



Madison's Central Business Improvement District (BID)

Update, April 10

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Safety Alert-Retail Theft

An alert from MPD neighborhood officer Jeff Pharo: A retail theft pattern of teenage females, working in groups of two or more, who work by distracting employees with questions and/or creating a commotion and then shoplift. Yesterday, police arrested a group that had been to area malls and then came downtown. Today, they arrested a group who actually battered a store employee.

Tips from MPD:

*Please DON'T give out empty shopping bags, especially if you suspect suspicious behavior. The MO of one of the groups – they each got an empty shopping bag from one store, then went to another store and filled the bags (but not with purchases).

*Be aware – If you sense suspicious behavior, be very proactive with customer service. Make sure the customers know you have your store covered and are aware of what they are doing.

*Do NOT hesitate to call police if you suspect suspicious behavior.

You can call 911 or (608) 266-4275 – Press 6 for “happening now”

Don't wait! Call ASAP, while incident is occurring.

What to Report: Exact location with address. Describe people involved: Clothing, height, and race, anything unique. What they are doing (specifics).

More Safety and Retail Theft Prevention tips are on the BID website “Safety” page:

http://www.visitdowntownmadison.com/news/index.php?category_id=2553

Mall Maintenance Sidewalk Washing Program Update

City Mall Maintenance has begun their new intensive sidewalk washing program. Next week, they expect to finish the south side of the 400 block of State Street and then move to the north side of the 300 block of State St. (They were going to start the 300 block of State St. this week, but they had to move to the 400 block so they could use the water connections in Peace Park because the cold winter and late spring delayed the turning-on of the water on State St.)

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).

Handout with more

details/contact: <http://www.cityofmadison.com/parks/services/documents/MallSidewalkWashingProgram.pdf>

Mall Maintenance general website: <http://www.cityofmadison.com/parks/services/mallmaintenance.cfm>

Downtown Ambassador Spring Appreciation Party May 6– You’re Invited, Donate a Gift!

Downtown Ambassadors—including many volunteers—help nearly 43,000 Downtown customers a year with shopping and dining suggestion, maps, directions, and event info! They also distribute maps and downtown brochures, and deliver important notices and flyers to your business. You’re invited to an “Appreciation” get-together with Ambassadors, BID Board and staff, and downtown merchants. Please consider donating an item from your business for the Ambassador “door prize” drawing – a great way to show appreciation plus enhance Ambassadors’ familiarity with your business.

Ambassador Appreciation Party

Date: Tuesday, May 6th

Time: 5:00pm-7:00pm

Location: The Coopers Tavern, 20 W. Mifflin St.

Appetizers & soft drinks (cash bar)

Thank you to The Coopers Tavern for hosting!

Ambassador Door Prize Drawing: Please consider donating an item such as a Gift Certificate (\$10-25), complimentary service, or item from your shop. All donating businesses will be recognized, so the Ambassadors will know of your generosity!

Please RSVP / Confirm Door Prize Donation by Tues. April 29 to: BID Programming Coordinator Tim Jenquin, tjenquin@visitdowntownmadison.com, (608) 512-1341. Tim will be happy to pick up any donations from your business.

GSSBA Membership and Maxwell Street Days Vendor Application

The Maxwell Street Days Summer Sidewalk Sale is coming July 18-20, 2014

(www.maxwellstreetdays.org). 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. BID is pleased to provide sponsorship funding, do event PR and help get the word out to businesses, and to host the Maxwell St. Days website.

2014 GSSBA Membership and Maxwell Vendor Application:

http://www.visitdowntownmadison.com/uploads/media/PPC_GSSBA_Max_App_48984-1.pdf

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

Only those with Maxwell vending permits can vend outside or have an outdoor cafe on State Street July 18-20 during Maxwell Street Days hours (Friday-Saturday 8am to 6pm, and Sunday 10am to 5pm). GSSBA gets a daytime “exclusive use permit” for State Street. “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 will help fund the marketing and promotion that brings people downtown and to your business during the event.

GSSBA will have a Maxwell Street Days Information Meeting on Wed. May 14 (time/place TBD).
GSSBA President: Sachi Komai from Anthology, Ph 608-204-2644 e-mail srkomai@hotmail.com

Cars on State accepting entries. Businesses – provide goodie bag item!

