



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

Today's Topics:

Crazylegs Classic Run/Walk, Sat. April 25, Capitol Square/State St.
Dane County Small Business Awards- Applications Open thru April 25
Ambassador Appreciation Party May 6 – You're Invited, Donate a Prize (deadline April 29)
Make Music Madison (June 21)– Venue Signup Open (deadline May 8)
Cars on State Goodie Bags – Provide Coupon or Item (deadline May 20)
BID-Subsidized Cooperative Advertising – upcoming deadlines
Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
-Downtown Map & Guide – 2015-16 Map Delivery underway
-Downtown Gift Certificates
BID-Funded Planter Tubs
Mall Maintenance Sidewalk Washing Program update
Downtown Bicycle & Moped Parking Study Survey
Police Communication Survey from Downtown Neighborhood Officer
Scammer posing as Madison Water Utility employee targets local businesses
Neighborhood Meeting today (April 23) on proposed Core Campus development
Neighborhood Meeting April 27 on proposed development at 126 S. Carroll St.
City Sidewalk Repairs on State St. – Info Meeting April 28
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

[Crazylegs Classic Run/Walk, Sat. April 25, Capitol Square/State St.](#)

(Info per city Street Use staff) Street closures start between 6:30 – 7:00 am (after Farmers' Market setup). Closures include the entire Capitol Square plus 100 blocks of Wisconsin, E. & W. Washington, and 100 Martin Luther King Jr. Blvd.. Closure until 12:30 pm, but they could start opening up by 11:30 am if all runners/walkers are off the course. The run goes down Wisconsin to Langdon to Park; the walk goes down State St. through Library Mall to Park

Runners / non-motorized Wheelchairs START at Pinckney Street / E. Washington Ave.

Walkers START at State Street / Mifflin Street

Wheelchair Start: 9:45 am

Run Start: 10:00 am

Walk Start: 10:00 am

Course closes 12:30 pm

[Crazylegs Course Maps](#)

Per city Traffic Engineering, traffic will not be able to cross Wisconsin Avenue or State Street from 9:45 AM to 11:15 AM. Major streets affected include Gorham Street, Johnson Street and Dayton Street. Through-traffic should follow the traffic routes shown on this [map](#).

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 4/20/15) – 6,182

The Downtown Ambassadors had quite the week having assisted more than 1,400 people while distributing thousands of brochures! Here is a recap of the week’s activities:

- Your UW Days on Saturday, April 11th
- UW Med School Reception on Saturday, April 11th
- Tour for UW Admissions High School Guidance Counselor visit – Wednesday, April 15th.
- Tour and Your UW Days event on Friday, April 17th.
- Info table for the Midwest Horse Fair at Alliant Energy Center April 17th – 19th
- This all in addition to assisting more than 300 people over the course of the week at the Downtown Visitor Center!

Now that these various info tables have passed, our focus turns to preparing for the return of the Info Booth at the top of State St. and the expanded Visitor Center hours, both of which begin Saturday, May 2nd.

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 4/20**
 - **Wisconsin Cheese Makers Association**
 - **Wisconsin Association of School Counselors**
 - **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:

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

The Downtown Madison Map & Guide

2015-16 Map Distribution Begins This Week!

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 have been installed into the BID funded planter tubs this past week with finishing touches to be added next week. The pansies will remain until mid-June, at which point preparation will begin for the spring plantings which are generously supported by Olbrich Gardens. 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: Continuing on W. Mifflin on Capitol Square, starting at W. Mifflin & State and moving towards Wisconsin Ave., then Wisconsin Ave.

Downtown Bicycle & Moped Parking Study Survey

The City of Madison and Toole Design Group are conducting a bicycling and moped parking study for downtown Madison. The study is examining existing bicycle and moped parking facilities and use, and will make recommendations about future parking in the area. An [online survey](#) is available until May 15 to provide input on your use and interest in bicycle and moped parking downtown.

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](#).

Scammer posing as Madison Water Utility employee targets local businesses

The Madison Water Utility has received several calls over the last two days from concerned business owners who have been contacted by a man claiming to be a Water Utility employee. The man threatened to turn off their water unless he was paid a large sum of money. This is a scam. [More information.](#)

Neighborhood Meeting today (April 23) on proposed Core Campus development

NEIGHBORHOOD MEETING

PROPOSED DEVELOPMENT AT 435 W. GILMAN STREET/510 UNIVERSITY AVENUE

Thursday, April 23, 2015 - 7:00 p.m.

Doubletree Hotel - 525 W. Johnson Street

Please join Ald. Verveer for a neighborhood meeting where we will discuss a revised proposal by Core Campus to construct a 12-story mixed-use building, the Hub at Madison II, at 435 W. Gilman Street/510 University Avenue. The site currently contains an apartment building and large parking lot. The existing building at 435 W. Gilman Street, formerly home to Laundry 101 and currently the Hub leasing office, would be demolished. The proposal would include 278 apartments, 9,388 square feet of retail space on University Avenue, 163 structure parking stalls, 415 bike parking stalls and 47 moped stalls.

Ald. Verveer
Mike Verveer

Madison Common Council

Fourth District

Cell: (608) 576-4355

Home: (608) 255-6498

Office: (608) 266-4071

mverveer@cityofmadison.com

Neighborhood Meeting April 27 on proposed development at 126 S. Carroll St.

BASSETT NEIGHBORHOOD MEETING

Proposed Development at 126 S. Carroll Street

Monday, April 27, 2015 - 7:00 p.m.

Capitol Lakes Retirement Community - 333 W. Main Street

Please join Ald. Verveer for a neighborhood meeting to discuss the revised development proposal from Urban Land Interests (ULI) for 126 S. Carroll Street. As part of the Anchor Properties redevelopment, ULI is proposing to demolish the existing parking ramp located on this site and replace it with a new, nine-story, mixed-use building. The new building will contain 6,750 square feet of restaurant / retail space on the ground floor and 88 apartments above. This mixed-use apartment building is the final piece of the Anchor Properties redevelopment, which involves the renovation and expansion of the existing Anchor

Bank office building and the construction of a five-level, underground parking ramp that stretches beneath S. Carroll Street.

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. Informational meeting for business and property owners: **Tues, April 28, 2:30pm, Overture Center Rotunda Stage, 201 State St.** The meeting is in April for the summer work to allow for business input before the contract goes out to bid. [City Meeting Notice](#).

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.

- 4/28/15, [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

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

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

[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:

- 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, 400ppl
- 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
- Geological Society North-Central Section Annual Meeting, May 18-20, 450ppl
- 2015 Spring Madison Half Marathon and Twilight 10K, Madison Festivals Inc, May 22-23, 4500ppl

[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