



Madison's Central Business Improvement District (BID)
Update, Jan. 7

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New BID Executive Director (Add to your address list)

We are excited to announce the newest addition to the BID Staff. Tiffany Kenney has accepted the position as the BID Executive Director and has begun in her official capacity as of January 4th. We are thrilled to have Tiffany on board, particularly after the fantastic job she did filling in during the fall months. Tiffany has a fantastic marketing and events background, including with the Wisconsin Builders Association and Madison Magazine, which will make her a perfect fit for the position.

Tiffany Kenney
Executive Director
Madison Central BID
122. W. Washington Ave. Suite 250
Madison, WI 53703
(608) 512-1340
tkenney@visitdowntownmadison.com

Holiday Season – How did it go for your business?

How did the holiday season go for you? How was business compared to 2014? Any trends/insights/comments that can help BID with holiday marketing and promotion next year? Reply to this email with your comments.

In terms of BID programs, the extra Kids in the Rotunda was extremely well attended. The Holiday Trolley hosted more than 3,000 riders while the info table assisted 700 people, which are both on pace with 2012 and 2013.

Thanks again to our sponsor, DreamBank – American Family Insurance. Also a big thanks to our programming partners, Overture Center for the Arts, the Madison Public Library, Madison Children’s Museum, DreamBank – American Family Insurance. Another thank you goes out to our media partners, Isthmus, 94.9 WOLX, and MMM Madison. And finally, a huge thanks to all of the participating businesses.

Capitol Square Reconstruction Public Information Meeting Recap

The City of Madison is planning 2016 & 2017 projects on the Capitol Square. The proposed project will include replacement of the pavement, water main & sanitary sewer main with bike lane improvements. These projects will also include assessments to adjacent property owners.

[Notes from the December 16th Pre-Construction Meeting](#)

A few other notes:

- This project will follow tree protection protocol where possible.
- The two water shutoffs will be the average. Carroll St. will likely only need one; some other areas might need two or three. Advanced notice will be given for each shutoff which can last from 4-8 hours each.
- Regular meetings will be held by City staff to provide updates.
- City Staff will work with Street Vending to inform those with outdoor cafes and vending space when work will be done in their area.

Please contact City Engineering with any questions or comments:

Jim Wolfe, Project Engineer,
(608) 266-4099
jwolfe@cityofmadison.com

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:

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

UW-Madison Badger Family Spring Visit (April) – Sponsorship includes ad in event program – DEADLINE February 12

Coordinated by UW-Madison’s Parent Program, the Badger Family Spring Visit invites families of current UW students to visit any weekend during April to enjoy time on campus and in the Madison community.

<https://parent.wisc.edu/badger-family-spring-visit/>

They expect 1,500 visitors and will hand out 500 complimentary programs and welcome bags to visiting parents, families and their students. Sponsorship is a great opportunity to put your business in front of this audience. Sponsorship includes an advertisement in the event program.

[Sponsorship Info Sheet](#)

Advertise in the 2016 GMCVB Visitors Guide

Downtown BID is a partner with Madison Convention and Visitors Bureau. Only partners are eligible to advertise in the Madison Official Visitors Guide, you can be a part of the Madison Visitors Guide by participating in the Downtown coop page. The Bid’s contribution offsets a portion of the advertising costs, bringing rates down substantially from those noted on the rate card. Space is limited.

Make the most of every dollar by reaching out to visitors who are not aware of your business. This guide is one of the GMCVB’s primary communication pieces to visitors. More than 120,000 copies of the

Spring/Summer guide are distributed each year, plus it is available online at www.visitmadison.com. It is the only guide distributed to those that request information from the CVB either online or phone.

Spring/Summer deadline: January 11, 2016.