The Cars on State Classic Car Show (www.carsonstate.com) returns to State Street in Madison for an 8th year **on Saturday, June 7, 2014**, from 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. BID is pleased to provide sponsorship funding, do the event marketing and PR, secure media sponsors, and host the event website.

CALL FOR ENTRIES: GSSBA event organizers are looking for cars and trucks more than 20 years old and hope to showcase Madison-area classics and cars from downtown business owners in the show. To enter, see www.carsonstate.com to download an entry form, or call Cas Salas at (608) 347-4035 or Don Beauchamp at (608) 446-3996 to request an entry form. The entry deadline is Wednesday, May 14, 2014. Any questions about entries or event logistics please contact Cas Salas.

GOODIE BAG ITEMS

BID and GSSBA businesses - Help welcome more than 100 classic car owners for the June 7 Cars on State Classic Car Show. Provide a coupon or promo item for Car Owner Goodie Bags (qty. 100). RSVP to confirm participation by Wed. May 21 to Don Beauchamp of University Book Store, dbeauchamp@uwbookstore.com or 608-446-3996. More info: http://www.visitdowntownmadison.com/uploads/media/Cars_2014_GoodieBagLetter.pdf

BID-Subsidized Cooperative Advertising 2014

The 2014 BID-subsidized cooperative advertising program available to BID-member businesses includes 34 advertising opportunities (to date) in print and online, with average savings of \$370 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. BID Co-ops: http://www.visitdowntownmadison.com/uploads/media/BID_Coops_2014.pdf

Upcoming deadlines:

- New - Footlights program for Overture Broadway show War Horse (June 10-15) – deadline May 8
- Madison Magazine July Issue/Art Fair on the Square program – deadline May 13
- New - 77 Square - Outdoor Dining & Shopping summer ad series – deadline May 23

Make Music Madison (June 21) – venue signup open through May 15

www.makemusicmadison.org

This annual one-day citywide, free, outdoor community music celebration is held on the summer solstice, June 21, Concerts are held in as many public and private spaces throughout our community as possible with public participation highly encouraged. Hosting musicians or live concerts is easy, and Make Music Madison will help potential venues “match make” with musicians. Sign up to be a venue by May 15 at: <http://match.makemusicmadison.org/>

Info Sheet:

http://www.visitdowntownmadison.com/uploads/media/Talent_Venue_Sell_Sheet_14_0224.pdf

Downtown Ambassadors Working for You People helped YTD (As of 4/8/14) – 4,184

The Ambassadors continue to note higher traffic downtown as the weather continues to warm up. This past weekend Ambassadors assisted more than 200 people over the course of the weekend. This week we are looking forward to the always busy Midwest Horse Fair, which expects more than 50,000 attendees, as well as numerous UW events throughout April. After that we'll turn our attention to opening the Downtown Info Booth and going back to summer hours at the Visitor Center.

This summer Ambassadors will hold weekly staff meetings every Thursday at 5pm. These meetings are to discuss Ambassador Activities and to familiarize the Ambassadors with events, businesses, and

attractions throughout Downtown. If you are interested in receiving a visit from the Ambassadors to help educate them about your business during one of our weekly staff meetings, please contact Tim Jenquin, BID Programming Coordinator to arrange a familiarization tour: tjenquin@visitdowntownmadison.com.

Visitor Center Winter/Spring Hours, December 29, 2013 – May 2nd, 2014

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

Thu-Sat 11:00am-5:00pm

Visitor Center Extended Hours and Special Event Tables:

- UW Admissions Hmong Student Reception, Friday, April 11 2014, 2:00pm-3:00pm - Gordon Dining and Event Center
- UW Admitted Med Student Ice Cream Social, Saturday, April 12 2014, 1:30pm-2:30pm
- Info table at Alliant Energy Center Expo Hall for the Midwest Horse Fair, April 11-13
- Tour of State St. and Info Table at the Wisconsin Institutes for Discovery for Your UW Days April 18.

The Downtown Madison Map & Guide

2014 Distribution YTD: 24,525

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 on our website

http://www.visitdowntownmadison.com/visitor/forms.php?id=452&category_id=2478&subcategory_id=297

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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. In 2013 sales exceeded \$85,000, breaking the 2012 record of \$79,700.

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:

https://www.visitdowntownmadison.com/shop/index.php?category_id=2501.

