



**Madison's Central Business Improvement District (BID)**  
Update, January 22

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**Closure 300 block W. Dayton Jan. 22-25**

Beginning Thursday, January 22nd, construction crane dismantling will require closing through traffic on the 300 block of West Dayton Street between North Henry Street and North Broom Street, as well as the 100 and 200 blocks of North Henry Street. The closures will occur from 7:00 AM on Thursday through the end of the work day on Sunday. [More info.](#)

**MPower Public Showcase on January 23<sup>rd</sup>**

Join Sustain Dane's 2014 cohort of MPower Business Champions to get a first-hand look at their individual and collective successes! Learn from this year's Champions about how MPower, a proven model of sustainability success, continues to help businesses and schools move toward a more sustainable future, making the Madison Region a national model for sustainability and sustainability innovation. This event is free and open to the public. RSVP required.  
Friday, January 23, 7:30-9:30am, Monona Terrace. [Info and Register Here](#)

**2015-16 BID Downtown Madison Map & Guide – ad deadline Jan. 23**

"Google Maps is useful, but nothing beats a foldout map to help explore a city on foot . . ." -Seth Kugel, NY Times

Reach 200,000+ people interested in downtown Madison shopping, dining, visiting, and living. Map users include visitors, convention and conference attendees, residents, students and UW alumni, who use maps for downtown shopping and dining, conventions, business and leisure travel, relocations, new student orientation, employee recruitment, and family events. One ad provides a full year of visibility. Map published in May, 2015, and ads will be invoiced in spring 2015. [Info sheet](#) with sizes, BID member business pricing, and reservation form, or contact BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341. Deadline: January 23, 2015

**Confirm your listing in the Downtown Map & Guide**

BID Businesses - Individualized forms to confirm or update your map business listing were sent out in late December. Please check your mail, and take a moment to review your map listing and provide updates if needed. Please reply to this email if you did not receive a map listing confirmation form. The initial deadline is Jan. 23; we can continue to edit for new businesses through February. We look forward to hearing from you!

**Overture Subscription Brochure – BID subsidized co-op advertising – deadline Feb. 20**

The annual Overture Center for the Arts Subscription Brochure is published each spring with the season's offering for Broadway and other series subscriptions. It is a glossy, color, digest-size, professionally produced program. 12,000 will be mailed to Overture core audience in March; an additional 13,000 will be distributed in the Overture Center Lobby and by BID Ambassadors at the Downtown Visitor Center, Info Booth and other events. This BID-subsidized co-op is for quarter-page color ad, Downtown Madison section. Contact: Courtney Neckar, 608-712-0194, [cneckar@footlights.com](mailto:cneckar@footlights.com). [Info Sheet](#) with pricing.

(The annual slate of BID-subsidized cooperative ads will be available in early March.)

**Downtown Ambassadors Working for You**

**People helped YTD (As of 1/8/15) – 100**

The first few weeks in January are usually quieter than average, but we look forward to volume picking up as Ambassadors continue preparing for the WPT Garden Expo, Madison Winter Festival, WIAA Tournaments, and Your UW Days events in February.

**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 at the WPT Garden Expo at Alliant Energy Center Expo Hall, Feb 13-15
- Info Table at Wisconsin Historical Museum during the Madison Winter Festival, Feb 14-15
- Info Table and Tour for Your UW Days events, Feb. 20, Mar. 27, Apr. 11

**The Downtown Madison Map & Guide**

**2014-15 Distribution YTD (Beginning 4/21/14): 126,450**

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](mailto: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](mailto: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**

Downtown Madison is starting to look festive and very welcoming as the winter displays in BID funded planters have been installed. In addition, the BID LED Snowflake Lights have also been installed onto area light poles which will remain until after the Madison Winter Festival in February. Our thanks to Mall Maintenance for helping BID make downtown look festive for the winter holidays!

