



**Madison's Central Business Improvement District (BID)**  
Update, Oct. 22

**Downtown Madison Family Halloween Wed. Oct. 28<sup>th</sup>**  
**Halloween Freakfest Meeting Notes – October 31<sup>st</sup>**  
**BID-Subsidized Cooperative Advertising 2015 (WSJ - Holiday Idea Book Deadline October 26<sup>th</sup>)**  
**Madison Marathon Virtual Race Bag – deadline Nov. 5**  
**Downtown Ambassadors Working for You**  
- Ambassador Deliveries to BID Businesses  
- Downtown Map & Guide  
- Downtown Gift Certificates  
**BID-Funded Plantings**  
**Inn on the Park Renovation Construction Meeting Notes**  
**Mall Maintenance Sidewalk Washing Program update**  
**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**

**Downtown Madison Family Halloween Wed. Oct. 28**

Enjoy family fun at the [Downtown Madison Family Halloween](#), State Street and the Capitol Square, Wednesday, October 28, 2015, from 3:00 – 6:00 pm. Free and low-cost activities for families and kids 12 and under include magic shows, hayrides, crafts, spooky stories, art projects, festive Halloween photos, kids' musical theater, trick or treat at participating businesses, and more!

**Freakfest October 31<sup>st</sup> – Meeting notes**

Halloween "Freakfest" on State Street will be Saturday, October 31st 2015. The whole length of State Street and some adjacent areas will be gated off from the evening of Sat. October 31<sup>st</sup> to early morning, Sunday, Nov. 1<sup>st</sup>. There will be entertainment stages, and tickets will be sold for admission. Since 2006, this format has dramatically reduced the disorder, property damage and arrests previously associated with Halloween on State St.

[Freakfest Official Site](#)

[Freakfest Meeting Notes](#) with overview of: Freakfest logistics (fencing, parking, traffic, access, timing), entertainment, publicity, public ticketing, ticketing/access for property and business owners, employees, tenants, and residents within the gated area.

**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:

Wisconsin State Journal - Holiday Idea Book. Deadline: Oct. 26. Contact: Shane Powell, Capital Newspapers, (608) 252-6239. [spowell@madison.com](mailto:spowell@madison.com)

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

- “Giving” Issue (Nov. 19) Holiday Co-op. Deadline: Nov. 4
- BID Holiday Open House Preview Ad (Nov. 25) Deadline: Nov. 8
- Holiday Co ops: December 3 (deadline Nov. 25); December 10 (deadline Dec. 4); December 17 (deadline Dec. 11)

Madison & Vicinity Hotel Book (2016-17) Deadline Nov. 6. Contact: Your Madison Magazine rep or Brian Trongaard, 608.270.3616, [btrongaard@madisonmagazine.com](mailto:btrongaard@madisonmagazine.com)

Wisconsin State Journal Holiday “Retail” co-ops, Nov. 15-Dec. 20 Deadline: Nov. 9 Shane Powell, Capital Newspapers, (608) 252-6239. [spowell@madison.com](mailto:spowell@madison.com)

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

### **Madison Marathon “Virtual Race Bag” Opportunity (Nov. 5)**

[Madison Marathon](#) fall events (Half and Full Marathon) are Nov. 8. They offer a Virtual Race Bag to all participants, in which vendors can create their own placement. Madison Festivals (producing Madison Marathon) has graciously offered a discount to BID businesses at \$50/placement (normally \$250). [Info Sheet](#)

Contact: Erin Dougherty, Madison Festivals, Inc., [erin@madisonfestivals.com](mailto:erin@madisonfestivals.com), (608) 310-7291 by Nov. 5.

### **Downtown Ambassadors Working for You People helped YTD (As of 10/12/15) – 35,735**

The warm weather made for a smooth transition into the end of the Info Booth season this year. We reopened the Info Booth this past Saturday for UW Homecoming, which was a fantastic weekend for the Ambassadors. Many UW Families and Alumni were in town creating an exciting scene on State St. Ambassadors are now looking forward to the Downtown Family Halloween next week and the Holiday activities to follow.

### **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 10/19 & 10/26**
  - Holiday Open House & Holiday Trolley signage (please post before the Family Halloween to help promote!)
  - Wisconsin Music Educators Association Welcome Flyers

### **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:**

- Extended Visitor Center hours Friday, November 28<sup>th</sup> for the Holiday Open House, 9am-6pm.
- 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.

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

### **2015-16 Distribution (Starting 4/23/15): 102,600**

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 is in the process of removing the Summer Annuals from the BID funded planters and intend to finish by the end of October, as well as remove a handful of planters to allow access for their snow removal equipment. 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 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 partnering on the holiday lights and downtown planting programs.

## **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 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.

**Sidewalk Cleaning Update Oct. 22<sup>nd</sup>:** Crews continued power washing in the expansion area this week, particularly the stretch of sidewalk on Gilman St. from State St. to University Ave. Some of the bus shelters on the square were also cleaned this week. Next week, with warm weather in the forecast, crews plan on continuing the Gilman to State sidewalk and the bus shelters on the square.

Mark Kiesow

Mall Concourse Foreman

(608) 266-6031

## **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.)  
NOV. 11 (general membership 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.

- 10/27/15, 8:30-9:30am, SMALL BUSINESS WORKSHOP: [Email Marketing: Drive More Business with Better Email Techniques with Dean DeLisle](#)
- 10/27/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Email Marketing: Drive More Business with Better Email Techniques with Dean DeLisle](#)
- 10/28/15, Noon-1:15pm, CAREER DEVELOPMENT: [Always Know What To Wear To Work with Krystle Marks](#)
- 10/29/15, 6:15-7:30pm, DREAM BIG: [What Do I Want to Do When I Grow Up? Secrets to Finding the Job of Your Dreams with Laura Gmeinder](#)
- 11/3/15, Noon-1pm, SMALL BUSINESS WORKSHOP: [Building Strengths-Based Teams with Megan Watt](#)
- 11/3/15 – 12/8/15, 1:30pm-2:30pm, ENTREPRENEUR BOOK CLUB: [Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life By Michael Port](#)
- 11/3/15 – 12/8/15, 2:30pm-3:30pm, ENTREPRENEUR BOOK CLUB: [Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life By Michael Port](#)
- 11/4/15, 11:30am-1pm, LEARNING LAB: [Career Resource Open House](#)
- 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](#)

### **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

[Wicked](#) (Broadway), Overture Center, Oct. 21-Nov. 1

[Wisconsin Book Festival](#) Oct. 22-25

[Downtown Madison Family Halloween](#), Wed. Oct. 28

Halloween [Freakfest](#) on State St., Oct. 31

[Badger Home Football Game](#) (vs. Rutgers), Oct. 31. TBA

[Madison Marathon](#) (Half and Full Marathon), Nov. 8.

[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:**

- 2015 Midwest Environmental Education Conference, WI Association for Environmental Education (WAEE), Oct 21-24, 300ppl
- UW 3<sup>rd</sup> Annual Update & Advances in Psychiatry, UW Office of Continuing Professional Development in Medicine and Public Health, Oct 23-24, 250ppl
- 2015 Wisconsin State Music Conference, WI Music Educators Association, Oct 28-30, 1300ppl
- 2015 Fall Madison Marathon Expo, Madison Festivals Inc, Nov 6-7, 4500ppl
- 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, 350ppl

#### [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)

---

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](mailto:tjenquin@visitdowntownmadison.com)  
[www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)  
[www.facebook.com/DowntownMadison](http://www.facebook.com/DowntownMadison)