



Madison's Central Business Improvement District (BID)
Update, July 16

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[Live on \(ML\) King Street Concert Fri. July 17](#)

Majestic Madison's free summer concert this Friday will be in the 100 block of Martin Luther King Jr. Blvd. The 100 block of MLK will be closed down starting at 8am to vehicular traffic. (During the day, delivery drivers can only access/exit MLK via the Square.) The street and sidewalk will be clean and back open to traffic by 1am. Soundchecks begin 4pm, gates open at 6pm and amplified music ends by 11pm. The BMO Harris drive-thru will be accessible for the duration of the day with an exit lane maintained to the Square. The south end of the 100 block will be blocked starting at 8am when the stage arrives. Outdoor cafés should be removed by 6pm at which time a fenced path will be constructed on the east side of the street along the sidewalk to provide access to those open businesses during the event. (Future Live on King St. dates are Fridays Aug. 7 and 21, and Sep. 18)

Maxwell Street Days July 17-19 - Vendor Info & Event Guidelines

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.

[Vendor & Event Guidelines](#)

Event and merchandise setup, equipment rental, who to contact, etc.

NOTE: Event Hours: Friday and Saturday, 8AM – 6PM, Sunday 10AM to 5PM.

State Street will be closed to traffic and non-event deliveries during event hours!

The hour before opening (Fri.-Sat. 7:00-8:00 am, Sunday 9:00-10:00am) is for set up only! Cross Streets will remain open. Please notify your vendors.

No one is allowed to solicit, vend, put out sidewalk café, busker, play street music, etc. without a permit from GSSBA during the exclusive use hours. You may set up your sidewalk café or other vending that has a regular city permit after 6:00 PM if you are not participating.

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

Paddle & Portage, July 18

The Isthmus Paddle & Portage on Sat. July 18 will host hundreds of participants for a canoe race on Lakes Mendota and Monona with a portage across the isthmus. The race starts in James Madison Park, participants then carry their canoes across across the Capitol Square to Lake Monona, and finished with a party in Olin-Turville park. Street Closures – will begin around 9:20 am as first wave comes out of water, continue until 10:30am or so; intersections will be police-controlled so that cars can go through when there is a break. The street closures will be N. Hamilton up to the Square; N. & S. Pinckney on the Square; King St. down to Wilson and Wilson/Williamson intersection area to Law Park. There will be “Special Event Ahead” signs at major streets approaching the course to notify drivers of the event and provide opportunity for them to choose alternate route. [Route map.](#)

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 Annual Manual (August) Deadline: Space res July 17, final deadline July 22. [Info Sheet/Space Reservation Form](#)

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

State St. Sidewalk Repairs start July 20

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs, July 20 - August 21. They will start in the 100 block of State St. (Capitol end) and work their way down to 600 block (campus end). They will 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. City project manager: Jim Wolfe, jwolfe@cityofmadison.com, (608) 266-4099

[Handout](#) from July 14 Preconstruction Meeting

Start of Work Letter, Project Info Sheet, Project Plans, and list of locations with potentially impacted cafes/merchant vending at: visitdowntownmadison.com/Construction

Sidewalk Café Fees Proposed Ordinance Changes – Update & Meeting Schedule

Proposed legislation about future Sidewalk Café Fees was introduced at the July 7 Common Council for referral to City Boards, Commissions and Committees including the BID Board, Board of Estimates, Vending Oversight Committee, Downtown Coordinating Committee and Economic Development Committee. The proposal is to create a per square-foot license fee for all sidewalk cafés and increase the license fees for Mall/Concourse sidewalk cafes in the State Street Mall/Capitol Concourse Vending Area. The Mayor's Office asked us to let stakeholders know about proposed legislation in order to have a good discussion and allow the public opportunities to weigh in on the proposal. Please see below link for a BID memo with background information, links to the proposed legislation and city staff memo, and list of upcoming public meetings and how to participate and contact policy makers.

[BID Sidewalk Café Fee Info Memo](#)

BID Annual Meeting July 28

BID Property and Business Owners - Please join the Madison Central BID Board and staff at the 2015 BID Annual Business Meeting.

Tuesday, July 28, 2015, 5:00-6:30 pm

Hovde Building, 122 W. Washington Ave., 1st floor conference room

The BID Board and staff will review BID Programs and Services for downtown businesses, and BID funding, budget and operations over the past year: Ambassador Program/Visitor Services, Marketing, Programming & Events, Planting Programs, Communications & Outreach, Budget & Funding. Most importantly, we want to hear your feedback, priorities, and ideas. Your input will help the BID Board set goals and priorities for the 2016 Operating Plan.

