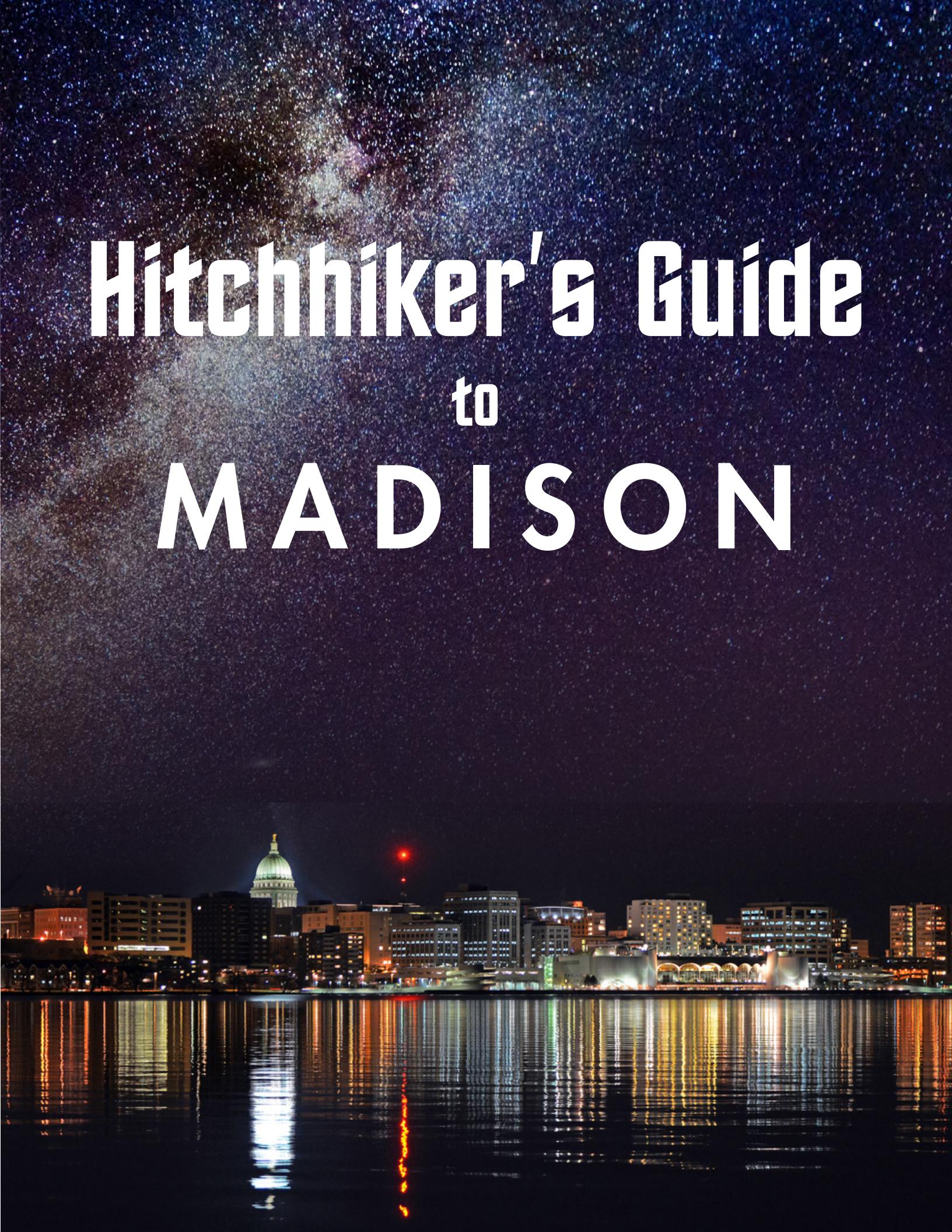


# Hitchhiker's Guide to **MADISON**





# Classic Madison

To get you started on the road to becoming a true Madisonian, we've created this guide – filled with interesting information and fun ideas to help you discover some of the great opportunities the city has to offer. We encourage you to get together with your fellow new staff, team members, and friends to enjoy the city.