[Info and Reservation Sheet](#)

Contact Louise Andraski, Nei-Turner Media Group, louisea@merr.com, 608.873.8734 direct

[Example of the BID Coop ad within the GMCVB Visitor Guide](#)

Advertise in the 2016-17 BID Downtown Madison Map & Guide

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

Reach upwards of 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, 2016, and ads will be invoiced in spring 2016. [Info sheet](#) with sizes, BID member business pricing, and reservation form, or contact BID Programming Coordinator Tim Jenquin at tjenquin@visitdowntownmadison.com or (608) 512-1341.

Deadline: January 22, 2016, or once space has filled.

Confirm your listing in the 2016-17 BID Downtown Madison Map & Guide

BID staff have begun preparing the 2016-17 Downtown Madison Map & Guide. Each BID Business gets a listing within the Downtown Map & Guide free with membership. Forms have been mailed, but if you prefer you can confirm your listing now. To confirm the details of your listing:

- 1) Go to the appropriate link:
 - a. Retail and service businesses go here: [2016 Retail Listings](#)
 - b. Bar, Restaurant, Café, and Hotels go here: [2016 Food & Drink / Hotel Listings](#)
- 2) Once you find your listing, please confirm the accuracy in regards to:
 - a. Name
 - b. Address
 - c. Phone Number
 - d. That you are in the correct category
(Please note categories cannot change, but businesses can be relocated into another category. Businesses can be in one category only.)
- 3) Please note: the green byte-line descriptions are for GSSBA members only.

To submit changes either return the mailed form, or contact BID Programming Coordinator Tim Jenquin at tjenquin@visitdowntownmadison.com or (608) 512-1341.

Deadline: January 22, 2016

Snow Removal Reminders from the City

We are looking at great weather for this weekend – but sooner or later, it will snow! A snow reminder – When city Mall Maintenance crews are removing snow from sidewalks, please bring sandwich boards and cigarette urns (and anything else you might have outside) INSIDE or into your doorways. Also, don't leave anything out overnight! When it snows, they work overnight and early in the morning. And of course, always keep sandwich boards out of the main "walking area" of the sidewalk, crosswalks, and handicapped ramps. Business and property owners are also responsible from removing snow from any awnings over sidewalk. FYI snow removal from the streets and parking areas is not done by Mall Maintenance but by Streets Dept. (just like other city streets). Mall Maintenance info and contacts: <http://www.cityofmadison.com/parks/services/mallmaintenance.cfm>

City of Madison Weights and Measures Scanner Licensure

It was brought to our attention that the City of Madison Weights and Measures are visiting area retailers doing scanner price verification. Please read this [fact sheet](#) from the city department of Weights and Measures for more information on what these checks entail.

Inn on the Park Renovation Construction Meeting Notes

Construction on the exterior renovation of the Inn on the Park will start October 18 and last until mid-June 2016. Sidewalk access on the Capitol Square will be provided at all times, but the sidewalk along the hotel on W. Main will be closed for pedestrian safety. The 100 block of West Main Street will only have periodic daily (approximately 12) road closings, but will reopen every evening.

Downtown Ambassadors Working for You People helped YTD (As of 12/31/15) – 44,217

With 2015 coming to a close, the Ambassadors can look back feeling like they had another successful year. In total Ambassadors:

- Assisted 22,000+ people at the Visitor Center, even with 2014.
- Assisted 11,000+ people at the Info Booth during the summer months.
- Assisted 10,000+ people at special events.
- Distributed 17,000+ flyers and updates to BID businesses.
- Distributed 140,000+ Map & Guides and Downtown Brochures.

Visitor Center Winter Hours, Through Friday, May 6, 2016

Thurs-Sun: 11:00am-5:00pm

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

Info Booth Hours

The info booth has closed for the 2015 season and will return May 7th 2016.

Visitor Center Extended Hours and Special Event Tables:

- Info Table at the WPT Garden Expo – February 12-14, Alliant Energy Center
- Info Table for the Madison Winter Festival – February 13-14, Wisconsin Historical Museum
- Info Table at Your UW Days Events – Feb. 19, April 1 & 22, 2016

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.

- **None to Report**

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 118,575

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 and Snowflake Lights

The winter displays were installed the week of November 9th and will remain until spring.

