



Madison's Central Business Improvement District (BID)

Update, April 16

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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.

Mall Maintenance Sidewalk Washing Program begins next week

City [Mall Maintenance](#) will resume the intensive sidewalk washing program through early Oct., weather permitting. 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). Please see [Info Sheet](#) for details and blocks to be cleaned (they will be done in list order). Please watch BID Update for schedule info. Questions, contact Lisa Laschinger, Parks Maintenance Supervisor, (608) 266-9214. NEXT WEEK: W. Mifflin on Capitol Square, starting at corner of W. Mifflin & State and moving towards Wisconsin Ave.

Dane County Small Business Awards- Applications Open thru April 25

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.](#)

Ambassador Appreciation Party May 6 – You’re Invited, Donate a Prize (deadline April 29)

BID Downtown Ambassadors---including many volunteers---provide visitor services at the Downtown Visitor Center, Info Booth, conventions and special events. Last year Ambassadors helped a record 48,000 downtown customers with shopping and dining suggestions, maps, directions, and event info! Ambassadors also distribute Downtown maps, Welcome Flyers, and important notices to your business.

You’re invited to attend the “Appreciation” get-together with Ambassadors, BID Board and staff, and downtown merchants.

Ambassador Door Prize Drawing: Donate an item such as a Gift Certificate (\$10-25), complimentary service, or item from your business – a great way to show appreciation plus enhance Ambassadors’ familiarity with your business!

Date: Wednesday, May 6th

Time: 5:00pm-7:00pm

Location: Buck and Badger Northwoods Lodge, 115 State St.

Appetizers & soft drinks (cash bar)

Thank you to the Buck and Badger/ Noble Chef Hospitality for hosting!

Please RSVP / Confirm Door Prize Donation by Wed. 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.

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 Goodie Bags – Provide Coupon or Item (deadline May 20)

BID and GSSBA businesses - Help welcome more than 100 classic car owners for the June 6 [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 20 to Don Beauchamp of University Book Store, dbeauchamp@uwbookstore.com or 608-446-3996. [Info Sheet](#) with more details.

[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:

Bucky Book 24th Edition (2015-16) Deadline: May 1

Madison Magazine – Art Fair on the Square Program (July) Deadline: May 12

Capital Times Outdoor Dining ad series (June 3 through Aug. 19) Deadline: May 22

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

**Downtown Ambassadors Working for You
People helped YTD (As of 4/13/15) – 4,782**

What a week it is for the Downtown Information Ambassadors:

- So far in April Ambassadors have assisted more than 700 people, including more than 200 people at the Visitor Center each of the last two weekends!

- This past weekend we had two info tables for incoming UW Students, including the UW Med School Ice Cream Social, and another Your UW Days event. Both went very well.
- Then, this week Ambassadors will:
 - o Give a tour to High School Guidance Counselors for the UW Admissions department
 - o Have an info table at the final Your UW Days event this Friday
 - o All wrapped up by the Midwest Horse Fair Friday through Sunday.

These on top of the great weather and the return of the Farmer's Market should make for an exciting kickoff to another great summer for downtown and the Ambassadors.

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.

- **Weeks of 4/13 – 4/20**
 - o **Central States Communication Association**
 - o **National Association for Campus Activities**
 - o **Wisconsin Cheese Makers Association**
 - o **AIA Wisconsin**
 - o **Wisconsin Association of School Counselors**
 - o **Skills USA**

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 Summer Hours, May 2, 2015 – October 10, 2015

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

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

Visitor Center Extended Hours and Special Event Tables:

- Info Table and Tour for Your UW Days events - Apr. 17 – Gordon Commons / Wisconsin Institutes for Discovery
- 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): 147,150

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

Mall Maintenance is removing the winter evergreen displays in BID - funded planters this week. Spring pansies are scheduled to be installed the week of April 20th. Our thanks to Mall Maintenance and Parks for partnering on downtown planting programs.

Police Communication Survey from Downtown Neighborhood Officer

[Neighborhood Officer Jessica McLay](#) has put together a brief survey in order to gauge the downtown community's satisfaction with police services, and try to determine what, if anything, MPD can improve upon. Please take a few moments to [take the survey](#).

City Sidewalk Repairs on State St. – Info Meeting April 28

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs. Work will be scheduled for July 20 - August 13. 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.

Please Save the Date. Informational meeting for business and property owners: **Tues, April 28, 2:30pm, Overture Center Rotunda Stage, 201 State St.** An official city notice will be mailed. The meeting is in April for the summer work to allow for business input before the contract goes out to bid.

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.

- 4/21/15, 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](#)
- 5/5/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Don't Just Host an Event. Create an Experience with Greg St. Fort](#)
- 5/7/15 thru 6/4/15, [Noon-1pm](#), or [1pm-2pm](#), ENTREPRENEUR BOOK CLUB – The Automatic Customer: Creating a Subscription Business in any industry by John Warrillow
- 5/12/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Buzz Generating Social Media Marketing Strategies](#) with Lauren Felix
- 5/12/15, 6pm-7:30pm, SMALL BUSINESS WORKSHOP - Blogging 101 – [How to Build and Grow a Successful Blog](#)

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

[Badger Family Spring Visit](#), April

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

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

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

[WORT Block Party](#), May 17 (200 block MLK)

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

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

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

[Cars on State](#), June 6

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

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

[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:

- 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
- Wisconsin Hospital Association 2015 Advocacy Day, Apr 28, 800ppl
- 29th Annual Pharmacology & Clinical Update, WI Nurses Association, Apr 30-May 2, 500ppl
- Brandworks University 2015, Lindsay, Stone & Briggs, May 3-6, 300ppl
- ACD Games Day 2015, ACD Distribution, May 6-8, 550ppl
- 2015 WiscNet Future Technology Conference, May 11-12, 350ppl
- The U.S. Conference of Mayors – Mayor's Bike Summit 2015, May 14-15, 100ppl

[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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