**State Capitol Building:** Learn more about the history of the capitol building during one of its free hourly tours. The 6th floor observation deck is open in the summer

**Memorial Union and Union Terrace:** The Union frequently has free live music and entertainment, and the Union Terrace is one of the best places to spend summer nights in Madison. Make sure to try Babcock Dairy ice cream (made right on campus) or cozy up in the Rathskeller on a cold winter's evening.

**State Street:** State Street connects the capitol square to the University of Wisconsin campus. Here you'll find numerous ethnic restaurants, local boutiques, and "Madison Originals."

**Williamson "Willy" Street:** Willy Street is Madison's class hippie neighborhood, complete with a grocery co-op, a variety of ethnic and vegetarian-friendly restaurants, and interesting shops.

**Monroe Street:** Located just south of Camp Randall, Monroe Street is home to unique Madison shops and restaurants.

**Union South:** The southern counterpart to the UW's Memorial Union, Union South is home to a rock-climbing wall, a bowling alley, and other events that are open to the community at large.

**Dane County Farmers' Market:** Dane County boasts the largest producers-only farmers' market in the US. It takes place Saturday morning outdoors around the Capitol Square from April - November and moves indoors during the winter months. Do yourself a favor and try the hot spicy cheese bread - it's amazing.

**UW Arboretum:** The arboretum borders Lake Wingra. Its free hiking, biking, and seasonal cross-country skiing trails are open to the public daily.

**Henry Vilas Zoo:** The Vilas Zoo is one of the last remaining free zoos in the country.

**Olbrich Botanical Gardens:** In addition to being home to amazing gardens, Olbrich often hosts yoga classes, concerts, and seasonal exhibits.

**Monona Terrace:** Frank Lloyd Wright created the original design for this lakeside wonder; tours are available by appointment.



# SUMMER

Ask anyone who's spent a summer in Madison and you'll get the same answer: you'd be hard pressed to find a more spectacular place to pass the time between Memorial Day and Labor Day. While it would be nearly impossible to list everything that makes summer in Wisconsin great, we've included a list of "must-dos."

**Enjoy summer nights on the Memorial Union Terrace:** You don't have to be a UW alum to appreciate this ubiquitous gathering place. Round up a group of friends on a Friday or Saturday night to relax by the water and catch musical performances by bands both local and from around the world. Throughout the summer months, the **Union Film Directorate** offers free screenings of classic flicks each Monday night .

**Try your hand at kayaking, sailing or paddleboarding.** Take full advantage of living in a city surrounded by multiple lakes. Whether you've navigated class five rapids or have no idea what a barrel roll is, you'll find plenty of opportunities to spend time on the water. If you're interested in sailing, join the **UW Hoofers Sailing Club**—your summer membership includes instruction for both sailing and windsurfing and use of the club's fleet of boats. Lake Wingra is a popular spot for kayaking and paddleboarding (rentals are available through **Wingra Boats**). To make a full day of it, plan a trip to one of several area rivers that are great for kayaking and canoeing.

## Laze away the day on a tubing trip.

There are few better ways to cool off on a hot summer afternoon than by lounging on an inner tube as you float

down a river. Rally a group, grab your sunscreen and make the short drive to **S&B Tubing in Albany** to take a leisurely trip down the Sugar River. If you'd like to break up the afternoon with some pit stops on a sandbar, head to the **Wisconsin Riverside Resort** in Spring Green.

**Pack a picnic and head to Concerts on the Square.** Make your way to Capitol Square on Wednesday evenings starting toward the end of June to experience a long-standing Madison tradition: **Concerts on the Square**. You can count on the Wisconsin Chamber Orchestra to have a great lineup of performances in store. Concerts start at 7 pm, though we advise getting there earlier to claim a primo spot on the lawn.

## Hang out in the Duck Blind...at a Mallards Game.

Even if you're not a fan of the great American pastime, you'll have a great time at the Duck Pond, the home of the **Madison Mallards** (a summer collegiate baseball team). If you really want to make a night of it, get your tickets in the Duck Blind—you'll enjoy unlimited food and drink from the Great Dane while you take in the game.

## Ride your bicycle.

Madison was ranked the 6th most bike-friendly city in America, and for good reason: there are more than 150 miles of bike paths in the city alone. Outside of the city limits, you'll find a number of well-traveled bicycle trails. You can join any one of a number of riding groups (Bombay Bicycle Club, Wednesday Night Bike Rides) in the area. If you don't have your own set of wheels, rentals are available from Machinery Row Bicycles and Williamson Bicycle Works.