**Business/Property Video Camera Info for MPD**

The Madison Police Department is attempting to compile a list of all privately owned and operated video cameras in the State St. and Capitol Square areas. Video camera footage can be very helpful for investigations of reported incidents and crimes. The goal is to be able to contact businesses and properties after incidents as quickly as possible to retrieve video that could help solve crimes.

Participation is completely voluntary. For more information and how to participate, see this [Camera Information Form](#).

**First Settlement Neighborhood Meeting Jan. 28 – Proposed Development at 118 King St.**

This neighborhood meeting will discuss a proposal from the principals of Merchant, Madison's and Majestic Theatre to develop a boutique hotel on the site of the existing parking lot at 118 King Street. The seven-story, flatiron design project would include a restaurant, an underground music venue, a rooftop café and 33 boutique hotel rooms.

Wednesday, January 28, 7:00 pm  
Majestic Theatre, 115 King St.

Aldersperson Mike Verveer, Madison Common Council, Fourth District  
Cell: (608) 576-4355  
Office: (608) 266-4071  
[district4@cityofmadison.com](mailto:district4@cityofmadison.com)

Aldersperson Marsha Rummel, Madison Common Council, Sixth District  
Cell: (608) 772-4555  
Office: (608) 266-4071  
[district6@cityofmadison.com](mailto:district6@cityofmadison.com)

**Car Sharing Public Meeting Jan. 28**

The City of Madison Parking Utility will be holding a public meeting to explore the potential for expanding car-sharing in Madison. Representatives from car-sharing companies will make short presentations, with a question and answer session to follow. The meeting will be held at 5:00 PM on Wednesday, January 28, 2015 in Room 260 of the Madison Municipal Building, 215 Martin Luther King Jr. Blvd., Madison, WI 53703. Members of the public, neighborhood organizations, local businesses, and interested parties are encouraged to attend. Further info: Bill Putnam, P.E., Interim Parking Operations Manager, (608) 266-4761, [traffic@cityofmadison.com](mailto:traffic@cityofmadison.com)

**Community Chat with Chief Koval Feb. 2**

The Central District- Madison Police will be hosting a community meeting with Chief Koval.

Monday February 2, 2015  
6:00pm -7:30pm  
Central Library room 301, 201 W. Mifflin St.

Each District will be hosting a Chat with the Chief. Each of these meetings will allow the Chief to provide updates on new initiatives and for the community to ask questions and provide input on priorities for the coming year.

**Downtown Planning Resolution**

On January 6, resolution ([Leg File ID 36697](#)) was introduced to Council by the Mayor and co-sponsors, "Directing the Department of Planning and Community and Economic Development to conduct a one or two year collaborative effort to implement many of the recommendations in the 2012 adopted [Downtown Plan](#), and to take an expanded and more detailed look at a number of issues associated with State Street, the Capitol Square, and adjacent areas."

The resolution is the outline for the planning effort. The actual planning (public meetings, etc.) will start after the resolution is approved by Council. The resolution calls for a collaborative effort that includes the full participation of groups including Madison's Central BID, the Greater State Street Business Association (GSSBA) and Downtown Madison Inc. (DMI).

City staff will present an overview of the planning resolution at the Thurs. Feb. 5 BID Board Meeting, noon-1:30 pm, 122 W. Washington Ave. (Hovde Building), 1st floor conference room. Agenda will be posted [here](#) on or before Fri. Jan. 30. Board meetings are open meetings. BID business and property owners are invited and encouraged to attend.

Below is the tentative schedule for when the resolution (planning outline) will be reviewed by various city committees. See [Legistar calendar](#) for meeting dates, times, and agendas.

|                                 |             |
|---------------------------------|-------------|
| Common Council (introduction)   | January 6   |
| Landmarks Commission            | February 2  |
| Plan Commission                 | February 9  |
| Urban Design Commission         | February 11 |
| Transit and Parking Commission  | February 11 |
| Economic Development Commission | February 18 |
| Downtown Coordinating Committee | February 19 |
| Common Council (adoption)       | March 3     |