Spring BID-Funded Planter Tubs

The winter evergreen displays are being removed as they thaw (some branches are frozen in, so they can't be removed until pots thaw out) to make room for BID-funded spring pansies. Given weather the spring flower installation date will now likely be week of April 21-25. Our thanks to Mall Maintenance for partnering on this program. If you have any questions or comments regarding the BID's Physical Environment Enhancement Programs, please contact Tim Jenquin, BID Programming Coordinator; tjenquin@visitdowntownmadison.com or (608) 512-1341.

ALDO Update

On Tues. 4/8 Council approved ordinance amendments that will refine Alcohol License Definitions (city-wide) using the zoning code and will establish an Alcohol Overlay District in the lower State Street/600 block University areas, effective July 1, 2014. These replace the ALDO (Alcohol License Density Ordinance) July 1. I will circulate a link once the final version approved at Council is published.

The BID Board has worked on this issue since 2006, and carefully considered the new proposals in public meetings over the last year including three public informational meetings for BID stakeholders. The BID Board supported the overall new direction (even though it is more complicated) as more refined and flexible: more focused on specific licensing issues that affect safety and welfare; more predictable from both a community and business standpoint; and more dynamic to allow for innovative emerging businesses. Between now and July 1, BID will work with city staff so there is clear information for businesses on license definitions, licensing process, grandfathering of current businesses, and sale of businesses.

City Attorney memo/FAQ addressing "grandfathering": <http://bit.ly/1dgEjG4>

Liquor License Renewal Applications due April 15

Next Tuesday, April 15, is the deadline to file for liquor or beer license renewal application [annual renewal of current licenses].

The deadline to file your liquor license renewal paperwork is April 15 every year, regardless of when the license was first issued.

Renewal forms and instructions can be found online at

<http://www.cityofmadison.com/clerk/licensingLiquor.cfm>.

Renewal applications filed after Tuesday, April 15, will be subject to a \$250 late filing fee.

Invoices will be mailed the third week in May. Payment for liquor and beer licenses will be due on Monday, June 9.

BID Retail Strategy - Updated

The BID Board has updated its report on “Downtown Retail: Strategy, Actions, Policy Recommendations” with a 2014 outlook and priorities for central downtown and for BID. The BID Retail Strategy is based on the most recent retail data and expert analysis. It includes links to industry reports, outlooks, and articles such as “Five Retail Trends to Watch in

2014.” http://www.visitdowntownmadison.com/uploads/media/BID_Vision_Retail.pdf

Other Construction:

-2014 Construction & beyond

Summary/Map of planned city construction projects in Central Downtown area:

http://www.visitdowntownmadison.com/uploads/media/Construction2014_UPDATED.pdf

- King/E. Main 2014 reconstruction underway

The City is reconstructing E. Main St. & King St. between Pinckney St. (Square) and Webster St. (Outer Loop) April 4 to mid-June (roughly 10-week project).

100 E. Main and King St. are completely closed to through traffic (access to Tenney Garage will be maintained, mostly from Webster, with E. Main a 2-way cul de sac), and 100 S. Pinckney will become a 2-way cul de sac accessible from E. Doty. No access to King or S. Pinckney from the Square.

BID Downtown Get Around Guide: <http://www.visitdowntownmadison.com/GetAround>

Maps, alternate routes, information on construction phases, parking, and more. The guide will be updated as construction progresses.

More construction info: www.visitdowntownmadison.com/Construction

-Closure Intersection of Langdon Street & Wisconsin Avenue Starts April 11

Beginning Friday April 11th through Thursday, May 15th; The intersection will be re-opened on Friday, April 25th through Sunday, April 27th to accommodate Crazylegs Classic

participants. <http://www.cityofmadison.com/news/closure-intersection-of-langdon-street-wisconsin-avenue-starting-041114>

-State Street 700-800 Block (Library Mall) 2014 Reconstruction- final design plans

The City of Madison will reconstruct 700 & 800 Blocks of State Street (between Lake and Park St. in Library Mall).

