassadors continue to be ready to answer downtown related shopping, dining, and entertainment suggestions. The great holiday activities are definitely the highlight as Ambassadors look forward to staffing the Holiday Trolley and Info Table the next three Saturdays.

### **Visitor Center Fall Hours, Through Saturday, December 26, 2015**

Sun-Thurs: 11:00am-5:00pm

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

### **Info Booth Hours**

The info booth has closed for the 2015 season and will return May 7<sup>th</sup> 2016.

### **Visitor Center Extended Hours and Special Event Tables:**

- Info Table at Overture Center for the Holiday Activities, December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 10am-2pm.
- Ambassadors will staff the Downtown Holiday Trolley, December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 10am-4pm.

### **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**

### **The Downtown Madison Map & Guide**

#### **2015-16 Distribution (Starting 4/23/15): 114,975**

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](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 and Snowflake Lights**

The winter displays were installed the week of November 9<sup>th</sup> and will remain until spring.

The BID Funded Snowflake Lights were installed the week of November 16<sup>th</sup>. We would like to send a special thank you to Madison Gas & Electric and the Greater State Street Business Association (GSSBA) for their generous donations for 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 their hard work and partnership with the holiday lights and downtown planting programs.

### **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.)

Next Meeting: January 13, 2016

### **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.

- 12/9/15, Noon-1pm, LEARNING LAB: [Using LinkedIn for Job Searching and Career Success](#)

- 12/15/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Get More Leads Using Google My Business with Joey Donovan Guide](#)

### **Downtown Events, Dates, Meetings:**

(special events, major programs with general downtown impact)

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

Wisconsin State Capitol Tree Lighting Ceremony – Friday, December 4<sup>th</sup>, 12pm-1pm

[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 5<sup>th</sup>

[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)

[Thrifty Thursday on State](#), Dec. 17

[UW Winter Commencement](#) Dec. 20

[International Festival](#), Overture Center, Jan. 9

[Disney's Beauty and the Beast](#), Overture Center, Jan. 13-17

[Madison Restaurant Week](#), Jan. 17-22

Martin Luther King Jr. Day - Jan. 18

UW classes begin, January 19

[Frostiball 2015](#), Overture Center, Jan. 30

[The Sound of Music](#), Overture Center, Feb. 2-7

[Madison Hotel Week](#), Feb. 12-21

[Madison Winter Festival](#), Feb. 13-14

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

- Future Wisconsin Economic Summit, WMC Foundation, Dec 9, 600pp

[Monona Terrace Events Calendar](#)

### **Downtown Madison Museum Calendars**

- [Chazen Museum of Art](#)
- [Madison Children's Museum](#)
- [Madison Museum of Contemporary Art \(MMoCA\)](#)
- [Madison Public Library \(Central Library\)](#)
- [Wisconsin Historical Museum](#)
- [Wisconsin Veteran's Museum](#)

## **Downtown Madison & UW Theater Calendars**

- [Bartell Theater](#)
- [Majestic Theater Madison](#)
- [Orpheum Theater Madison](#)
- [Overture Center for the Arts](#)
- [University Theater](#)
- [UW School of Music Performances](#)
- [Wisconsin Union Theater](#)

[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 has accepted a position managing the UW Alumni Park, set to open in 2016. October 6<sup>th</sup> 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](http://www.visitdowntownmadison.com)

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