



Madison's Central Business Improvement District (BID)
Update, Jan. 28

2016-17 Downtown Madison Map & Guide Advertising Information (Only a few spaces left!)
City of Madison Retail Improvement Grant (NEW)
Advertise in the Badger Family Spring Visit Program (Deadline Feb 12)
BID-Subsidized Cooperative Advertising 2015/16
New BID Executive Director (Add to your address list)
Madison Winter Festival Feb. 13-14
Snow Removal Reminders from the City of Madison
City of Madison Weights and Measures Scanner Licensure
Capitol Square Reconstruction Public Information Meeting Recap
Inn on the Park Renovation Construction Notes
Downtown Ambassadors Working for You
Ambassador Deliveries to BID Businesses
Downtown Map & Guide
Downtown Gift Certificates
BID-Funded Plantings
Greater State Street Business Association (GSSBA)
DreamBank Small Business/Entrepreneur Events & Workshops
Downtown Events, Dates & Meetings
Helpful City Links
BID Board: Meeting schedules and other info
BID Staff Contact Info

Advertise in the 2016-17 BID Downtown Madison Map & Guide (Only a few spaces left!)

"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: Once space has filled.

City of Madison Retail Improvement Grant

The City of Madison has approved a TIF Grant program through the Office of Business Resources that will provide funding for improvements to retail spaces within the central downtown area.

As the City of Madison, residents, business owners and development community continue to invest in creating a vibrant downtown they recognize the need to invest in the independent retailers in the downtown area to make sure we continue to maintain the independent flavor that makes Madison special. Unique and successful independent retail businesses can have a significant effect on the attractiveness and marketability of the surrounding area.

This program encourage business owners to reinvest in downtown business areas by offering matching grants to assist with the capital costs associated with renovating the interior and exterior of retail spaces.

For more info contact:

Ruth Rohlich - Economic Development Division
267-4933; rohrlich@cityofmadison.com

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](#)

BID-Subsidized Cooperative Advertising 2015-16

The 2015 program for BID-member businesses included 37 advertising opportunities 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.

We are continuing to put together the 2016 slate of cooperative ads to be released this spring.

Upcoming Deadlines:

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

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

Madison Winter Festival – February 13-14

The Madison Winter Festival will take place in the Capitol Square area the weekend of Feb. 13-14. Ninety truckloads of snow will transform the Square into a venue for winter sports and family oriented activities. BID is 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. 13-14 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.

Snow Removal Reminders 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>

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.

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

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 1/14/16) – 365

2016 is off to a cold, slow start, but the Ambassadors stand ready at the Downtown Visitor Center to answer any downtown related shopping, dining, and entertainment questions. In addition, there is still plenty to look forward to in the first quarter of 2016 including the Madison Winter Festival, WIAA Winter tournaments, WPT Garden Expo, Your UW Days, St. Patrick's Day Parade, and a number of other great winter events.

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.

- **Week of 1/25/16**
 - USA Climbing Welcome Flyer

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: March 9, 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.

- 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](#)
- 2/2/16, Noon-1pm, SMALL BUSINESS WORKSHOP: [What Business Should I Start? With James Kademan](#)
- 2/2/16, 1:15pm-3pm, SMALL BUSINESS WORKSHOP: [Business Mentoring Open House with SCORE](#)
- 2/9/16, 8:30am-10am, SMALL BUSINESS WORKSHOP: [Crafting a LinkedIn Profile That Will Yield Results with Wayne Breitbarth](#)

- 2/10/16, Noon-1:30pm, CAREER DEVELOPMENT: [How To Be Happy In Your Job – Or Choose A New One with John Nelson](#)
- 2/12/16, 11:30am-2pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 2/16/16, 8:30am-9:45am, SMALL BUSINESS WORKSHOP: [Women’s Business Breakfast: Networking Made Easy—And Fun with Nancy Depcik](#)
- 2/23/16, Noon-1:15pm, SMALL BUSINESS WORKSHOP: [Choosing the Right Social Media Network to Fuel your Business Success with Don Stanley](#)
- 2/26/16, 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](#)

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

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

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

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

[WIAA Swimming & Diving \(Boys\)](#), UW Natatorium Feb 17-18

[WIAA Wrestling \(Individual\)](#), Kohl Center Feb 23-25

[Motown The Musical](#), Overture Center, March 1-6

[WIAA Hockey \(Boys\)](#), Alliant Energy Center, March 2-4

[WIAA Hockey \(Girls\)](#), Alliant Energy Center, March 3-4

[WIAA Wrestling \(Team\)](#), UW Field House, March 3-4

[Shamrock Shuffle & St. Patrick’s Day Parade](#), State St. & Capitol Square, March 13

[WIAA Basketball \(Boys\)](#), Kohl Center, March 16-18

[UW Spring Break](#), March 19-27

[Madison Area Public Schools Spring Break](#), March 21-28

Easter Sunday, March 27

Monona Terrace Conferences & Conventions:

- 2016 American Bouldering Series National Championships, USA Climbing, Jan 21-Feb 8, 1500ppl
- 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
- 2016 WSCA Annual Conference, WI School Counselor Association, Feb 16-18, 1100ppl
- Business Day in Madison, WMC Foundation, Feb 24, 1000ppl
- 2016 Dairy-Aire Gymnastics Invitational, Gymfinity Children’s Activity Center, Feb 26-28, 1000ppl

[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.

-Tiffany Kenney, BID Executive Director, tkenney@visitdowntownmadison.com (608) 512-1340. Contact for: BID marketing/cooperative advertising, advocacy issues, Board and administration, communications, Events & Programs, any other inquiries.

-Tim Jenquin, BID Programming Coordinator, tjenquin@visitdowntownmadison.com, (608) 512-1341. Contact for: Downtown Map Advertising, Planting Program, Ambassador Program, Visitor Center, Downtown Gift Certificates, 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).

*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

