



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

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**Downtown Holiday Open House Nov. 27-28**

The Downtown Madison Holiday Open House, Friday and Saturday, November 27-28, State Street and the Capitol Square, will feature holiday fun and great shopping! Activities from 9:30am – 4pm both days include:

- The BID Holiday Trolley and welcome bags with items from downtown merchants
- A downtown holiday photo booth
- Holiday crafting and pictures with Santa
- Art activities, and free family performances including great music and a bubble wonder show.

A full program brochure will be in the November 19<sup>th</sup> Isthmus, and will be available at the Downtown Visitor Center and participating locations.

[Full Holiday Open House schedule](#)

The Downtown Holiday Open House, Holiday Trolley and carolers are presented by Madison's Central Business Improvement District (BID) with support from the Greater State Street Business Association (GSSBA). Thanks to our Holiday Open House Sponsor, DreamBank - American Family Insurance. Thanks also to our Media Partners Isthmus, 94.9 WOLX and 105.5 Triple M, and Programming Partners Madison Public Library's Central Library and Overture Center for the Arts.

**BID Holiday Trolley & Carolers, Dec. 5, 12, 19**

BID-coordinated events and activities to make downtown a festive destination continue through December 20<sup>th</sup>.

- The free BID Downtown Holiday Trolley continues Saturdays, December 6, 13, and 20, running from 10:00 am to 4:00 pm.

- The trolley will be decorated and staffed by volunteer Downtown Information Ambassadors who will greet riders, hand out treats for kids, and offer shopping suggestions, directions, and downtown maps.
- Riders on the trolley will also be treated to free downtown Madison welcome bags (made possible thanks to our sponsor DreamBank - American Family Insurance) filled with promotions, coupons, special offers and information from downtown businesses and organizations (free, one per trolley rider, while supplies last).
- And the BID Downtown Info Table in the Overture Center Rotunda Lobby continues from 10am – 2pm on those Saturdays in addition to regularly-scheduled Visitor Center hours.

Also on Saturday's Dec. 5, 12 and 19, BID-coordinated volunteer community and UW-Madison choral groups and dancers will stroll State Street and the Capitol Square--and even hop on the trolley--to carol and perform for shoppers on Saturdays in December.

- Performances start at 11 am and 12pm at the Madison Children's Museum (MCM, 100 N. Hamilton St.) and at 1 pm in the Madison Museum of Contemporary Art Lobby (MMoCA, 227 State Street).

### [Full Trolley Information and Caroling Schedule](#)

#### **Downtown Holiday Carolers – want to be a caroling location?**

During the Holiday Season, one of the most anticipated activities are the Downtown Holiday Carolers who lighten up the atmosphere downtown from 11:00am-3:00pm Saturdays from December 5<sup>th</sup> – 19<sup>th</sup>. The Carolers make their start at the Madison Children's Museum, as well as the Madison Museum of Contemporary Art. From there these festive singing groups make their way around the BID entertaining Holiday shoppers. If you would like your business or attraction to be on the list of places available for the Carolers, please inform Tim Jenquin ([tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com)), BID Programming Coordinator. (Please note, this does not guarantee each caroling group can stop in, but it is helpful for them to have a list of places where they know they will be welcomed.)

#### **What will your holiday hours be? BID Downtown Ambassadors would like to know!**

A common question for the Downtown Information Ambassadors is what businesses' hours will be during the Holiday season. The Downtown Ambassadors would like to compile a chart of businesses with extended hours, shortened hours, or closures on and around the Holidays. This includes (but is not limited to) November 26-29, December 23-26, and December 31 - January 1. This can also include any Thanksgiving or Christmas day specials. Please e-mail BID Programming Coordinator Tim Jenquin at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) with your special hours. Thanks, and Happy Holidays!

#### **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 Holiday Co-ops Contact: Your Isthmus representative or Peggy Elath at 251-5627, [pelath@isthmus.com](mailto:pelath@isthmus.com)

- Holiday Co ops: December 3 (deadline Nov. 25); December 10 (deadline Dec. 4); December 17 (deadline Dec. 11)

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

#### **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.

#### **Central District Police 2015 Survey**

Each fall, the Madison Police Department provides a Community Survey seeking input from our community on quality of service. Please take a few minutes to respond to the Central District survey at the link here. <https://www.surveymonkey.com/r/MPDCentral>

### **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.

### **Mall Maintenance Sidewalk Washing Program update**

The City [Mall Maintenance](#) intensive sidewalk washing program has completed for 2015. Power washing will continue in spring 2016 beginning again at the top of State St., then working to the northwest side of the Capitol Square.

Questions, contact Lisa Laschinger, Parks Maintenance Supervisor, (608) 266-9214, or Mark Kiesow, Mall Concourse Foreman, (608) 266-6031

### **Downtown Ambassadors Working for You People helped YTD (As of 11/9/15) – 38,607**

The cooler weather is quieting things down a bit, but the Visitor Center remains active through the fall season. Ambassadors will keep the Visitor Center open daily through the fall season in addition to the usual staffing of the Holiday Trolley and Holiday Info table for the Holiday Open House November 27<sup>th</sup> & 28<sup>th</sup> and Saturdays in December.

