



Madison's Central Business Improvement District (BID)
Update, May 27

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BID "Top of State" events begin June 2

A Bicycling Resource Fair (June 2, 11am – 2pm) and a MadCity Bazaar urban pop-up retail market featuring arts, crafts and vintage (June 4, noon-7pm) will kick off the BID "Top of State" series of summer programs where State Street meets the Square. Information is at top-of-state.com. The programming is designed to activate Top of State public spaces (Philosophers' Grove, 30 on the Square), increase positive uses of these area, and enhance them for the community and business/cultural district. The mix of programs will range from markets to music, arts and crafts, children's activities, resource fairs and learning opportunities, and pop-up or drop-in events. Introductory events will be in June, with events added throughout the summer and continuing through September (but not conflicting with already-scheduled events such as Art Fair on the Square, Maxwell Street Days or Jazz at Five.) Upcoming events will include Ian's Pizza Outdoor Open Mic, children's activities provided by Wisconsin Historical Museum, Madison Central Library, Madison Children's Museum, and events with other partners. The programming 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!

Cars on State (June 6). Event volunteers needed, Goodie Bag item delivery deadline May 27

The Cars on State Classic Car Show (www.carsonstate.com) returns to State St. Saturday, June 6, 10 am to 3 pm. 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

Event Volunteers Needed: GSSBA is looking for volunteers to help with set up and take down for Cars on State on Sat. June 6 at 9am to 10am and between 3pm and 4pm. If you can help please contact Don Beauchamp of University Book Store, dbeauchamp@uwbookstore.com or 608-446-3996.

Event logistics [Info Sheet](#) for State St. area businesses:

Note: Delivery or moving vehicles will not be allowed onto State St. on Sat. June 6 from 7:00 AM to 4:00 PM.

Please notify vendors to deliver/load before or after those times, or use side streets.

[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:

Greater Madison Visitors Guide – Fall/Winter (+ opportunity to sign up for Spring/Summer next yr.) Deadline: July 10

Isthmus Annual Manual (August) Deadline: July 22

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

GSSBA Membership and Maxwell Street Days Vendor Application – discounted sign up before June 17

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.

GSSBA gets a daytime “exclusive use permit” for State Street for Maxwell Street Days. Only those with Maxwell vending permits can vend outside or have an outdoor cafe on State Street July 17-19 during Maxwell Street Days hours (Friday-Saturday 8am to 6pm, and Sunday 10am to 5pm). “Exclusive use” supersedes other permits (outdoor cafes, sidewalk vending). Only GSSBA members can apply for Maxwell Street Days vending permits. 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. Even if you are not going to vend outside during Maxwell Street Days, you are encouraged to join GSSBA if the event benefits your business. Your membership helps fund the marketing and promotion that brings people downtown and to your business during the event.

Find the GSSBA Membership and Maxwell Street Days vendor application form, and Vendor Guidelines, at www.maxwellstreetdays.org (Discounted registration before June 17th. Final sign up deadline July 10)

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

GSSBA Maxwell Street Days Group Ads

For Greater State Street Association (GSSBA) member businesses/Maxwell Street Days vendors.

Isthmus Group Ad (Renewal deadline June 19; new advertiser deadline July 2)

Wisconsin State Journal Group Ad (Deadline July 10)

Information at www.maxwellstreetdays.org

Dane Buy Local Independents Week (June 26-July 6)

Dane Buy Local will do a marketing campaign with a call to action to consumers to support local business of all kinds during this week. Independents Week is part of a larger national campaign from AMIBA.net. Independent local businesses and organizations can sign up to put their event or special offer on the Dane Buy Local website. You do NOT need to be DBL member to participate! How to sign up? Go to DaneBuyLocal.com. Click on the Independents Week Logo. Click on “SIGN UP”. Follow instructions. Questions? Contact Colin Murray at Dane Buy Local, colin@danebuylocal.com, (608) 729-7346.

Downtown Ambassadors Working for You People helped YTD (As of 5/26/15) – 9,383

Memorial Day weekend was a fantastic one for Ambassadors. In total Ambassadors assisted almost 600 people over the weekend, and nearly 900 over the course of the previous week! With the weather

continuing to warm up and many great outdoor events on their way we expect to be busier and busier as the summer progresses.

