



Madison's Central Business Improvement District (BID)
Update, June 18

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GSSBA Membership and Maxwell Street Days Vendor Application

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.
Isthmus Group Ad (Renewal deadline June 19; new advertiser deadline July 2)
Wisconsin State Journal Group Ad (Deadline July 10)
Information at www.maxwellstreetdays.org

Dane Buy Local Independents Week (June 26-July 6)

Dane Buy Local will do a marketing campaign with a call to action to consumers to support local business of all kinds during this week. Independents Week is part of a larger national campaign from AMIBA.net. Independent local businesses and organizations can sign up to put their event or special offer on the Dane Buy Local website. You do NOT need to be DBL member to participate! How to sign up? Go to DaneBuyLocal.com. Click on the Independents Week Logo. Click on "SIGN UP". Follow instructions. Questions? Contact Colin Murray at Dane Buy Local, colin@danebuylocal.com, (608) 729-7346.

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:

Greater Madison Visitors Guide – Fall/Winter (+ opportunity to sign up for Spring/Summer next yr.) Deadline: June 18

Isthmus Annual Manual (August) Deadline: July 22

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

Make Music Madison June 21

Downtown will again have a strong showing for Make Music Madison, the city-wide celebration of music on Sunday June 21. Thanks to all the BID businesses and organization who are participating, offering venues to musicians, and helping bring people downtown. We have created a BID-specific Make Music Madison performance poster and listing [here](#).

BID Top of State Events Continue

The BID "Top of State" programs continue where State Street meets the Square. Information is at top-of-state.com. Regular upcoming programs include:

MadCity Bazaar, Madison's Urban Pop Up Flea Market
Noon-7pm, Arts, crafts & vintage vendors.
First & third Thursdays through August, every Thursday in September, noon-7pm

Kids' Day at Top of State
Fridays, 10am - noon, June 19 – Aug. 14
Outdoor games, play and fun with the Wisconsin Historical Museum, MSCR FIT2GO Van, Madison Central Library, Madison Children's Museum, and more. (Children must be accompanied by adult; no drop offs.)

Ian's Pizza Outdoor Open Mic with host Tim Coughlin Jr.
Tuesdays 5-7pm, starting June 9, 30 on the Square, outside Ian's on State
All musicians & genres welcome!

Wisconsin Author Series: Let's Talk History!
Enjoy summer and discover Wisconsin history at author talks with the Wisconsin Historical Museum, the last Thursdays in June, July and August. Books will be available for purchase at the talks.
Author Talks Location: 30 on the Square (100 N. Carroll St.)
Rain location: Wisconsin Historical Museum, 30 N. Carroll St.
First Program: "Bottoms Up: A Toast to Wisconsin's Historic Bars and Breweries," with Author Appearance by Jim Draeger.
Thursday, June 25; 5:00-6:15 pm

Top of State is a mix of 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!

Downtown Ambassadors Working for You People helped YTD (As of 6/15/15) – 12,154

This past week Ambassadors assisted nearly 900 people, more than half of which were over the course of the weekend. We are noting many visitors from all over the state, country, and world stopping by to grab brochures as well as ask downtown related shopping, dining, and event questions. We expect our number of contacts will continue to grow as we move further into the tourist season.

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 7pm.
- 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): 68,400

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

Pansies will be removed this week in preparation for the summer plantings. The summer plants are scheduled to be installed the week of June 22nd, which are generously supported by Olbrich Gardens. 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 be working on corner of E. Main, King and S. Pinckney near Colectivo, starting with E. Main, then King and S. Pinckney.

Construction Updates

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. There was an info meeting April 28, and will be notification from the city before starting. City project manager: Jim Wolfe, jwolfe@cityofmadison.com, (608) 266-4099

[East Johnson \(at Pinckney\) Lane Closures Starting May 18](#)

[Closure 800 block Langdon St.](#), May 26 – October.

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.

- 6/18/15 thru 7/16/15 (except 7/2/15), Noon-1pm, ENTREPRENEUR BOOK CLUB - [The One Thing – The Surprisingly Simple Truth Behind Extraordinary Results By Gary Keller](#)
- 6/18/15 thru 7/16/15 (except 7/2/15), 1pm-2pm, ENTREPRENEUR BOOK CLUB - [The One Thing – The Surprisingly Simple Truth Behind Extraordinary Results By Gary Keller](#)
- 6/23/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP - [Be the News Director of Your Social Media Network with Kay-tee Franke](#)
- 6/23/15, Noon-1pm, SMALL BUSINESS WORKSHOP - [Be the News Director of Your Social Media Network with Kay-tee Franke](#)
- 7/7/15, 8:30am - 9:30am, SMALL BUSINESS WORKSHOP - [Craft Your Compelling Elevator Pitch with Nancy Depcik](#)
- 7/8/15, 11:30am - 1pm, CAREER DEVELOPMENT - [Getting Your Resume & Cover Letter To The Top Of The Pile](#)
- 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

[Isthmus Jazz Fest](#), June 19-20

[Make Music Madison](#), June 21

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

[Thrifty Thursday on State](#), June 25

[Majestic Live on King Street](#), first concert June 26

[Shake the Lake](#), June 27

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

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

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

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

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

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

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

Monona Terrace Conferences & Conventions:

- Quality Educator Convention, Association of WI School Administrators (AWSA), June 17-19, 450ppl
- PL Claims Leadership Conference, American Family Mutual Insurance Company, June 23-24, 100ppl
- ETC CUE 2015, Electronic Theatre Controls, June 25-28, 200ppl
- American Data's ECS User Convention, July 14-16, 180ppl

[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

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