### **Visitor Center Fall Hours, Through Saturday, December 26, 2015**

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

Fri: 11:00am-6:00pm

Sat: 9:00am-6:00pm

### **Info Booth Hours**

The info booth has closed for the 2015 season and will return May 7<sup>th</sup> 2016.

### **Visitor Center Extended Hours and Special Event Tables:**

- Info Table at Overture Center for the Holiday Activities, November 27<sup>th</sup>-28<sup>th</sup>, & December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 10am-2pm.
- Ambassadors will staff the Downtown Holiday Trolley, November 27<sup>th</sup>-28<sup>th</sup>, & December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 10am-4pm.

### **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 11/16**
  - Downtown Holiday Open House flyers

### **The Downtown Madison Map & Guide 2015-16 Distribution (Starting 4/23/15): 110,025**

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](#).

### **BID Funded Planter Tubs and Snowflake Lights**

Mall Maintenance has completed removal of the Summer Annuals from the BID funded planters. The winter displays will be installed the week of November 9<sup>th</sup> and remain until spring.

The BID Funded Snowflake Lights will be installed the week of November 16<sup>th</sup>. 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](http://www.maxwellstreetdays.org)

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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.)

Next Meeting: January 13, 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.

- 11/9/15, 5pm-7:30pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 11/10/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP: [Create Your Ideal Customer Avatar with Kay-Tee Franke](#)
- 11/10/15, Noon-1:15pm, SMALL BUSINESS WORKSHOP: [Getting Started with Video Marketing Today with Don Stanley](#)
- 11/10/15, 1pm-2:30pm, SMALL BUSINESS WORKSHOP - [Free Consultations with the UW Law & Entrepreneurship Clinic](#)
- 11/17/15, 9am-11am, SMALL BUSINESS WORKSHOP: [StrengthsFinders Workshop – How To Leverage Your Strengths and Find Your Edge with Megan Watt](#)
- 11/17/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Decoding the Psychology of Sales with Matt Pletzer](#)
- 11/20/15, 11am-2pm, SPECIAL EVENT: [The 25th Hour: Putting Your Dream into Drive](#)
- 11/24/15, 8:30am-9:30am, SMALL BUSINESS WORKSHOP: [The Art of Storytelling with Widen Enterprises](#)
- 12/1/15, 8:30-9:30am, SMALL BUSINESS WORKSHOP: [Increase Your Profits Through Video with Jenna Atkinson](#)
- 12/1/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Defining Your Super Human Strengths with AJ Sue](#)
- 12/9/15, Noon-1pm, LEARNING LAB: [Using LinkedIn for Job Searching and Career Success](#)
- 12/15/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Get More Leads Using Google My Business with Joey Donovan Guido](#)

### **Downtown Events, Dates, Meetings:**

(special events, major programs with general downtown impact)

[Winter Art Fair Off the Square](#), Nov 14-15, Monona Terrace

[Early Winter Farmers' Market](#), Monona Terrace, Nov. 14-Dec. 19 (no market Dec. 26),

[WIAA Football Tournament](#), Nov. 19-20

[Badger Football at home](#) vs. Northwestern, Nov. 21, TBA

[MMoCA Holiday Art Fair](#), Nov. 20-22

Thanksgiving, Nov. 26

[Downtown Holiday Open House](#), Fri.-Sat., Nov. 27-28

[A Madison Symphony Christmas](#), Overture Center, Dec. 4-6

BID Downtown Holiday Trolley, Carolers and More, Saturdays, Dec. 5, 12, & 19

[Run Santa Run 5k](#), Saturday, December 5<sup>th</sup>

[Madison Ballet's The Nutcracker](#), Overture Center, Dec. 12-27

[CTM A Christmas Carol](#), Overture Center, Dec. 12-24

[UW Last class day](#), Dec 11 (exam week Dec. 13-19)

[UW Winter Commencement](#) Dec. 20

**Monona Terrace Conferences & Conventions:**

- Statewide Cooperative Extension Conference, UW-Madison CALS Conference Services, Nov 10-13, 600ppl
- WHEDA 2015 Multifamily Housing Conference, WI Housing and Economic Development Authority, Nov 17, 600ppl
- Annual Meeting for Global Batteries & Appliances Division, Spectrum Brands, Nov 18-19, 175ppl
- Future Wisconsin Economic Summit, WMC Foundation, Dec 9, 600ppl

[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.

-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 has accepted a position managing the UW Alumni Park, set to open in 2016. October 6<sup>th</sup> was Mary's last day with Madison Central BID. In the interim please send any questions to staffer Tim Jenquin (listed above) who will direct all inquiries to the appropriate contact.

\*You can also order more maps online (free) at [www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)

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