



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

Today's Topics:

Early 2015 BID-Subsidized Co-op Advertising
-Isthmus Dining Magazine – deadline extended to FRI. Feb 27
-Badger Family Spring Visit Program – deadline Mar. 6
MPOWER Business Champions Program Application Deadline March 9
Downtown Ambassadors Working for You
- Ambassador Deliveries to BID Businesses
-Downtown Map & Guide
-Downtown Gift Certificates
Winter Displays – BID Funded Planter Tubs and Snowflake Lights
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

Isthmus Dining Magazine – deadline extended to FRI. Feb. 27

Last call for BID-subsidized ads in the Isthmus Dining Magazine, an annual guide to local dining published March 26. Glossy, full color, promoted across media, print run includes distribution in the paper plus 10,000 extra for year-round distribution via hotels, hospitality industry, BID Ambassadors at Downtown Visitor Center, Info Booth. The BID-subsidized cooperative ad opportunity is for equivalent of 1/8-p ad (double & triple spaces available) on 2-page downtown dining section. \$325 for a 1/8th page, (horizontal or vertical), full color ad. (\$550 value!) \$650 for a double spot. A few spots still available. Contact: Your Isthmus representative or Peggy Elath at 251-5627, pelath@isthmus.com
[Info Sheet and Reservation Form](#)

Badger Family Spring Visit (April) Program – deadline Mar. 6

Don't miss your opportunity to put your business in front of 2,500 highly engaged visitors and UW parents! Coordinated by UW-Madison's Parent Program, the annual [Badger Family Spring Visit](#) event invites families of current UW students to visit any weekend during April to enjoy time on campus, in the community and at special events. They expect to bring 2,500 people to campus during April, 2015 and to hand out 900 programs Welcome Bags to UW families at check-in for their weekend visits. Business participation opportunities include welcoming UW parents with your ad, special offer, or promo item. [More Info and Sign Up Sheet](#). Deadline: March 6. Contact: Patti Lux-Weber, luxweber@uwmad.wisc.edu, (608) 262-7936

MPOWER Business Champions Program Application Deadline March 9

More than 80 Madison businesses big and small have participated in Sustain Dane's Mpower Business Champions Program, implementing more than 325 sustainability projects saving over \$1.6 million annually. Past downtown participants include the Plaza Tavern, Community Pharmacy, Tutto Pasta on State St., and Isthmus Publishing, Sustain Dane invites your business to apply for the 2015 MPOWER Business Champions Program, and turn your organization's green intentions (and frustrations!) into action and success. Applications are now accepted through Monday March 9th. Program starts on Tuesday, March 24th.

[Program info packet](#)

[Download application](#)

[Read program FAQ's](#)

Contact for more information and questions: Jessie Lerner or Stacie Reece, Sustain Dane, 608.819.0689, jessie@sustaindane.org

Downtown Ambassadors Working for You People helped YTD (As of 2/23/15) – 2,613

This past Friday Ambassadors hosted a tour of State St. and staffed an info table at the resource fair for the first Your UW Days event of 2015. This event is for prospective students who have been accepted, but not yet admitted into the University, as well as their families. During the event Ambassadors made contact with 171 prospective students and family members, while distributing hundreds of Downtown Maps and other Downtown related brochures.

In addition, the weekends at the Visitor Center are getting busier and busier having topped 1,000 contacts for the year. We expect to continue this trend as the weather begins to warm up and more WIAA tournaments bring people to town.

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 2/23**
 - 2015 WAPC State Cheerleading Championships & Badger Cheerleading Championships
 - 2015 Dairy Aire Gymnastics Invitational
 - 2015 Wisconsin State HS Bowling Championships

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. 11

The Downtown Madison Map & Guide

2014-15 Distribution YTD (Beginning 4/21/14): 138,150

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](#).

