



Madison's Central Business Improvement District (BID)
Update, July 9

Today's Topics:

GSSBA Membership and Maxwell Street Days Vendor Application (DEADLINE FRIDAY JULY 10)
(State St. sidewalk café folks, please note GSSBA gets daytime exclusive use permit July 17-19, only Maxwell vendors can put out cafés)

GSSBA Maxwell Street Days Group Ads-deadline Friday

BID-Subsidized Cooperative Advertising – Annual Manual deadline July 17

Art Fair On/Off the Square, July 11-12

State St. Sidewalk Repairs Preconstruction Meeting July 14

City Community Budget Conversation July 14

Sidewalk Café Fees Proposed Ordinance Changes – Update & Meeting Schedule

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GSSBA Membership and Maxwell Street Days Vendor Application (deadline July 10)

The [Maxwell Street Days Summer Sidewalk Sale](#) is July 17-19. This annual State Street event attracts 30,000 people downtown for shopping and dining. The Greater State Street Business Association (GSSBA) presents on Maxwell Street Days with support from BID.

GSSBA gets a daytime “exclusive use permit” for State Street for Maxwell Street Days. Only those with Maxwell vending permits can vend outside or have an outdoor cafe on State Street July 17-19 during Maxwell Street Days hours (Friday-Saturday 8am to 6pm, and Sunday 10am to 5pm). “Exclusive use” supersedes other permits (outdoor cafes, sidewalk vending). Only GSSBA members can apply for Maxwell Street Days vending permits. 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. Even if you are not going to vend outside during Maxwell Street Days, you are encouraged to join GSSBA if the event benefits your business. Your membership helps fund the marketing and promotion that brings people downtown and to your business during the event.

Find the GSSBA Membership and Maxwell Street Days vendor application form, and Vendor Guidelines, at www.maxwellstreetdays.org
(Discounted registration before June 17th. Final sign up deadline July 10)

Maxwell St. Days questions? Contact: John Hutchinson, Fontana Sports, (608) 239-2093,
jhutch@fontanasports.com

GSSBA Maxwell Street Days Group Ads

For Greater State Street Association (GSSBA) member businesses/Maxwell Street Days vendors.
Wisconsin State Journal Group Ad (Deadline July 10)

Information at www.maxwellstreetdays.org

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:

Isthmus Annual Manual (August) Deadline: Space res July 17, final deadline July 22. [Info Sheet/Space Reservation Form](#)

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

Art Fair On the Square and Off the Square Sat.-Sun. July 11-12

[Art Fair On the Square](#), on the Capitol Square. 450 exhibiting artists/200,000 attendees.

[Art Fair Off the Square](#), on Martin Luther King, Jr. Blvd. & the Monona Terrace Esplanade. 140 exhibitors.

Hours for both:

Saturday, July 11, 9 am - 6 pm

Sunday, July 12, 10 am - 5 pm

Street closures, parking:

Art Fair On the Square - The meters on the square and the 100 blocks leading up to the square should be bagged Friday, July 10, around noon so that vehicles will be off at 3pm, when the streets will be closed. The streets will be closed until 11p, Sunday, July 12.

Art Fair Off the Square - The 200 block of MLK will be closed at 6pm on Friday and remain closed until 9p Sunday. The meters on 10 E. & W. Wilson St. will be bagged Friday night and those streets will be closed Saturday, 5am-6p (Dane County Farmers' Market sets up here, 6a-2p) and Sunday, 9a-6p

State St. Sidewalk Repairs Preconstruction Meeting July 14

City Sidewalk Repairs on State St.

The city will do sidewalk joint repairs on State St. (100-600 blocks) along with some spot sidewalk repairs, July 20 - August 21. They would work in any one spot 4-5 days. 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.

State Street Sidewalk Repairs July 20-August 21, 2015

Pre-Construction Information Meeting

Tuesday, July 14, 2:30 – 3:30 PM

Overture Center, 201 State St., Lower Level Board Room

City project manager: Jim Wolfe, jwolfe@cityofmadison.com, (608) 266-4099

State Street Business and Property Owners are encouraged to attend.

Start of Work Letter, Project Info Sheet, Project Plans, and list of locations with potentially impacted cafes/merchant vending at:

visitdowntownmadison.com/Construction

City Community Budget Conversation July 14

The Mayor's Office will hold Community Budget Conversation regarding next year's budget, Tuesday, July 14th, at the Central Library from 6:00-7:30pm. This is an opportunity for community members to share feedback prior to the release of the 2016 Executive Budget. This year will use a new interactive session focused on prioritizing spending to ensure budget decisions are consistent with achieving our goals for Madison. [Agenda](#)

Sidewalk Café Fees Proposed Ordinance Changes – Update & Meeting Schedule

Proposed legislation about future Sidewalk Café Fees was introduced at the July 7 Common Council for referral to City Boards, Commissions

and Committees including the BID Board, Board of Estimates, Vending Oversight Committee, Downtown Coordinating Committee and Economic Development Committee. The proposal is to create a per square-foot license fee for all sidewalk cafés and increase the license fees for Mall/Concourse sidewalk cafes in the State Street Mall/Capitol Concourse Vending Area. The Mayor's Office asked us to let stakeholders know about proposed legislation in order to have a good discussion and allow the public opportunities to weigh in on the proposal. Please see below link for a BID memo with background information, links to the proposed legislation and city staff memo, and list of upcoming public meetings and how to participate and contact policy makers.