Construction is scheduled to begin on May 19 and be substantially completed by the start of UW classes in the fall. A preconstruction

Misc. Downtown Projects Spring/Summer 2014 – Meeting Notes

There will be various smaller streetscape, sidewalk and terrace improvement projects in spring/summer 2014:

- W. Johnson Street Streetscape (N. Broom St. to N. Carroll St.) – sidewalk, terrace, curb only
- N. Henry Street Streetscape (State St. to W. Mifflin St.) – sidewalk, terrace, curb only
- N. Henry Street Reconstruction (W. Gilman St. to W. Gorham St.)
- W. Mifflin Street Utilities with Resurfacing (N. Broom St. to N. Henry St.)
- Langdon Street Terrace Improvement (N. Frances St. to private alley east of N. Henry, aka “Langdon Ln.”)
- 100 block N. Hamilton between Mifflin and Dayton on the east side of the block along Capitol Pt. – streetscape/sidewalk work

Project descriptions, timelines, and Jan. 22 informational meeting handout with contacts and BID meeting notes are at:

<http://www.visitdowntownmadison.com/Construction>

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 info is on the Maxwell Street Days web page at www.maxwellstreetdays.org

GSSBA President: Sachi Komai from Anthology, Ph 608-204-2644 e-mail srkomai@hotmail.com

Next meeting: Wednesday, April 9th, 2:00-3:15PM, Tutto Pasta, 305 State Street

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 events include:

04/8 12-1pm and 6:30-7:30pm Small Business Workshop: Copywriting for Digital Marketing 101

Workshop. <http://dreambank.amfam.com/stores/dreambank/451>

<http://dreambank.amfam.com/stores/dreambank/452>

04/22 12-1pm and 6:30-7:30pm Small Business Workshop: Unlocking the Power of LinkedIn Groups.

<http://dreambank.amfam.com/stores/dreambank/463>

<http://dreambank.amfam.com/stores/dreambank/464>

05/06 12-1pm and 6:30-7:30pm. Small Business Workshop: Measuring the Impact of Social Media

<http://dreambank.amfam.com/stores/dreambank/474>

<http://dreambank.amfam.com/stores/dreambank/475>

05/20 12-1pm. Small Business Workshop: Recruiting Top Talent

<http://dreambank.amfam.com/stores/dreambank/480>

05/21 12-1pm and 6:30-7:30pm. How to Hire a Virtual Assistant

<http://dreambank.amfam.com/stores/dreambank/481>

<http://dreambank.amfam.com/stores/dreambank/482>

Downtown Events, Dates, Meetings: (more events at:

<http://www.visitdowntownmadison.com/events/index.php>)

(special events, major programs with general downtown impact)

Late Winter Farmers' Market, Madison Senior Center, Jan. 4 - April 12, <http://dcmf.org/>

UW Badger Family Spring Visit, April, <http://parent.wisc.edu/badger-family-spring-visit/>

Dane Buy Local Spring Gala April 10, <http://www.danebuylocal.com/>

Shen Yun, Overture Center, April 10-11, <http://overturecenter.com/production/shen-yun-2014>

Midwest Horse Fair, Alliant Energy Center, April 11-13, <http://www.midwesthorsefair.com/>

BID Downtown Ambassador Info Table at this event

UW Spring Football Game, Camp Randall, April 12

[http://ev11.venue.net/cgi-](http://ev11.venue.net/cgi-bin/ncommerce3/SEGetEventList?groupCode=SPRING&linkID=wisc&shopperContext=&caller=&appCode=)

[bin/ncommerce3/SEGetEventList?groupCode=SPRING&linkID=wisc&shopperContext=&caller=&appCode=](http://ev11.venue.net/cgi-bin/ncommerce3/SEGetEventList?groupCode=SPRING&linkID=wisc&shopperContext=&caller=&appCode=)

Easter Hat Parade, April 19, <http://capitolkids.com/events/>

Dane County Farmers Market on the Square, Saturdays, April 19-Nov.8, <http://dcfm.org/>

UW Band Concert, April 24-26, Kohl Center, <http://badgerband.com/darin-olson/varsity-band-concert/>

Design MMoCA, April 25-May 4, <http://www.mmoca.org/programs-events/events/design-mmoca>

Isthmus Green Day, April 26, Monona Terrace, <http://www.isthmusgreenday.com/>

Crazylegs Classic Run/Walk, April 26, <http://www.crazylegsclassic.com/>

Revelry Arts & Music Festival, May 3, <https://www.facebook.com/revelryfest>

NOTE: Will take place on Langdon near Memorial Union this year (instead of Union South)

<http://www.thedailypage.com/daily/article.php?article=42348&sid=12154708fe4683696a1d0cf81ff2cf80>

Wisconsin Law Enforcement Memorial Parade, May 9, <http://www.wlem.com/#UpcomingEvents>