### **Madison Winter Festival Feb. 14-15**

The Madison Winter Festival will take place in the Capitol Square area the weekend of Feb. 14-15. Ninety truckloads of snow will transform the Square into a venue for winter sports and family oriented activities. BID and GSSBA are partnering with the event to bring an ice sculptor as an added attraction. BID Ambassadors will staff a Downtown Information table at the Wisconsin Historical Museum (30 W. Mifflin St.) Sat.-Sun. Feb. 14-15 from 11:00am-3:00pm in the lobby, where the public can drop in to warm up with hot chocolate and explore four floors of exhibits. In addition, the Downtown Visitor Center (452 State St.) will be open Saturday and Sunday, 11am-5pm. [Informational Letter](#) with Winter Festival street closures, schedules, and contacts.

### **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](http://www.maxwellstreetdays.org)

GSSBA President: Sandi Torkildson, A Room of One's Own Bookstore, 257-7888, [room@chorus.net](mailto:room@chorus.net)

2015 Meeting Schedule (2:00 pm, Tutto Pasta, 305 State St.,

JAN. 14 (general membership & board meeting)

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.

- 1/27/15, 8:30-9:30am and Noon-1pm: SMALL BUSINESS - Build Your Company and Career with the Power of LinkedIn with Wayne Breitbarth; [8:30-9:30am](#) and [Noon-1pm](#)
- 1/27/15, 1-2:30pm: SMALL BUSINESS - [Laser Business Coaching Sessions with AJ Sue](#)
- 2/3/15, Noon-1pm: SMALL BUSINESS WORKSHOP - [How To Motivate Your Team Members Without Money](#) with Laura V. Page,
- 2/10/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - Step-by-Step Marketing with Pop-Dot Marketing
- 2/10/15, 9:30-11am: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Session](#)
- 2/17/15, 8:30-9:45am: SMALL BUSINESS WORKSHOP - [Women's Business Breakfast](#) - Learning to Play to Your Strengths & the Strengths of Others with Megan Watt
- 2/17/15, Noon-1pm: SMALL BUSINESS WORKSHOP - [Entrepreneur Resource Showcase with Regus and WWE](#)
- 2/17/15, 1-2pm: SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law and Entrepreneurship Clinic](#)

- 2/24/15, [8:30-9:30am](#) and [Noon-1pm](#): SMALL BUSINESS WORKSHOP - New Social Media Trends
- 2/24/15, 1-2:30pm: SMALL BUSINESS WORKSHOP - [Laser Business Coaching Sessions](#)

### **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 Restaurant Week](#), Jan. 18-23

[Blue Man Group](#), Overture Center, Jan. 23-25

[Folk Ball Festival](#), Memorial Union, Jan. 23-25

[Frostiball 2015](#), Overture Center, Jan. 31

[WPT Garden Expo](#), Feb.13-15, Alliant Energy Center (BID Downtown Ambassador Info Table) (NB – sorry for wrong dates last week!)

[Madison Hotel Week](#), Feb. 13-23

[Madison Winter Festival](#), Feb. 14-15

[International Festival](#), Overture Center, Feb. 21

### [WIAA State Tournaments](#)

Boys Swimming & Diving, February 20-21, UW-Madison – Natatorium – Madison

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

[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

### **Monona Terrace Conferences & Conventions:**

- 2015 American Bouldering Series National Championships, USA Climbing, Jan 30-Feb 16, 1500ppl

- WEDA 2015 Governor's Conference on Economic Development, Feb 11-13, 400ppl

- 2015 WSCA Annual Conference, WI School Counselor Association, Feb 17-19, 1100ppl

[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](mailto: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](mailto:bidoffice@visitdowntownmadison.com) or Tim Jenquin (above).

-Mary Carbine, BID Executive Director, [mcarbine@visitdowntownmadison.com](mailto: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](http://www.visitdowntownmadison.com)

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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](mailto:mcarbine@visitdowntownmadison.com)  
[www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)  
[www.facebook.com/DowntownMadison](http://www.facebook.com/DowntownMadison)