



**To:** Downtown Property Owners  
(Madison's Central Business Improvement District)  
**From:** Tiffany Kenney, BID Executive Director  
**Date:** 10/2/17  
**RE:** Holiday Lights

As many of you know, the last 6 weeks of the year are a vital time for our downtown retailers. Many report this period as their strongest and the season that helps make them profitable. At the BID office, we are working hard to generate more attention for our business and more interest in downtown. We are always looking at ways to focus our efforts on growing and supporting the retailers. We've created a 6-week promotional effort to encourage people to come downtown. It's called "Shine on Madison."

This year, in a partnership with the Madison Community Foundation, we are adding \$75,000 in new holiday lighting and décor to add excitement to the district. We have a great line up of seasonal events and we have plans for our trolley and caroling groups to return. But now we need your help! ***We are asking downtown property and business owners to join in the seasonal fun.***

As a property owner, we are asking you to consider adding special lighting or holiday décor to your properties. We'd hope you'd get excited at this chance to highlight your building/s in a new and unique way. A lighting ceremony at 6:08pm on November 18<sup>th</sup> will kick off all the fun! Maybe you will consider hosting a fun event for your team that day too!

We have ways to help you...

1. A professional contact - Zach Zweifel. Zach is the BID contractor for our lighting installations. He can help you too!  
Zach Zweifel, Owner  
Traditions, Specialty Lighting Professionals  
(608) 576-2488  
zjzweifel@traditionslighting.com  
[traditionslighting.com](http://traditionslighting.com)
2. The language from the code that could regulate seasonal lighting plans... but won't if you do it correctly.  
*31.044 SIGNS EXEMPT FROM PERMIT. (1) Signs Exempt from Permit. Consistent with the purpose and scope of this ordinance, the Common Council recognizes that certain temporary, necessary, or limited-purpose signs may be displayed without obtaining a permit, subject to applicable safety and aesthetic regulations herein. [...] No permit shall be required for the following signs when displayed according to the following provisions and any other applicable requirements of these Ordinances or applicable law. [...] The following signs shall be exempt from permit as provided below: [...]*  
*(f) Holiday or Temporary Decorations. Holiday or other decoration displayed temporarily on private property, that does not contain any commercial message or logo or depict any commercial symbol or character and that does not exceed fifteen (15) feet in height. Illumination: Yes.*
3. And a preview of the fun!  
See the attached 3-page document outlining all the elements for this fun new program!

It's easy to participate. Send an email to me at [tkenney@visitdowntownmadison.com](mailto:tkenney@visitdowntownmadison.com) with your property address, property name (if applicable) and a brief description of your plans by **Friday, November 3, 2017**.

Thank you in advance for your participation. With your, we can Shine On Madison!

Madison's Central Business Improvement District

## Shine on Madison

### Overview – PROPERTY OWNERS

*Updated 9/25/17*



*Madison's Central Business Improvement District is partnering up with businesses, community organizations, area non-profits and **YOU - downtown property owners**, to present a new, unified Downtown Holiday Celebration called "Shine On Madison". This six-week community event will include a holiday lighting ceremony, a celebration of the history of the Capitol, special focus on downtown retailers, enjoyment of our arts and a strong sense of community.*

#### GOAL

- Create a new/another reason to come downtown
- Encourage people who don't come downtown to come downtown
- Create a welcoming feel for everyone to come downtown
- Support shopping downtown
- Make it extra special downtown!

#### THEME

Shine On Madison

*Shop \* Shine \* Celebrate*

#### CALENDAR

November 17, 2017 – January 5, 2018

*Over 115 events take place downtown during this time.*

#### SPECIAL ACTIVITIES & EVENTS

- Celebrate the 100<sup>th</sup> anniversary of the Cap building and the lighting of that tree inside!
- Shop in the 70+ downtown retail stores
- Visit the 7 community partner planter displays
- Spend time viewing the large public light displays in the BID
- Check out the Window Decorating Competition
- Holiday carolers and trolley on all 6 Saturdays
- Come to the Holiday Open House, full of special offers and activities
- Enjoy a special Madison Night Market – Winter Carnival on 11/18
- Don't miss the Shine On Madison Seasonal Lighting Celebration at 6:08pm on 11/18pm.

