



Madison's Central Business Improvement District (BID)
Update, July 23

Today's Topics:

Capitol Mile races, Capitol Square, Sunday July 26
BID-Subsidized Cooperative Advertising – Annual Manual deadline extended to Fri 7/24
Maxwell Street Days Survey from GSSBA
State St. Sidewalk Repairs underway
Sidewalk Café Fees Proposed Ordinance Changes
BID Annual Meeting July 28
King Street Hotel Neighborhood Meeting Aug. 11
Leadership Greater Madison survey
BID Top of State Events Continue
Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
-Downtown Map & Guide
-Downtown Gift Certificates
BID-Funded Plantings
Mall Maintenance Sidewalk Washing Program update
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 Mile, Capitol Square, Sunday July 26

Wisconsin Track Club footraces 1:00 – 6:00pm, around the Capitol Square and down State St. Per [Parks/city Street Use Permit](#): They will close the Square at 11am on Sunday, June 26. Meters will be bagged Sunday morning, but if they are up Saturday night people can park at the meters. The event goes from 1-6pm and the Square reopens at 7:30pm. Organized by [Race Day Events](#). [Street Use Permit Application](#).

Maxwell Street Days Survey from GSSBA

Maxwell Street Days vendors – Below is a survey from the Greater State Street Business Association (GSSBA). Please send responses to John Hutchinson, jhutch@fontanasports.com, Maxwell Coordinator, or call his cell at (608) 239-2093.

The Greater State Street Business Association (GSSBA) held its 41st Annual [Maxwell Street Days Summer Sidewalk Sale](#) on State Street July 17-19. It appeared quite successful, but we would like to know your thoughts about this year's event. Please fill out the survey and return soon while things are fresh. I appreciate both positive and negative feedback if you have any. Please send responses to John Hutchinson, jhutch@fontanasports.com, Maxwell Coordinator or call my cell at (608) 239-2093. I would like to thank Mary Carbine and the BID Ambassadors for their assistance with the event.

1. How was Maxwell Street Days for you this year? Better, worse, or about the same as last year?
2. What did you hear from customers/attendees about the event?
3. Thoughts on the marketing, advertising opportunities?
4. Did you have any problems with street buskers or panhandlers?
5. Any suggestions to help make it better in the future?
5. Did you put your display out on Sunday? How was that day for your business?
6. Other comments?

Please send responses to John Hutchinson, jhutch@fontanasports.com, Maxwell Coordinator, or call his cell at (608) 239-2093.

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: Extended to Fri. July 24. [Info Sheet/Space Reservation Form](#)

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

State St. Sidewalk Repairs underway

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

Status Update:

Right now they're working on some of the joint removals and caulking on the 100 block. Shortly, they'll be moving on to caulking in the 200 block followed by some of the joint removals in the 200 block. The current plan is to do a significant amount of the removal work, cover those areas with plywood, and then pour back a little later. Once the area is removed and protected with plywood, it should be ready for use until further notice. By the middle of next week, they should be pouring back those removed areas, and that should hopefully complete the 100 and 200 blocks.

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.

King Street Hotel Neighborhood Meeting Aug. 11

FIRST SETTLEMENT NEIGHBORHOOD MEETING
PROPOSED DEVELOPMENT AT 118 KING STREET
TUESDAY, AUGUST 11, 2015 - 7:00 P.M.

MG&E ANNEX / ROOM A106 - SE CORNER OF RAILROAD & BLAIR STREETS

Please join us for a neighborhood meeting where we will discuss an updated proposal from the principals of Merchant, Madison's and Majestic Theatre to develop a boutique hotel on the site of the existing parking lot at 118 King Street. The seven-story, flatiron design project would include a restaurant, an underground music venue, a rooftop café and 33 hotel rooms. We look forward to seeing you on the 11th.

Aldersperson Mike Verveer
Madison Common Council
Fourth District

Cell: (608) 576-4355
Office: (608) 266-4071

district4@cityofmadison.com

Aldersperson Marsha Rummel
Madison Common Council
Sixth District

Cell: (608) 772-4555
Office: (608) 266-4071

district6@cityofmadison.com

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:

- Kids' Day at Top of State: Fri. July 24, 10am-noon
- For the Love of Hip-Hop Summer Concert Series, Sat. July 25, 5-7pm
- Artists in the Grove: Hardware/SteamPunk Jewelry & Upcycled Art, July 28, 11:00 am – 2:00 pm
- Ian's Pizza Outdoor Open Mic, Tues. July 28, 5:00 – 7:00 pm
- Summer Library Carnival Outdoor Activities at Top of State, Wed. July 29, 11:30am – 1:30 pm
- Wisconsin Author Series - "Life, Death, and Archaeology at Fort Blue Mounds" with author Robert A. Birmingham, Thur. July 30, 5-6:15pm, 30 on the Square
- MadCity Bazaar at Top of State, Thurs. July 30 [reschedule of July 16 rain out], noon-6:00pm, Philosopher's Grove
- Kids' Day at Top of State: Fri. July 31, 10am-noon

Downtown Ambassadors Working for You People helped YTD (As of 7/20/15) – 18,848

The Maxwell Street Days weekend turned out to be our busiest of the year to date. In total Ambassadors assisted more than 900 people during the event, and totaled more than 1,500 again over the course of the week.

Ambassadors continue to report many tourists in town from all over the world. Staff will remain ready with plenty of Downtown Madison Map & Guides as well as other down brochures in order to offer these visitors downtown shopping, dining, and entertainment suggestions.

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.

- **Week of 7/20**
 - Family Motor Coach USA Welcome Flyer

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): 75,825

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.)

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.

- 7/28/15, 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](#)
- 8/4/15, Noon – 1:00pm, SMALL BUSINESS WORKSHOP: [Grant Writing for Non-Profits in the Digital Age](#)
- 8/5/15, 11:30am – 1:00pm, LEARNING LAB: [Career Resource Open House](#)
- 8/11/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [Building Win-Win Relationships To Grow Your Business](#)
- 8/18/15, 8:30am-10:00am, SMALL BUSINESS WORKSHOP: [Simple Video Marketing Strategies that Convert More Browsers Into Buyers with Keith Gilmore](#)
- 8/20/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [YouTube For Business: Grow, Analyze and Monetize Your Online Audience with Marissa Seastrand from YouTube](#)
- 8/24/15, Noon – 1:30pm, SMALL BUSINESS WORKSHOP: [Speed Networking for Entrepreneurs: Connect & Move Your Ideas Forward](#)

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

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

[Clean Lakes Festival](#) July 25

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

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

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:

- Trek Bicycle Corporation Sales Meeting, July 28-Aug 6, 1600ppl
- 2015 Distance Teaching & Learning Conference, UW Madison Distance Education Professional Development, Aug 10-13, 800ppl

[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

Mary Carbine
Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250, Madison, WI 53703
t: (608) 512-1340
mcarbine@visitdowntownmadison.com
www.visitdowntownmadison.com
www.facebook.com/DowntownMadison