# SUMMER

During June's **Marquette Waterfront Festival**, you can take in performances by musical acts hailing from across the United States. You'll also enjoy great food from area eateries, an all-day co-ed volleyball tournament, and the festival's Yahara River Canoe Race.

The Monroe Street neighborhood's annual **Jazz in the Park** music festival takes place each June (check their website for the exact date). Pack a picnic and plan on spending an afternoon in the sun—live music from several bands will make it easy for you to while away the day. If jazz isn't really your style, you'll find a very different experience during **New Glarus' annual Polka Fest**. A favorite of the 3-day festival is Saturday's Beer, Bacon and Cheese fest. Buy a wristband at the entrance for an all-access pass to a smorgasbord of specialty meats, craft beers, and artisan cheeses.

Milwaukee is home to **Summerfest**, the world's largest music festival, which runs from the last week in June through the first week of July. The line-up includes well-known artists (in previous years Tom Petty, The Violent Femmes, Fun, John Mayer and Nelly have headlined) but you'll also find performances from up-and-comers at some of the smaller stages.

Wil-Mar neighborhood's annual **La Fête de Marquette**, a celebration of all things French, takes place each July. Musicians from around the world perform throughout the weekend. You'll also enjoy fantastic food (authentic Cajun and other French-inspired cuisine) from a variety of local restaurants.

Whether you're looking for a few prints to spruce up your office or you just want something to remind you of this summer, you'll find something eye-catching at **Art Fair on the Square**. More than 450 artists from across the United States will exhibit their work during this year's fair, which also has live music and outdoor dining.

The **Great Taste of the Midwest** is the second longest-running craft beer festival in the United States. On the second Saturday of August, roughly 100 breweries set up shop in Olin Park to serve more than 1,000 different varieties of beer to festival patrons. Attendees must purchase tickets in advance, and the festival sells out every year.

It's no surprise that Madison is a foodie's paradise—we have one of the highest number of restaurants per capita in the nation—but finding time to sample all of the city's amazing cuisine is a daunting task. Whether you're looking for a new go-to dinner spot or on a mission to find the area's best BBQ, you'll be able to satisfy your appetite at the annual **Taste of Madison** festival. Nearly 100 restaurateurs serve up a blend of unique and traditional fare around the capitol square the weekend before Labor Day.





# Fall

45,000 spectators cheer on athletes from around the world at Madison's annual **Ironman Wisconsin** competition, which generally takes place during the second weekend of September.

Both the Williamson Street and Monroe Street neighborhoods hold annual autumn festivals during a weekend in mid- to late September. **The Willy Street Fair** holds the title as the city's largest block party, and runs from Saturday to Sunday. Check out performances at one of the fair's numerous music stages and enjoy food and drink from around the world. The **Monroe Street Festival** kicks off with a book sale at the Monroe Street branch library. With prices that make hardcovers and paperbacks a steal, you may leave with enough new titles to hold off buying books on your Kindle for quite some time. Shops along the street offer great deals during the sidewalk sale, and various entertainers perform throughout the day.

Break your Saturday morning Farmers' Market routine and check out a live recording of **NPR's Whad'Ya Know?**, a comedy and quiz radio show hosted by Michael Feldman. When he's not traveling around the country, Feldman's home base is the Monona Terrace. Check the Whad'Ya Know? website for his schedule and to purchase tickets.

If you're looking for an unexpected way to spend a beautiful fall afternoon, check out the incredible corn maze at **Treinen Farm** in Lodi—a 30 minute drive from Madison. In previous years, the maze has depicted everything from a Kraken to Icarus' doomed flight toward the sun. More fearless adventurers will want to wait for the farm's Zompocalypse, when the maze is filled with zombie revelers to add a little more thrill to the experience.

Get out of town and enjoy the beautiful fall weather while picking your own apples and pumpkins at one of **Dane County's regional orchards**.

Literature lovers have a lot to look forward to during the annual **Wisconsin Book Festival**, which takes place during October. The festival brings a variety of both fiction and non-fiction authors to the area for readings, discussion sessions and workshops. Find out more information about the festival on its website.