March of Dimes March for Babies, May 10, <http://marchforbabies.org/>

UW-Madison Commencement, May 16-17, <http://www.commencement.wisc.edu/>

Syttende Mai Run/Walk, May 17, <http://www.stoughtonwi.com/syttendemai.shtml>

Madison Half-Marathon, Twilight 10K, May 24-25, <http://www.madisonmarathon.org/spring/index.html>

Monona Terrace Conferences & Conventions:

- 2014 PSW Educational Conference, Pharmacy Society of WI, Apr 10-11, 475ppl
- Nelson Institute for Environmental Studies Earth Day, Apr 22, 700ppl
- Sonic Foundry Unleash Users Conference 2014, Apr 27-30, 200ppl
- 2014 WiscNet Future Technology Conference, May 1-2, 350ppl
- AIA Wisconsin 2014 Convention & Building Products Exp, May 6-8, 2000ppl
- WISCAP 40th Anniversary Annual Meeting, WI Community Action Program Assoc, May 8-9, 150ppl

Monona Terrace Conferences & Conventions:

- 2014 PSW Educational Conference, Pharmacy Society of WI, Apr 10-11, 475ppl
- Nelson Institute for Environmental Studies Earth Day, Apr 22, 700ppl
- Sonic Foundry Unleash Users Conference 2014, Apr 27-30, 200ppl
- 2014 WiscNet Future Technology Conference, May 1-2, 350ppl

Monona Terrace Events Calendar: <http://www.mononaterrace.com/community/search>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

City of Madison meetings calendar: <http://legistar.cityofmadison.com/calendar/#current>

Helpful City Links

We've compiled a list of links to city-related information helpful to doing business downtown:

- Mall Maintenance (includes downtown trash collection info): <http://www.cityofmadison.com/parks/services/mallmaintenance.cfm>
- Office of Business Resources: <http://www.cityofmadison.com/dpced/economicdevelopment/office-of-business-resources/223/>
- Permitting & Licensing: <http://www.cityofmadison.com/business/permitting.cfm>
- Weights & Measures licensing: <http://www.cityofmadison.com/dpced/bi/opening-a-new-business/55/>
- Building Inspection (with "Report a Problem" including Abandoned Bikes) <http://www.cityofmadison.com/DPCED/BI/>

- Graffiti Enforcement & Co-Pay Graffiti Removal Program (Note: The city requires that graffiti be removed by the property owner or by the city at the property owner's expense.)
<http://www.cityofmadison.com/dpced/bi/graffiti-enforcement-co-pay-graffiti-removal-program/98/>
- Fire Dept. Code Enforcement: <http://www.cityofmadison.com/fire/code/>
- Street Vending & Sidewalk Cafes:
<http://www.cityofmadison.com/dpced/economicdevelopment/street-vending-sidewalk-cafs/174/>
- Street Use Permits/Planning Special Events:
<http://www.cityofmadison.com/specialevents/stateStreetEvents/>
- Parking Meter Hoods/Temporary No Parking Signs:
<http://www.cityofmadison.com/parkingutility/permits/MeterHoods-NoParkingSigns-Containers.cfm>
- State Street Parking Guide/Permit Info:
http://www.visitdowntownmadison.com/parking/index.php?category_id=3967
- BID Downtown Safety web page: Includes Neighborhood Officer Contact, Merchant Safety Info Sheet, MPR Retail Theft Prevention pamphlet & more:
http://www.visitdowntownmadison.com/news/index.php?category_id=2553
- Façade Improvement Grant Program:
<http://www.cityofmadison.com/dpced/economicdevelopment/facade-improvement-grant-program/417/>
- Green Madison: <http://www.cityofmadison.com/greenMadison/business/>
- Metro Commute Card: <http://www.cityofmadison.com/metro/fares/CommuteCard/commutecard-faqs.cfm>

BID Board: Meeting schedules and other info

BID Board members: http://www.visitdowntownmadison.com/about/index.php?category_id=2493

BID Board Meeting schedule, agendas, minutes, and positions:

http://www.visitdowntownmadison.com/about/index.php?category_id=4682

2014 BID Board Meetin (first Thursday of every month, noon-1:30 pm). Schedule:

http://www.visitdowntownmadison.com/uploads/media/BID_BOD_Meetings_2014.pdf

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.

This update provided courtesy of Madison's Central Business Improvement District (BID),

<http://www.visitdowntownmadison.com>

BID Newsletter Archive: <http://www.visitdowntownmadison.com/news/index.php>

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