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 5/26**
 - Lunchtime Live (Via Downtown Madison Inc.)
- **Week of 6/2 & 6/9**
 - WIAA Spring Sports
 - USA Wrestling World Team Trials
 - Wisconsin State FFA Convention

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 hours for the City of Madison Parks Moonlight Movie in Peace Park, Friday, May 29th.

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 65,025

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 spring pansies will remain in the BID funded planter tubs until mid-June, at which point preparation will begin for the summer plantings which are generously supported by Olbrich Gardens. 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.

Ride the Drive- Downtown – June 7 – Road closures & logistics

The City of Madison / Parks Division will hold [Ride the Drive](#) on Sunday, June 7, from 10 am to 3 pm. On Sunday, June 7, streets on the route close at 8:30 am and open at 3:00 pm. There will be no street parking along the route (meters will be bagged Saturday June 6 indicating no parking on Sunday June 7). All city parking garages will remain open.

[Info Sheet](#) with Parks contact
[Map](#) showing road closures, traffic crossings

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 up N. Pinckney between E. Washington and E. Mifflin, then start on 100 block E. Washington.

Construction Updates

City Sidewalk Repairs on State St.

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs, July 20 - August 13. They would 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. There was an info meeting April 28, and will be notification from the city before starting. City project manager: Jim Wolfe, jwolfe@cityofmadison.com, (608) 266-4099

Tree Replacement

The city will be removing/replanting a number of dead street trees in the State St./Capitol Square area April-June. They will try to schedule work first thing in the morning to avoid sidewalk cafes, pedestrians, and road traffic. There may be some short term sidewalk closure when the contractors or city staff are digging at a site. Sites in Henry/Gorham area will also involve grate rebuilds tentatively starting June 8th or soon after. See [here](#) for more information plus list of sites in the BID.

[East Johnson \(at Pinckney\) Lane Closures Starting May 18](#)

[Closure 800 block Langdon St.](#), May 26 – October.

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.

- 5/28/15, 6:15pm-7:15pm, DREAM BIG - [Bloom Where You are Planted with Annemarie Maitri](#) (DREAMER of the MONTH)
- 6/2/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Establish Yourself As An Expert And Grow Your Business with Spencer Smith](#)
- 6/2/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [From Idea To Shelf - How To Successfully Launch Your Product](#)

- 6/9/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Email Overload - Why Your Email Is Out Of Control And What You Can Do About It](#)
- 6/9/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Create Your Business Vision Board with Dan Paulson](#)
- 6/16/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [5 Simple Steps To Start Your LinkedIn Referral Machine with Wayne Breitbarth](#)
- 6/16/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [5 Simple Steps To Start Your LinkedIn Referral Machine with Wayne Breitbarth](#)
- 6/18/15 thru 7/16/15 (except 7/2/15), Noon-1pm, ENTREPRENEUR BOOK CLUB - [The One Thing – The Surprisingly Simple Truth Behind Extraordinary Results By Gary Keller](#)
- 6/18/15 thru 7/16/15 (except 7/2/15), 1pm-2pm, ENTREPRENEUR BOOK CLUB - [The One Thing – The Surprisingly Simple Truth Behind Extraordinary Results By Gary Keller](#)
- 6/23/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Be the News Director of Your Social Media Network with Kay-tee Franke](#)
- 6/23/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Be the News Director of Your Social Media Network with Kay-tee Franke](#)

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

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

[Thrifty Thursday on State](#), May 28

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

[Cars on State](#), June 6

[Ride the Drive-Downtown](#), June 7

[Safety Saturday on the Square](#), June 13

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

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

[Majestic Live on King Street](#), first concert June 26

[Shake the Lake](#), June 27

[Art Fair on the Square](#), July 11-12

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

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

Monona Terrace Conferences & Conventions:

- Power Line Systems Advanced Training and Users Group Meeting, June 2-4, 370ppl
- IEDC 2015 Economic Future Forum, International Economic Development Council, June 3-9, 250ppl
- 2015 Symposium on Research in Child Language Disorders, June 4-6, 200ppl
- WIDA Conference, WIDA Consortium, June 8-11, 150ppl
- Fairway Independent Mortgage Annual Meeting and Processing Summit, June 11-13, 500ppl
- Quality Educator Convention, Association of WI School Administrators (AWSA), June 17-19, 450ppl
- American Family Planning and Strategy Meeting, June 23-24, 100ppl
- ETC CUE 2015, Electronic Theatre Controls, June 25-28, 200ppl

[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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