



**Madison's Central Business Improvement District (BID)**  
Update, January 29

**Today's Topics:**

**Early 2015 BID-Subsidized Co-op Advertising:**

**-Overture Subscription Brochure – deadline Feb. 20**

**-Isthmus Dining Magazine – deadline Feb. 25**

**Community Chat with Chief Koval (Central Library) Feb. 2**

**Downtown Ambassadors Working for You**

**-Downtown Map & Guide**

**-Downtown Gift Certificates**

**Winter Displays – BID Funded Planter Tubs and Snowflake Lights**

**Business/Property Video Camera Info for MPD**

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**Early 2015 BID-Subsidized Co-op Advertising**

(The annual slate of BID-subsidized cooperative ads will be available in early March.)

**Overture Subscription Brochure – BID subsidized co-op advertising – deadline Feb. 20**

The annual Overture Center for the Arts Subscription Brochure is published each spring with the season's offering for Broadway and other series subscriptions. It is a glossy, color, digest-size, professionally produced program. 12,000 will be mailed to Overture core audience in March; an additional 13,000 will be distributed in the Overture Center Lobby and by BID Ambassadors at the Downtown Visitor Center, Info Booth and other events. This BID-subsidized co-op is for quarter-page color ad, Downtown Madison section. Contact: Courtney Neckar, 608-712-0194, [cneckar@footlights.com](mailto:cneckar@footlights.com). [Info Sheet](#) with pricing.

**Isthmus Dining Magazine – deadline Feb. 25**

The Isthmus Dining Magazine is annual guide to local dining and will be published March 26. Glossy, full color, promoted across media, print run includes distribution in the paper plus 10,000 extra for hotels, hospitality industry, BID Ambassadors at Downtown Visitor Center, Info Booth. The BID-subsidized cooperative ad opportunity is for equivalent of 1/8-p ad (double & triple spaces available) on 2-page downtown dining section.

Deadline Feb. 25. Contact: Your Isthmus representative or Peggy Elath at 251-5627,

[pelath@isthmus.com](mailto:pelath@isthmus.com)

[Info Sheet and Reservation Form](#)

**Community Chat with Chief Koval Feb. 2**

The Central District- Madison Police will be hosting a community meeting with Chief Koval.

Monday February 2, 2015

6:00pm -7:30pm

Central Library room 301, 201 W. Mifflin St.

Each District will be hosting a Chat with the Chief. Each of these meetings will allow the Chief to provide updates on new initiatives and for the community to ask questions and provide input on priorities for the coming year.

### **Downtown Ambassadors Working for You People helped YTD (As of 1/25/15) – 523**

So far in January Ambassadors have assisted 523 people at the Downtown Visitor Center. This is a record for the month of January with a whole week left to go! We look forward to volume picking up as Ambassadors continue preparing for the WPT Garden Expo, Madison Winter Festival, WIAA Tournaments, and Your UW Days events in February.

### **Visitor Center Winter/Spring Hours, January 2, 2015 – May 1, 2015**

Mon-Wed 11:00am-2:00pm

Thu–Sun 11:00am-5:00pm

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

- Info Table at the WPT Garden Expo at Alliant Energy Center Expo Hall, Feb 13-15
- Info Table at Wisconsin Historical Museum during the Madison Winter Festival, Feb 14-15
- Info Table and Tour for Your UW Days events, Feb. 20, Mar. 27, Apr. 11

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

#### **2014-15 Distribution YTD (Beginning 4/21/14): 129,150**

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](#).

### **Winter Displays – BID Funded Planter Tubs and Snowflake Lights**

Downtown Madison is starting to look festive and very welcoming as the winter displays in BID funded planters have been installed. In addition, the BID LED Snowflake Lights have also been installed onto area light poles which will remain until after the Madison Winter Festival in February. Our thanks to Mall Maintenance for helping BID make downtown look festive for the winter holidays!

### **Business/Property Video Camera Info for MPD**

The Madison Police Department is attempting to compile a list of all privately owned and operated video cameras in the State St. and Capitol Square areas. Video camera footage can be very helpful for investigations of reported incidents and crimes. The goal is to be able to contact businesses and properties after incidents as quickly as possible to retrieve video that could help solve crimes. Participation is completely voluntary. For more information and how to participate, see this [Camera Information Form](#).

### **Downtown Planning Resolution**

On January 6, resolution ([Leg File ID 36697](#)) was introduced to Council by the Mayor and co-sponsors, “Directing the Department of Planning and Community and Economic Development to conduct a one or two year collaborative effort to implement many of the recommendations in the 2012 adopted [Downtown Plan](#), and to take an expanded and more detailed look at a number of issues associated with State Street, the Capitol Square, and adjacent areas.”

The resolution is the outline for the planning effort. The actual planning (public meetings, etc.) will start after the resolution is approved by Council. The resolution calls for a collaborative effort that includes the

full participation of groups including Madison’s Central BID, the Greater State Street Business Association (GSSBA) and Downtown Madison Inc. (DMI).