The BID Funded Snowflake Lights were installed the week of November 16th. We would like to send a special thank you to Madison Gas & Electric and the Greater State Street Business Association (GSSBA) for their generous donations for assistance in upgrading the snowflake light fixtures. This year the lights will feature new bulbs that emit a nicer, warmer light, as well as refurbished plugs.

Our thanks to Mall Maintenance and Parks for their hard work and partnership with the holiday lights and downtown planting programs.

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.)

Next Meeting: January 13, 2016

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.

- *Tuesdays, January 12- February 16, 1:30-2:30pm*, ENTREPRENEUR BOOK CLUB: [Start with WHY: How Great Leaders Inspire Everyone to Take Action By Simon Sinek](#)
- *Tuesdays, January 12- February 16, 2:30-3:30pm*, ENTREPRENEUR BOOK CLUB: [Start with WHY: How Great Leaders Inspire Everyone to Take Action By Simon Sinek](#)
- *1/13/16, 11:30am-1:00pm* CAREER DEVELOPMENT: [Career Resource Open House](#)
- *1/15/16, 11:30am-2pm*, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- *1/19/16, Noon-1:15pm*, SMALL BUSINESS WORKSHOP: [Personal Branding for LinkedIn with Dana Zurbuchen](#)
- *1/26/16, Noon-1pm*, SMALL BUSINESS WORKSHOP: [2016 Hottest Online Marketing Trends Expert Panel](#)
- *1/29/16, 11:30am-2pm*, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)

Downtown Events, Dates, Meetings:

(special events, major programs with general downtown impact)

[Early Winter Farmers' Market](#)

[International Festival](#), Overture Center, Jan. 9

[Disney's Beauty and the Beast](#), Overture Center, Jan. 13-17

[Madison Restaurant Week](#), Jan. 17-22

Martin Luther King Jr. Day - Jan. 18

UW classes begin, January 19

[Frostiball 2015](#), Overture Center, Jan. 30

[The Sound of Music](#), Overture Center, Feb. 2-7

[Madison Hotel Week](#), Feb. 12-21

[Madison Winter Festival](#), Feb. 13-14

Monona Terrace Conferences & Conventions:

- Dairy Business Association 2016 Dairy Strong, Jan 12-14, 600ppl

- The Wisconsin Credit Union League 2016 State GAC, Jan 20, 225ppl

- 2016 American Bouldering Series National Championships, USA Climbing, Jan 21-Feb 8, 1500ppl
- Ag Day at the Capitol, WI Farm Bureau Federation, Jan 27, 400ppl
- WEDA 2016 Governor's Conference on Economic Development, WI Economic Development Assoc, Feb 3-5, 400ppl
- WBA Bank Executives Conference, WI Bankers Association, Feb 7-10, 500ppl

[Monona Terrace Events Calendar](#)

Downtown Madison Museum Calendars

- [Chazen Museum of Art](#)
- [Madison Children's Museum](#)
- [Madison Museum of Contemporary Art \(MMoCA\)](#)
- [Madison Public Library \(Central Library\)](#)
- [Wisconsin Historical Museum](#)
- [Wisconsin Veteran's Museum](#)

Downtown Madison & UW Theater Calendars

- [Bartell Theater](#)
- [Majestic Theater Madison](#)
- [Orpheum Theater Madison](#)
- [Overture Center for the Arts](#)
- [University Theater](#)
- [UW School of Music Performances](#)
- [Wisconsin Union Theater](#)

[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 has accepted a position managing the UW Alumni Park, set to open in 2016. October 6th was Mary's last day with Madison Central BID. In the interim please send any questions to staffer Tim Jenquin (listed above) who will direct all inquiries to the appropriate contact.

*You can also order more maps online (free) at www.visitdowntownmadison.com

Tim Jenquin
Programming Coordinator
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250, Madison, WI 53703
t: (608) 512-1341
tjenquin@visitdowntownmadison.com
www.visitdowntownmadison.com
www.facebook.com/DowntownMadison