



Madison's Central Business Improvement District (BID)
Update, January 15

Today's Topics:

2015-16 BID Downtown Madison Map & Guide – ad deadline Jan. 23
Map & Guide – confirm/update your business listing
Downtown Ambassadors Working for You
-Downtown Map & Guide
-Downtown Gift Certificates
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Snow Removal Info from the City
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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 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!

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, 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. In 2013 sales exceeded \$85,000, breaking the 2012 record of \$79,700.

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](#).

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!

Snow Removal Info from the City

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>

Ad Hoc Downtown Public Restroom Committee Meeting Jan. 20

The City Ad Hoc Downtown Public Restroom Committee invites members of the downtown business community to provide input on the City's initiative to fund one or more public restrooms in the downtown area.

Meeting Date: Tues, Jan. 20

Time: 4:30 pm

Location: 215 Martin Luther King Jr. Blvd. (Madison Municipal Building) , Room 300

The purpose of this meeting is to hear concerns and ideas from downtown businesses regarding a public restroom in the downtown area. If you are unable to attend this meeting, but would like to provide input for the January 20th meeting, please email comments to Sarah Lerner at slerner@cityofmadison.com by January 16, 2015.

To find information on past meetings, reports, and Committee research, see this link:

<https://madison.legistar.com/Calendar.aspx>

- Choose the List View tab
- From the drop down menu select the year 2014
- From the drop down menu select the Ad Hoc Downtown Public Restroom Committee

MPower Public Showcase on January 23rd

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](#)

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

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

GSSBA President: Sandi Torkildson, A Room of One's Own Bookstore, 257-7888, 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. January business events below, see their [calendar](#) for more events.

- Thursdays from 1/15/15 – 2/19/15 (no meeting on 2/5), Noon-1pm and 1-2pm: ENTREPRENEUR BOOK CLUB - The Power of Habit - Why We Do What We Do In Life and Business by Charles Duhigg; [Noon-1pm](#) and [1-2pm](#) from January 15-February 19th (no meeting on 2/5)
- 1/20/15, 8:30-9:30am and Noon-1pm: SMALL BUSINESS - Classic Networking Mistakes and Timeless Remedies with Andy Voeltner; [8:30-9:30am](#) and [Noon-1pm](#)
- 1/21/15, 11:30am-1pm: [LEARNING LAB - Career Resource Open House](#)
- 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](#)

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

[Martin Luther King Jr. Day Observances](#)- Jan. 19

UW classes begin, January 20

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

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

[WPT Garden Expo](#), Feb. 7-9, Alliant Energy Center (BID Downtown Ambassador Info Table)

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

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

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

Monona Terrace Conferences & Conventions:

- Dairy Business Association 2015 Dairy Strong, Jan 13-15, 600ppl
- The Wisconsin Credit Union League 2015 State GAC, Jan 20-21, 225ppl
- 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

[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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