City staff will present an overview of the resolution (planning outline) at the Thurs. Feb. 5 BID Board Meeting, noon-1:30 pm, 122 W. Washington Ave. (Hovde Building), 1st fl. conference rm. [Agenda](#). Board meetings are open meetings. BID business and property owners are invited and encouraged to attend.

Below is the tentative schedule for when the resolution (planning outline) will be reviewed by various city committees. See [Legistar calendar](#) for meeting dates, times, and agendas.

Common Council (introduction)	January 6
Landmarks Commission	February 2
Plan Commission	February 9
Urban Design Commission	February 11
Transit and Parking Commission	February 11
Economic Development Commission	February 18
Downtown Coordinating Committee	February 19
Common Council (adoption)	March 3

**Madison Winter Festival Feb. 14-15**

The Madison Winter Festival will take place in the Capitol Square area the weekend of Feb. 14-15. Ninety truckloads of snow will transform the Square into a venue for winter sports and family oriented activities. BID and GSSBA are partnering with the event to bring an ice sculptor as an added attraction. BID Ambassadors will staff a Downtown Information table at the Wisconsin Historical Museum (30 W. Mifflin St.) Sat.-Sun. Feb. 14-15 from 11:00am-3:00pm in the lobby, where the public can drop in to warm up with hot chocolate and explore four floors of exhibits. In addition, the Downtown Visitor Center (452 State St.) will be open Saturday and Sunday, 11am-5pm. [Informational Letter](#) with Winter Festival street closures, schedules, and contacts.

**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@chorus.net](mailto:room@chorus.net)

2015 Meeting Schedule (2:00 pm, Tutto Pasta, 305 State St.,

JAN. 14 (general membership & board meeting)

MARCH 11 (board meeting)

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.

- 2/3/15, Noon-1pm: SMALL BUSINESS WORKSHOP - [How To Motivate Your Team Members Without Money](#) with Laura V. Page,
- 2/10/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - Step-by-Step Marketing with Pop-Dot Marketing
- 2/10/15, 9:30-11am: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Session](#)
- 2/17/15, 8:30-9:45am: SMALL BUSINESS WORKSHOP - [Women’s Business Breakfast](#) - Learning to Play to Your Strengths & the Strengths of Others with Megan Watt
- 2/17/15, Noon-1pm: SMALL BUSINESS WORKSHOP - [Entrepreneur Resource Showcase with Regus and WWE](#)

- 2/17/15, 1-2pm: SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law and Entrepreneurship Clinic](#)
- 2/24/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - New Social Media Trends
- 2/24/15, 1-2:30pm: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Sessions](#)

**Downtown Events, Dates, Meetings:**

(special events, major programs with general downtown impact)

[Late Winter Farmers Market](#), Madison Senior Center, Saturdays, Jan. 3-April 11

[UW Athletics Composite Schedule](#) (basketball, hockey, etc.)

[Thrifty Thursday](#) on State, Jan. 29

Madison Children's Museum Adult Swim, [The Wedding Zinger](#), Jan. 30

[Frostiball 2015](#), Overture Center, Jan. 31

[Fireball Masquerade](#), Majestic, Jan. 31

Madison Opera, [Sweeney Todd](#), Overture Center, Feb. 6-8

[WPT Garden Expo](#), Feb.13-15, Alliant Energy Center (BID Downtown Ambassador Info Table)

[Madison Hotel Week](#), Feb. 13-23

[Madison Winter Festival](#), Feb. 14-15

[International Festival](#), Overture Center, Feb. 21

[WIAA State Tournaments](#)

Boys Swimming & Diving, February 20-21, UW-Madison – Natatorium – Madison

Individual Wrestling, February 26-28, UW-Madison – Kohl Center – Madison

Boys Hockey, March 5-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Girls Hockey, March 6-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Team Wrestling, March 6-7, UW-Madison – Field House – Madison

Boys Basketball, March 19-21, UW-Madison – Kohl Center – Madison

[The Book of Mormon](#), Overture Center, March 10-15

[Shamrock Shuffle](#), March 15, 10am, State Street

[St. Patrick's Day Parade](#), March 15, 1:30pm, Capitol Square

[UW Spring Break](#), Mar. 28 – Apr. 5

**Monona Terrace Conferences & Conventions:**

- 2015 American Bouldering Series National Championships, USA Climbing, Jan 30-Feb 16, 1500ppl

- WEDA 2015 Governor's Conference on Economic Development, Feb 11-13, 400ppl

- 2015 WSCA Annual Conference, WI School Counselor Association, Feb 17-19, 1100ppl

- 2015 Wetland Science Conference, Feb 24-26, 250ppl

- American Youth Soccer Organization (AYSO) Section 6 Meeting, Feb 26-Mar 1, 200ppl

- 2015 Gymfinity Invitational, Gymfinity Children's Activity Center, Feb 27-Mar 1, 1000ppl

[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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