If you missed the Taste of Madison or just can't get enough of the area food scene, sample food and drink from more than 150 vendors during the **Madison Food and Wine Show**, which takes place in October. The show includes cooking demonstrations and Dueling Chefs, a spin on Iron Chef America featuring regional competitors.

Halloween in Madison is a tradition that brings adult revelers out in droves. **Freak Fest**, the city-sanctioned party on State Street, takes place Saturday night of Halloween weekend. The fest is headlined by musical acts who perform at stages set up throughout the street. Previous years' headliners have included Matt and Kim, Mac Miller, Neon Trees, and MURS.

# Winter

With the variety of activities (both indoors and out) that Madison offers, you won't be hibernating through the Wisconsin winter.

1. Take a kiteboarding class on one of Madison's numerous lakes. Local outfit **Kite Riders** hosts a series of beginner lessons throughout both the winter and summer months, but the learning curve is less steep (albeit slightly more painful) on a solid surface.
2. The City of Madison maintains 8 outdoor ice arenas, which are free to use and are fantastic for pick-up games of hockey and broomball. Players looking for a more competitive game can join one of the **Madison Ice Arena's** intermural leagues.



3. Check out the hottest sport on ice —curling—at the **Madison Curling Club**. The facility offers a number of open play games on Saturday mornings, allowing you to give it a go without becoming a member.
4. Reconnect with your inner child by grabbing a sled and heading to **Elver Park** after a fresh snowfall. You'll feel the burn after a day of trekking up the hill, and the jumps you hit (willingly or not) on the way down will leave your heart pounding and your voice hoarse.
5. Indoor sports enthusiasts can round up a group of friends and register to play against other local teams at **Keva Sports Center**, which houses 2 soccer fields along with basketball and volleyball courts.
6. Enjoy tropical temperatures while limbering up at **one of Madison's Bikram yoga studios**. After an hour of downward-facing dogs and sun salutations in 95 degree heat, the winter air will be a refreshing change.
7. If you think snowshoeing is little more than walking on snow in unwieldy shoes, you're in for a surprise. Spend an afternoon exploring the wooded trails of the UW Arboretum while getting a serious workout. If you don't have snowshoes stashed away in your closet, head to REI to rent a pair for a day.
8. Experience the excitement of collegiate athletics at the UW Kohl Center and cheer on the Badger Hockey and Basketball teams. (You have our permission to root for your alma mater if they're in town.)
9. You'll find skiers and snowboarders at three local hills: **Cascade Mountain**, **Devil's Head** and **Tyrol Basin**, all of which are within a 45 minute drive of Madison. If you're in the market for a weekend of slopeside shenanigans, head to **Lutsen** in Minnesota or Michigan's **Mount Bohemia** and **Indianhead resorts**. Need bigger runs? Set up a Kayak alert for deals on direct flights from Madison to Denver.
10. Expend some creative energy at the **Midwest Clay Project** on Madison's east side. The studio offers classes in both wheel pottery and handbuilding. If you're less inclined to (literally) get your hands dirty, take a sewing class at the **Sewcial Lounge** on Monroe Street.

In keeping with the heritage of Wisconsin as a land that abounds with brewed beverages and dairy products, January's **Isthmus Beer & Cheese Fest** has a huge array of the best the state has to offer. You can purchase tickets online or at several area locations.

Foodies will delight in **Madison's Winter Restaurant Week**, which generally takes place during the last full week of January. The week provides a great opportunity to sample the food of some of Madison's best restaurants at a wallet-friendly price. Dozens of area eateries will offer a fixed-price, three course meal with multiple menu options. You'll want to make your reservations in advance—this event's wildly popular.

More than 20,000 spectators and winter sports enthusiasts descend upon the Capitol Square for Madison's annual **Winter Festival**. Athletic events include a Frosty 5k run/walk, Rail Jam snowboard and ski competition, dog runs, and cross country ski races around the capitol (the road around the square is covered by more than 90 truckloads of snow). Other activities include snow carving, ice sculpting, and a snowshoe obstacle course.



