



Madison's Central Business Improvement District (BID)
Update, March 26

Today's Topics:

Downtown Madison New Resident Welcome Bags – Sign up by Mar. 30
Reach UW Students – “Future Looks Bright” promotion – sign up by April 17
BID-Subsidized Cooperative Advertising 2015
Make Music Madison (June 21)– Venue Signup Open
Cars on State (June 6) now accepting entries
Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
-Downtown Map & Guide
-Downtown Gift Certificates
Mall Maintenance Sidewalk Washing Program begins mid-April
BID Funded Planter Tubs, Snowflake Lights
Employee Ownership: A Business Retention Strategy – April 8 Conference
Applications Open - Dane County Small Business Awards
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

Downtown Madison New Resident Welcome Bags – Sign up by Mar. 30

- 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, ranging 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 spring and summer 2015 through fall 2015, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. Fall 2015 or later)

Number of items: 200

Confirm Participation by: Monday, March 30

Items Ready for Pick-Up by: Friday, April 3

Downtown Ambassador Pick-Up Items at Your Location: Week of April 6-10

Contact to confirm participation or if you have questions: Tim Jenquin, BID Programming Coordinator, 608.512.1341, tjenquin@visitdowntownmadison.com.

Reach UW Students – “Future Looks Bright” promotion – sign up by April 17

Red sunglasses promotion connects Badgers with downtown businesses

In the coming weeks, UW students who have donated to the 2015 Student Campaign will receive a pair of limited-edition, Badger-red, “On, Wisconsin” sunglasses. Connect with these community-minded young philanthropists by offering a discount or special offer to students who wear their red sunglasses May 9–15. All offers must be appropriate for those younger than 21 years of age (no tobacco or alcohol offers).

[Info Sheet and Sign Up Form](#) (deadline April 17)

To learn more and submit your offer, contact Kristen Manning at the Wisconsin Alumni Association, kristenm@waastaff.com or 608-263-0915.

BID-Subsidized Cooperative Advertising 2015

The 2015 BID-subsidized cooperative advertising slate for 2015 is available. 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.](#) Hard copy will be delivered by BID Ambassadors next week.

Make Music Madison – Venue Signup Open

This annual one-day citywide community music celebration is held on the summer solstice, June 21. Concerts are held in as many public and private spaces throughout the community. 2014 featured 420 concerts at 100 venues including shops, restaurants, galleries and city sidewalks. Hosting musicians or live concerts is easy. Make Music Madison will help potential venues “match make” with musicians. [Info Sheet.](#) Deadline May 8. [Sign up here.](#)

Cars on State (June 6) now accepting entries

The 9th annual [Cars on State Classic Car Show](#) is Saturday, June 6. More than 100 classic cars and trucks will be on display on State Street from the State Capitol to the UW campus. The event is presented by the Greater State Street Business Association (GSSBA) with support from BID

CALL FOR ENTRIES: GSSBA event organizers are looking for cars and trucks more than 20 years old and would like to showcase cars from downtown business owners in the show. To enter, see www.carsonstate.com to download an entry form. Entry deadline: Wednesday, May 13. Contacts for car and truck entry questions: Cas Salas at Triangle Market, (608) 347-4035 or Don Beauchamp (608) 446-3996 or dbeauchamp@uwbookstore.com.

Downtown Ambassadors Working for You People helped YTD (As of 3/23/15) – 3,680

The WIAA tournaments provided a nice boost for the Ambassador numbers this past month. Now we look forward to a very busy April as we are preparing for several info tables for incoming UW students, the Midwest Horse Fair, as well as the Badger Family Spring Visit occurring during weekends in April. This paired up with many conferences and special events should be a great transition into the busy summer months.

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 March 23rd**
 - Wisconsin Film Festival Welcome Flyers
 - Badger Family Spring Visit Welcome Flyers (University of Wisconsin Parent Program)
 - Crazylegs Classic 2015 Event Flyers (Via event organizers)

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 and Tour for Your UW Days events - Mar. 27, Apr. 17 – Gordon Commons / Wisconsin Institutes for Discovery
- Info Table at UW Med School Reception – April 11th – 750 Highland Ave.
- Info Table at Your UW Days Admitted Students of Color Reception – April 11th – Memorial Union
- Info Table at the Midwest Horse Fair - April 17-19 – Alliant Energy Center Expo Hall

The Downtown Madison Map & Guide**2014-15 Distribution YTD (Beginning 4/21/14): 145,125**

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](#).

Mall Maintenance Sidewalk Washing Program begins mid-April

City [Mall Maintenance](#) will resume the intensive sidewalk washing program starting in mid-to-late April through early Oct., weather permitting. In this program, half of the sidewalks within the Mall service area are deep-cleaned each year. The program includes general pavement cleaning, detailed cleaning around benches & trash cans, and some gum removal, depending on time available. 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). This year, the program will concentrate in the Capitol Square area, then move to Library Mall and lower State St. areas that could not be cleaned last year due to construction. Please see [Info Sheet](#) details and blocks to be cleaned (they will be done in list order). Mall Maintenance will update me on where they will be each week; please watch BID Update for schedule info. Questions, please contact Lisa Laschinger, Parks Maintenance Supervisor, (608) 266-9214.