Winter Displays – BID Funded Planter Tubs and Snowflake Lights

The winter displays in BID funded planters will remain until early April, at which time prep for installation of the spring pansies will begin. In addition, the BID LED Snowflake Lights will be removed from area light poles as soon as Mall Maintenance is able. Our thanks to Mall Maintenance for helping BID make downtown look festive for the winter holidays!

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@chorus.net

2015 Upcoming Meetings (Wednesdays, 2:00 pm, Tutto Pasta, 305 State St.)

MARCH 11 (board meeting)

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.

- 3/3/15, Noon-1pm: SMALL BUSINESS – [Smart Selling - Using a Sales Pipeline Tool to Boost your Sales](#)
- 3/10/15, [8:30am-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS – Positive Mindset Techniques for Business Leaders with Nancy Depcik
- 3/10/15, 9:30am-11am: SMALL BUSINESS – [Laser Business Coaching Session with Nancy Turngren](#)
- 3/10/15, 5:30pm-7pm: SMALL BUSINESS – [WordPress 101](#)
- 3/17/15, 9am – 11am: SMALL BUSINESS – [Strengthsfinders Workshop with Megan Watt](#)
- 3/17/15, noon-1pm: SMALL BUSINESS – [Amplify Your Brand](#)
- Thursdays 3/19/15 – 4/23/15 (no meeting on 4/2/15), [Noon-1pm](#) and [1pm-2pm](#): ENTREPRENEUR BOOK CLUB – Launch – An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams By Jeff Walker
- 3/24/15, [8:30am-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS –Converting Your Social Media Network into Real Business with Laura Gallagher
- 3/24/15, 1pm-2:30pm: SMALL BUSINESS – [Laser Business Coaching Session with AJ Sue](#)

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.)

[Madison Cocktail Week](#), Feb. 25 – March 1

[Thrifty Thursday on State](#) Feb. 26

[WIAA State Tournaments](#) (Welcome flyers from GMCVB)

Individual Wrestling, February 26-28, UW-Madison – Kohl Center – Madison

Boys Hockey, March 5-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Girls Hockey, March 6-7, Veterans Memorial Coliseum at the Alliant Energy Center – Madison

Team Wrestling, March 6-7, UW-Madison – Field House – Madison

Boys Basketball, March 19-21, UW-Madison – Kohl Center – Madison

Madison Area Chefs Network, [MACNweek](#) March 9-15

[The Book of Mormon](#), Overture Center, March 10-15

[Shamrock Shuffle](#), March 15, 10am, State Street

[St. Patrick's Day Parade](#), March 15, 1:30pm, Capitol Square

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

[Badger Family Spring Visit](#), April

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

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

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

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

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

Monona Terrace Conferences & Conventions:

- 2015 Wetland Science Conference, Feb 24-26, 250ppl
- AYSO Expo Madison, American Youth Soccer Organization, Feb 26-Mar 1, 200ppl
- 2015 Dairy-Aire Gymnastics Invitational, Gymfinity Children's Activity Center, Feb 27-Mar 1, 1000ppl
- Business Day in Madison, WMC Foundation, Mar 4, 1000ppl
- Cincinnati Insurance Company Wisconsin 2015 Sales Meeting, Mar 5, 300ppl
- TASC 2015 Annual Meeting, Total Administrative Services Corporation, Mar 10-13, 410ppl
- Ag Day at the Capitol, WI Farm Bureau Federation, Mar 11, 500ppl
- WYSA 2015 Annual Meeting, WI Youth Soccer Association, Mar 13-14, 250ppl
- Mary Kay Career Conference 2015, Mar 19-21, 1300ppl
- Midwest Mutual Assistance Group Conference, Madison Gas & Electric, Mar 23-25, 150ppl
- FamilyLife presents "Weekend to Remember", Mar 26-29, 400ppl

Other conferences/conventions with Welcome Flyers from GMCVB:

WACPC State Cheerleading Championships & Badger Cheerleading Championships 2/27-3/1, Alliant Energy Center, 1,000 ppl

Wisconsin State High School Bowling, Boul-A-Vard Lanes, 3/6-3/6, 900 ppl

[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