[BID Sidewalk Café Fee Info Memo](#)

BID Annual Meeting July 28

BID Property and Business Owners - Please join the Madison Central BID Board and staff at the 2015 BID Annual Business Meeting.

Tuesday, July 28, 2015, 5:00-6:30 pm

Hovde Building, 122 W. Washington Ave., 1st floor conference room

The BID Board and staff will review BID Programs and Services for downtown businesses, and BID funding, budget and operations over the past year: Ambassador Program/Visitor Services, Marketing, Programming & Events, Planting Programs, Communications & Outreach, Budget & Funding. Most importantly, we want to hear your feedback, priorities, and ideas. Your input will help the BID Board set goals and priorities for the 2016 Operating Plan.

BID Top of State Events Continue

[Top of State](#) is a mix of weekly summer programs and activities in downtown Madison where State Street meets the Capitol Square, from markets to music, arts and crafts, children's activities, resource fairs and learning opportunities, and pop-up or drop-in events. The programming is design to bring positive activity into the areas, and is supported with funding from the City of Madison and private sector donors via the Madison Parks Foundation, and with the media partnership of Isthmus. Thanks to all who have partnered! Schedule and information is at [top-of-state.com](#). Upcoming events:

- Kids' Day at Top of State: Fri. July 10, 10am-noon
- Ian's Pizza Outdoor Open Mic, Tues. July 14, 5:00 – 7:00 pm
- Learn at Lunch: Beat that! Wed., July 15, noon-1:00 pm
- MadCity Bazaar at Top of State, Thurs. July 16, noon-6:00pm
- Kids' Day at Top of State: Fri. July 17, 10am-noon
- Ian's Pizza Outdoor Open Mic, Tues. July 21, 5:00 – 7:00 pm
- Kids' Day at Top of State: Fri. July 24, 10am-noon
- Artists in the Grove: Hardware/SteamPunk Jewelry, July 28, 11:00 am – 2:00 pm
- Ian's Pizza Outdoor Open Mic, Tues. July 28, 5:00 – 7:00 pm
- Wisconsin Author Series - "Life, Death, and Archaeology at Fort Blue Mounds" with author Robert A. Birmingham, Thur. July 30, 5-6:15pm
- Kids' Day at Top of State: Fri. July 31, 10am-noon

Downtown Ambassadors Working for You

People helped YTD (As of 7/6/15) – 15,859

The Independence Day weekend turned out to be one of our busiest of the year. In total Ambassadors assisted:

- More than 1,500 people over the week.
- More than 800 people this weekend, including 450 on Saturday, July 4th.
- Nearly 300 people on Wednesday, July 1st prior to the Concert on the Square.

The busy trend should continue as we have more outstanding weather in the forecast along with some great special events such as Art Fair on (and off) the Square, Maxwell Street Days, and a handful of conferences including UX Madison

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**

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

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

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

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

Sun: 11:00am-5:00pm

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

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

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

Visitor Center Extended Hours and Special Event Tables:

- Extended Info Booth hours for the Mad City Bazaar at the Top of State until 6pm.
- Extended Visitor Center and Info Booth hours for Concerts on the Square, Wednesdays June 24 – July 29, until 7pm.

The Downtown Madison Map & Guide

2015-16 Distribution (Starting 4/23/15): 71,325

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 Summer annuals, which are generously supported by Olbrich Gardens, were installed into BID funded planter tubs in June and will remain through October. Summer annuals have also been planted in selected beds in the District. 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: Will finish King Street this week and move onto Pinckney, which we have started a bit already. Will move onto East Main when finished there.

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.)

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.

- 7/14/15, 11:30am - 1pm, SMALL BUSINESS WORKSHOP – [How To Create An Irresistible Offer and Build Your Email List with Keith Gilmore](#)
- 7/21/15, 8:30am – 9:45am, SMALL BUSINESS WORKSHOP – Women's Business Breakfast - [Finding Your Brand Voice on Social Media with Lauren Felix](#)
- 7/21/15, Noon – 1pm, SMALL BUSINESS WORKSHOP – [SEO Optimization For Your WordPress Website](#)
- 7/22/15, Noon – 1pm, CAREER DEVELOPMENT - [Play Your Way to More Productivity](#)
- 7/28/15, 8:30am – 9:30am, SMALL BUSINESS WORKSHOP – [Make Your Facebook Posts More Effective](#)
- 7/28/15, Noon-1pm, SMALL BUSINESS WORKSHOP – [Make Your Facebook Posts More Effective](#)

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

[Top of State](#) Summer Event Series.

[Lunchtime Live](#), Tuesdays, June 16-August 4

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

[Art Fair on the Square](#), July 11-12

[Art Fair Off the Square](#), July 11-12

[Majestic Live on King Street](#), next concert July 17

[Maxwell Street Days Summer Sidewalk](#) Sale (State Street), July 17-19

[Isthmus Paddle & Portage](#), July 18

[Midwest Mustache and Beard Wearer's Championships](#), July 18

[Restaurant Week](#), July 19-24

[Outreach Pride Parade](#), Aug. 9

[Jazz at Five](#), Wednesdays, Aug. 5-Sep. 2

[Madison Mini-Marathon](#), August 22

[Taste of Madison](#), Sep. 5-6

Monona Terrace Conferences & Conventions:

- American Data's ECS User Convention, July 14-16, 180ppl
- Trek Bicycle Corporation Sales Meeting, July 28-Aug 6, 1600ppl

[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