BID Funded Planter Tubs and Snowflake Lights

The BID LED Snowflake Lights have been removed from area light poles by Mall Maintenance. The winter evergreen displays in BID funded planters will remain for another week or so, at which time prep for installation of the spring pansies will begin. Our thanks to Mall Maintenance and Parks for partnering on the holiday lights and downtown planting programs.

Employee Ownership: A Business Retention Strategy – April 8 Conference

The University of Wisconsin Center for Cooperatives is hosting a daylong conference on April 8th to discuss and teach business owners, economic development professionals and public officials how employee ownership can be used as an effective business retention strategy. Business owners who are considering employee ownership as a succession plan are encouraged to attend. Participants will hear from speakers who work for employee owned companies and from business developers experienced in planning and executing employee ownership conversions.

[More Info and to Register](#)

Applications Open - Dane County Small Business Awards

The Dane County Small Business Awards (DCSBA) celebrates small businesses and the contributions they make to our communities and economy. The 2015 awards breakfast will be held on June 4th at the Sheraton Madison Hotel. Ten businesses are honored each year. Applications are accepted through April 25. Application criteria include: successful for-profit company that has been in business for at least three years OR 1-3 years for the emerging business award. Applications by employees and owners, minority and women-owned firms are encouraged (i.e., you can nominate your own business).

[More Info and Application](#)

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.)

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.

NOTE: To reserve your spot, please visit the event links below.

- 4/7/15, 9:00am-11:00am, SMALL BUSINESS WORKSHOP - [Lean Startup Workshop](#)
- 4/14/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Making Better Business Decisions](#)
- 4/14/15, 6:00pm-7:30pm, SMALL BUSINESS WORKSHOP - [Entrepreneur Brainstorm Session facilitated by Connected Catalyst](#)
- 4/21/15, 8:30am-9:45am, SMALL BUSINESS WORKSHOP - Women's Business Breakfast - [Negotiating for the Jaguar](#)
- 4/21/15, Noon-1:30pm, SMALL BUSINESS WORKSHOP - [Laser Business Coaching Open House](#)
- 4/28/15, [8:30am-9:30am](#) and [Noon-1:00pm](#), SMALL BUSINESS WORKSHOP - Content Marketing to Grow Your Business with Spencer Smith
- 4/29/15, 11:30am-1:00pm, LEARNING LAB - [Career Resource Open House](#)

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](#), March 26

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

[Badger Family Spring Visit](#), April

[Easter Hat Parade](#), April 4

[Wisconsin Film Festival](#), April 9-16

[UW Varsity Band Concert](#), Kohl Center, April 16-18

[Midwest Horse Fair](#), April 17-19 – Alliant Energy Center (BID Ambassador Downtown Info Table)

[Dane County Farmers Market on the Square](#), Saturdays, April 18 - Nov. 7; Wednesday Market on Martin Luther King Jr. Blvd, April 22-Nov. 4

MMoCA [Hair Affair: The Art of Hair](#), April 23

[UW Badgers Spring Football Game](#), April 25

[Crazylegs Classic Run/Walk](#), April 25

Literacy Network [Busking for Books](#), April 25

[Mama Mia](#), Overture Center, April 28-May 3

[MMoCA Gallery Night](#), May 1

[Revelry Music & Arts Festival](#), May 2

[Wisconsin Law Enforcement Memorial Parade](#), May 8

[UW Last class day](#) May 8 (Exam week May 10-16)

[University of Wisconsin Spring Commencement](#), May 15-16

[Syttende Mai Run/Walk](#), May 16

[Madison Marathon](#) (Twilight 10K & Half Marathon), May 23-24

[Dirty Dancing](#), Overture Center, May 26 -31

[Madison Parks Moonlight Movie](#), Peace Park, May 29

Monona Terrace Conferences & Conventions:

- FamilyLife presents "Weekend to Remember", Mar 26-29, 400ppl
- 2015 PSW Educational Conference, Pharmacy Society of WI, Apr 8-10, 475ppl
- Esker Americas User Conference, Apr 13-15, 120ppl
- Health Literacy Summit, Wisconsin Literacy Inc, Apr 13-15, 325ppl
- NACA Northern Plains Regional Conference 2015, National Association for Campus Activities, Apr 15-19, 800ppl
- Nelson Institute for Environmental Studies Earth Day, Apr 20, 1000ppl
- AIA Wisconsin 2015 Convention & Building Products Expo, Apr 21-23, 2000ppl
- Wisconsin Medical Society 2015 Annual Convention, Apr 24-27, 320ppl
- Sonic Foundry Unleash Users Conference 2015, Apr 26-29, 200ppl

Other conferences/conventions with Welcome Flyers from GMCVB:

Epic, 2015 Spring Advisory Councils, 3/16 – 3/26 – at Epic campus in Verona but many participants staying in/will visit downtown.

[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