#### A SPECIAL WELCOMING ATMOSPHERE

In order to add more seasonal spirit to the district, we...

- coordinated Capitol Square planting beds with the BID District planters and beds
- have 100+ snowflakes hung throughout the district
- created 12 LARGE gatherings of planters and holiday greens throughout the BID
- added lights to tree on King Street
- installed special interactive lights at the Top of State Street
- created a seasonal forest at Lisa Link Peace Park
- and more!

**>>> IMPORTANT DATES**

- Friday, November 3 – BID Property Registration Deadline <<< **TELL US WHAT YOU ARE DOING!**
- Friday, November 17 – All Lighting Displays Ready
- November 18 & 19 - Art & Gift Fair @ MMoCA
- **Sat, November 18 – Lighting Ceremony @ State Street & Capitol Square Intersection at 6:08PM**
- Sat, November 18 – Winter Carnival @ 200 Block of State Street
- Sat, November 18 – Retail Window Display Contest BEGINS
- November 24, 25 & 26 - BID Holiday Open House @ District-wide
- S, November 26 - Retail Window Display Contest ENDS
- M, November 17 – Window Contest WINNERS ANNOUNCED
- F, December 1 – Tree Lighting Ceremony @ Capitol Rotunda
- Sat, December 2, 9, 16 & 23 – Holiday Carolers and Holiday Trolley 10 – 4pm
- Sat, December 9 – BID Reason for Freezin’ @ Lisa Link Peace Park

**WHO**

*Presented By*

Madison Community Foundation & Madison's Central Business Improvement District

*Sponsored By*

*GOLD* - MG&E

*SILVER* - Holiday Traditions & Park Hotel

*Work Group Includes*

DreamBank

Entercom Radio (105.5 TripleM & WOLX)

Fiore Company

Greater Madison Convention & Visitors Bureau

Holiday Traditions

IBEW Local 159

Madison Children’s Museum

Madison Gas & Electric

*Madison Magazine*

Madison Museum of Contemporary Art

Madison Parks

Overture Center for the Arts

Red Elephant

The Isthmus

The Soap Opera

The Wisconsin Union

Urban Land Interest

Wisconsin Chamber Orchestra

Wisconsin Department of Administration

Wisconsin Historical Museum

Wisconsin Veteran's Museum

## SPECIAL DISPLAY LOCATIONS

1. *King Street LIVE* - The street known for their Live on King Street performances.
2. *The Capitol Corners* - Visit each of the corners on the Capitol grounds for a different experience, including a special police memorial on the Hamilton Street corner.
3. *Community Partners* - Seven area organizations have volunteered their time and talents to create unique seasonal displays.
4. *Downtown Displays* - Madison's Central Business Improvement District displays provide a welcoming environment during the season.
5. *The Festive Forum* - A giant multi-color tree takes center stage at the Forum.
6. *The Groovy Grove* - This interactive grove of trees respond and interact to all sound. Come play!
7. *The Frosty Flicker Forest* - This beautiful multi-colored forest, located in the middle of State Street is a perfect place for a Princess Party, a photo shoot or a hot-chocolate. Check back often as this location will change.
8. *The Northern Lights Plaza* - Large icy trees and lightings make the Northern Lights Plaza a stop to ooh and ahh.
9. *The Signs of the Season* - Where does the sidewalk end? Evidently at these fun, festive street signs near the Madison Children's Museum.

More than 50 holiday planters and 100+ snowflakes lights also decorate the district.

A retail window design competition adds additional interest to store windows.

## COMMUNITY PARTNER DISPLAYS

- 3A - Make-A-Wish
- 3B - Clean Lakes Alliance
- 3C - Grace Episcopal Church
- 3D - Theater Lila
- 3E - Madison Reading Project
- 3F - OutReach
- 3G - B-Cycle

