



**Madison's Central Business Improvement District (BID)**  
Update, March 12

**Today's Topics:**

**Shamrock Shuffle, St. Patrick's Day Parade, Sun. March 15**  
**Top of State/Philosopher's Grove Public Meeting, Mon. March 16**  
**BID-Subsidized Cooperative Advertising 2015**  
**WIAA Boys Basketball State Championships (Mar. 19-21) – Welcome Materials**  
**Downtown Ambassadors Working for You**  
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**[Shamrock Shuffle](#) 10K/5K/2 mile walk, March 15**

Starts 10am, course closes noon. Day of Registration/Package pick up: Orpheum Theatre. Starts & ends in 400 block of State St. Post event awards at State St. Brats. Course goes down State St. to Lake, turns right at Lake St., left onto Langdon, and then up Observatory. The 400-600 blocks of State St. will be closed beginning 6:00am on Sunday 16<sup>th</sup>, but cross streets will remain open. Lake St. between State and Langdon will be closed briefly after the start of the race as runners go through. On the way back, they will run in one lane separated by cones. There will be police helping with traffic control on Lake during the race.

**[St. Patrick's Day Parade](#), March 15**

On the Capitol Square, starts 1:30 pm, parade steps off from intersection of N. Pinckney & E. Mifflin St. (parade headquarters). Route is counter-clockwise around the square, exiting at E. Washington Ave. On the Capitol Square, meters will be bagged Saturday night indicating no parking on Sunday. The Square closes to traffic at 11 am, and should be opened up by 3:00 pm. Parade staging starts 11 am on the 100 blocks of E. Mifflin and N. Hamilton (will be closed but local traffic access allowed). [Route Info and Map](#)

**Top of State/Philosopher's Grove Public Meeting March 16**

The City's Downtown Coordinating Committee and city staff have been exploring physical changes and programming options to help activate the Philosopher's Grove area at the top of State St. (An initial design workshop was held Nov. 20.) This public meeting is to gather input on emerging design preferences. BID business and property owner and area stakeholders are encouraged to attend.

Monday, March 16, 4:30 – 6:00 pm  
Madison Central Library, 201 W. Mifflin St., Community Rm. 301  
[Meeting Flyer](#)

**[BID-Subsidized Cooperative Advertising 2015](#)**

The 2015 BID-subsidized cooperative advertising slate for 2015 is available. 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.](#) Hard copy will be delivered by BID Ambassadors next week.

### **WIAA Boys Basketball State Championships (Mar. 19-21) – Welcome Materials**

It's the 100th Anniversary of the WIAA Boys State Basketball Championships, March 19-21, Kohl Center. BID is partnering with the Madison Area Sports Commission and Greater Madison Convention & Visitors Bureau's special efforts to welcome WIAA athletes, families and fans, and commemorate this anniversary for the tournaments which have such economic impact for Madison. Welcome efforts include a special fan guide, microsite ([www.WIAA100.com](http://www.WIAA100.com)), hotel welcome program, and visitor services. As part of this effort, next week BID Ambassadors will start delivering WIAA Boys Basketball Welcome Window Flyers and pennants to BID Businesses. We encourage you to display these materials March 19-21 to welcome WIAA Boys Basketball attendees and to celebrate the 100th anniversary of these tournaments.

### **Downtown Ambassadors Working for You People helped YTD (As of 3/9/15) – 3,055**

With the warmer weather combined with WIAA tournaments the Ambassadors have seen their activity increase. Just this past weekend the Ambassadors assisted more than 250 people, bringing the grand total to more than 3,000 for the year! This will only get busier as the weather warms up and we welcome EPIC and Mary Kay conferences, as well as even more WIAA tournaments!

### **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](mailto: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 3/9**
  - WIAA 100<sup>th</sup> Anniversary Boys' Basketball Flyer and Pennants
  - EPIC's 2015 XGM
  - Mary Kay Career Conference 2015

### **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. 17 – Gordon Commons / Wisconsin Institutes for Discovery
- Info Table at UW Med School Reception – April 11<sup>th</sup> – 750 Highland Ave.
- Info Table at Your UW Days Admitted Students of Color Reception – April 11<sup>th</sup> – Memorial Union

### **The Downtown Madison Map & Guide**

#### **2014-15 Distribution YTD (Beginning 4/21/14): 140,625**

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**

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

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

2015 Upcoming Meetings (Wednesdays, NEW TIME 1:00 pm, Tutto Pasta, 305 State St.)

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.

- 3/17/15, 9am – 11am: SMALL BUSINESS – [Strengthfinders 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.)

WIAA State Tournaments (Welcome flyers from GMCVB) - [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

Literacy Network [Busking for Books](#), April 25

**Monona Terrace Conferences & Conventions:**

- TASC 2015 Annual Meeting, Total Administrative Services Corporation, Mar 10-12, 410ppl
- WYSA 2015 Annual Meeting, WI Youth Soccer Association, Mar 13-14, 250ppl
- Mary Kay Career Conference 2015, Mar 19-21, 1300ppl (Welcome flyer from GMCVB)
- Midwest Mutual Assistance Group Conference, Madison Gas & Electric, Mar 23-25, 125ppl
- FamilyLife presents "Weekend to Remember", Mar 26-29, 400ppl
- 2015 PSW Educational Conference, Pharmacy Society of WI, Apr 8-10, 475ppl

**Other conferences/conventions with Welcome Flyers from GMCVB:**

Epic, 2015 Spring Advisory Councils, 3/16 – 3/26 – at Epic campus in Verona but many participants staying in/will visit downtown.

[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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