

Madison's Central Business Improvement District  
**2016 Summer Programming Report**  
Summer in Your City

Updated 12/12/16



By contract with the City of Madison, Madison's Central Business Improvement District (BID) presented 113 events and/or activities June 1 - September 30, 2016 in Philosopher's Grove, 30 on the Square/The Pillars, Lisa Link Peace Park, Rotary Plaza Stage, North Frances Street Plaza, and Library Mall – State Street Confluence. Events and activities programmed through the BID included events for a wide variety of audiences – families, students, visitors, and downtown workers.





## PROGRAMS

### Recurring Events – Happened more than 1x

- Artists in YOUR City
- Culinary Walking Tours
- Don't Lose YOUR Mind Mondays
- Kids Create at the TOP of STATE
- LIVE & Local
- Stars in YOUR City
- YOUR Open Mic Night @ Ian's
- YOUR Scennie Kid Books
- YOUR Wisconsin Authors Series

### One Time Events

- BID Bike Resource Fair
- A Circus Celebration by WHM
- David Rambow by WHM
- Library Carnival Event by MPL
- Luke Traver by WHM
- MMoca Gallery Night: Kids Create Art Show
- Movie in the Park with Madison Parks
- Overture Center Rising Stars Showcase
- BID Pet Resource Fair

## BY THE NUMBERS

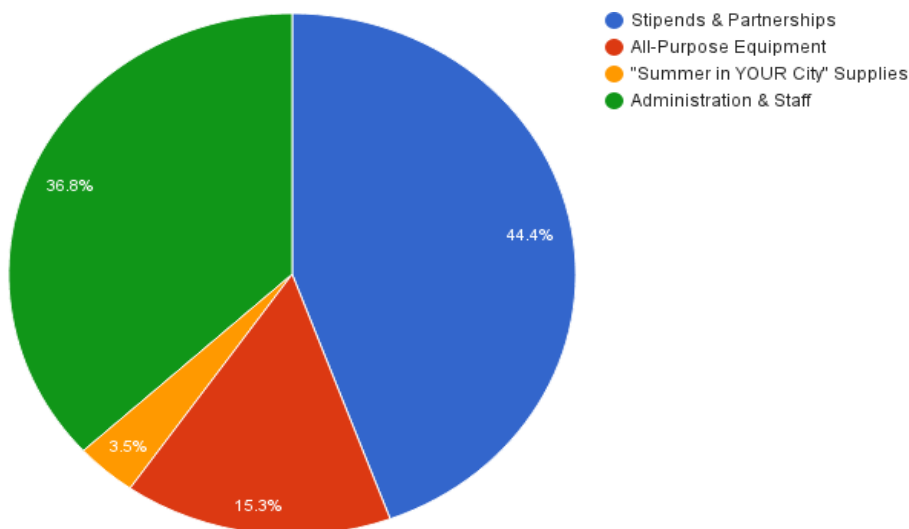
Total Attendance = 5700+  
Average Attendance = 200

Organizations/Partners = 25  
Unique Performers/Groups = 48  
BID Businesses = 23+

Programming Coordinators = 2  
Downtown Ambassadors = 20

## BUDGET BREAKDOWN

These programs were funded from the City and had additional support from several community partners.





## COMMUNITY PARTNERS

These programs were successful due to the strength of our community partners. The creativity and support provided by these organizations was much appreciated.

- Circus World Museum
- Bicycle Benefits
- Bike the Barns
- Budget Bicycle
- Dragonfly Hot Yoga
- Ian's Pizza
- Isthmus
- Madison B-cycle
- Madison Ballet
- Madison Children's Museum
- Madison Eats
- Madison Museum of Contemporary Art
- Madison Parks
- Madison Public Library
- Madison Reading Project
- Mobile Bike Repair
- MS Ride Wisconsin
- Orange Shoe Gym
- Overture Center for the Arts
- Underdog Pet Rescue
- Wisconsin AIDS Ride
- Wisconsin Bike Federation
- Wisconsin Historical Museum
- Wisconsin Veterans Museum
- Wisconsin Union Wheelhouse Studio

## BID PARTICIPATING BUSINESSES

These programs were designed to encourage participation from Downtown Madison businesses.

- A Room of One's Own Bookstore
- Chazen Museum of Art
- Chipotle
- Field Table
- Fontana Sports
- Forage
- Fromagination
- Fugu
- Goodman Jewelers
- Heritage Tavern
- Ian's Pizza
- ItSugar
- Kilwins
- Mackesey's Irish Pub
- Monona Terrace
- Palmyra Mediterranean Grill
- Parthenon Gyros Restaurant
- Ragstock
- Red Elephant
- Revel
- State Street Brats
- Teddywedgers
- Wisconsin Brewing Company Tap Haus

## ARTISTS/PERFORMERS

These programs were designed to highlight the talented artists in our city.

- Adam Palaske
- Bryan Drewyor
- Bryan Stave
- Callen Harty
- Chance Stine
- Curtis Goodman
- Dana Perry
- David Rambow
- DJ Yachtshot
- Gentle Brontosaurus
- Gin, Chocolate and Bottle Rockets
- Gin Mill Hollow
- Jeffrey Hinckel
- Jen Clare Paulson
- Joanne Cantor
- Jon Knudson
- Jourdan Hines
- Karen Wheelock
- Krause Family Band
- Leah Brooke Conway
- Lost Highway Allstars
- Luke Traver
- Mr. Jackson & DJ Umi
- Mudroom
- Newport Jam
- Pine Travelers
- Riff's Poser & Roughneck Grace
- Shlomo Calvo
- Sunspot
- Sweet Delta Dawn
- The Begowatts
- Tiny Dinosaur
- Tom Klein
- Trap Saturn
- Trend N Topic