Leadership Greater Madison Survey

[Leadership Greater Madison](#) is a group of professionals from the Madison area that are participating in a leadership training program designed for qualified individuals who live and work in Dane County who want to enrich their lives by engaging in issues to help advance the greater Madison community. We are working on a group project surrounding Quality of Life. Our project specifically focuses on the accessibility (both physical and non-physical) of local businesses to consumers. As part of our project, we prepared a survey that we are submitting to local businesses in the hopes that the responses will help guide our group's work. All information shared will remain confidential and is being used solely to help our group select the best way for us to move forward as we explore ways to improve accessibility in businesses throughout our community. The survey should take no longer than 5 minutes to complete.

The survey is available at: <http://goo.gl/forms/FUMkA5I7BA>

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. Upcoming events:

- MadCity Bazaar at Top of State, Thurs. July 16, noon-6:00pm – CANCELLED due to weather forecast (stay tuned for potential reschedule)
- Kids' Day at Top of State: Fri. July 17, 10am-noon
- Ian's Pizza Outdoor Open Mic, Tues. July 21, 5:00 – 7:00 pm
- Kids' Day at Top of State: Fri. July 24, 10am-noon
- Artists in the Grove: Hardware/SteamPunk Jewelry, July 28, 11:00 am – 2:00 pm
- Ian's Pizza Outdoor Open Mic, Tues. July 28, 5:00 – 7:00 pm
- Wisconsin Author Series - "Life, Death, and Archaeology at Fort Blue Mounds" with author Robert A. Birmingham, Thur. July 30, 5-6:15pm
- Kids' Day at Top of State: Fri. July 31, 10am-noon

Downtown Ambassadors Working for You People helped YTD (As of 7/13/15) – 17,304

Ambassadors are now officially into the busiest season of the year. In July and August Ambassadors typically contact more than 1,500 people per week! This past weekend Art Fair on the Square brought many people downtown, and we expect this weekend to be even better with Maxwell Street Days along with the usual Farmer's Market. This is all in addition to Ambassadors reporting contact with many visitors from all over the country and the world.

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.

- **None to Report**

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 at the Top of State until 6pm.
- Extended Visitor Center and Info Booth hours for Concerts on the Square, Wednesdays June 24 – July 29, until 7pm.

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 74,925

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.

NEXT WEEK: Will finish Pinckney Friday, and will be work on East Main next week, starting from Pinckney end.

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.)

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.

- 7/21/15, 8:30am – 9:45am, SMALL BUSINESS WORKSHOP – Women’s Business Breakfast - [Finding Your Brand Voice on Social Media with Lauren Felix](#)
- 7/21/15, Noon – 1pm, SMALL BUSINESS WORKSHOP – [SEO Optimization For Your WordPress Website](#)
- 7/22/15, Noon – 1pm, CAREER DEVELOPMENT - [Play Your Way to More Productivity](#)
- 7/28/15, 8:30am – 9:30am, SMALL BUSINESS WORKSHOP – [Make Your Facebook Posts More Effective](#)
- 7/28/15, Noon-1pm, SMALL BUSINESS WORKSHOP – [Make Your Facebook Posts More Effective](#)

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.

[Lunchtime Live](#), Tuesdays, June 16-August 4

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

[Majestic Live on King Street](#), July 17. Next events July 31, Aug. 7 & 21, Sep. 18

[Maxwell Street Days Summer Sidewalk](#) Sale (State Street), July 17-19

[Isthmus Paddle & Portage](#), July 18

[Midwest Mustache and Beard Wearer's Championships](#), July 18

[Restaurant Week](#), July 19-24

[Clean Lakes Festival](#) July 25

[Capitol Mile Races](#), Capitol Square, July 26

ACT 10 – [AIDS ride closing ceremony](#), Aug. 2nd , 100 block MLK

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

[Jazz at Five](#), Wednesdays, Aug. 5-Sep. 2

[Outreach Pride Parade](#) & Rally (Memorial Union to Capitol), Aug. 9

[Woof's Pride King St. Block Party](#), Aug. 9

Student Move-Out/Move-In (apartments) – August 14-16

[Madison Mini-Marathon](#), August 22

[UW Student Move-In \(Dorms\)](#): Aug. 30-31

UW Classes Begin – Wed. Sep. 2

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

Labor Day, Sep. 7

[Ironman Wisconsin](#), Sep. 13,

Monona Terrace Conferences & Conventions:

- American Data's ECS User Convention, July 14-16, 180pppl
- Trek Bicycle Corporation Sales Meeting, July 28-Aug 6, 1600pppl
- 2015 Distance Teaching & Learning Conference, UW Madison Distance Education Professional Development, Aug 10-13, 800pppl

[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

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