## Winter Recreation Resources

**Elver Park:** Largest sledding hill in Madison; also home to a skating rink and groomed cross-country ski trails

**Tenney Park:** An expansive, picturesque skating rink on near-east side

**UW Arboretum:** A perfect place for snowshoeing and or skiing its miles of cross-country trails

**Tyrol Basin:** Skiing and snowboarding hills and terrain park located just outside of Mount Horeb

**Cascade Mountain:** Skiing, snowboarding, and tubing located near Portage

**Ice Skating:** Rinks at Goodman, Olbrich, Garner, Vilas, Warner, and Westmorland parks

**Cross Country Skiing:** Groomed trails at Cherokee Marsh, Monona Golf Course, Odana Hills Golf Course, Olin Park, and Owen Conservation Park

**Winter Outfitters:** Fontana Sports, REI, Dick's Sporting Goods, Gander Mountain, Erik's Bike and Board Shop, Focus Boardshop, The North Face, Play-It-Again Sports

# SPRING

If you're one to believe that everyone is Irish on St. Patrick's Day, head to the Capitol Square for the annual **St. Patrick's Day celebration**. The day kicks off with the Shamrock Shuffle, a 5/10k race (with a 2 Mile walking option) in which runners are encouraged to don festive St. Patty's day garb. Contests for the best costume, reddest hair, and most freckles are held along with a parade.

Say adios to the winter blahs and sign up to get a healthy dose of fresh air in any of the **Madison Sports & Social Club's** spring leagues. Registration generally opens in March for kickball, softball, and flag football. The Madison Ultimate Frisbee Association also has spring leagues; expect summer league registration to begin in April.

Hundreds of films from around the world are shown in Madison during the annual **Wisconsin Film Festival**, which takes place in March or April. Cinephiles can plan their schedule and get tickets for must-see screenings well in advance. The official annual guide, along with ticket information, is available on the festival's website.

Get your running shoes on to participate in the **Crazylegs Classic**, a much-anticipated 8k race benefitting UW Athletics. Roughly 20,000 runners participate in the race each year, which begins on the Capitol Square and ends at Camp Randall stadium. You can find more information and register on the race's website.

Madison has no shortage of craft breweries; award-winning New Glarus Brewery is just a short drive west, and Ale Asylum and Capital Brewery both call the area home. Learn more about Wisconsin's brewing heritage and sample brews from across the region during **Madison Craft Beer Week**, which generally takes place at the beginning of May.

The **World's Largest Brat Fest** runs from Friday through Monday on Willow Island by the Alliant Energy Center. The festival features tons of live music, rides, and of course, plenty of Wisconsin-made bratwursts.



## GET INVOLVED

Epic's Motley Crew is a great way to connect with other Epic employees who share your interests outside of work. The organizations below are a small sample of the different ways to get involved with the Madison community at large.

- **Madison Magnet:** An organization focused on professional development for young talent in Madison
- **Sector67:** A "maker-space" on Madison's East Side where you can dabble in everything from woodworking and sewing to game development and programming.
- **Wisconsin Union Mini-Courses:** Whether you'd like to learn how to ballroom dance or to take better photographs, you'll likely find a Mini-Course that fits the bill.
- **Madison MeetUp:** Check out this social network to find local meetups that interest you.

# Get Movin

## Outdoor Fitness and Recreation

- City of Madison Parks
- City of Madison Golf Courses
- University Ridge Golf Course
- Boulders Climbing Gym
- Disc Golf
- Water Sports
- City of Madison Bike Trails
- State of Wisconsin Bike Trails (*State trails require a pass.*)

[Click here for a map view](#)

## Health Clubs

- Princeton Club
- Pinnacle Health & Fitness
- Supreme Health & Fitness
- Snap Fitness
- Anytime Fitness
- Harbor Athletic Club
- Capital Fitness
- YMCA
- Gold's Gym
- Burn Fitness
- Planet Fitness
- Prairie Athletic Club

[Click here for a map view](#)

## Sports Leagues and Clubs

- Wisconsin Hoofers: Sailing, Ski/Snowboard, Moutaineering, Outing, Horseback Riding, SCUBA
- Keva Sports Center: Indoor soccer, volleyball, and basketball leagues
- Madison Sports & Social Club: Basketball, broomball, dodgeball, kickball, flag football, softball
- Madison School & Community Recreation Adult Sports Leagues: Softball, basketball, volleyball, baseball, kickball
- Bombay Bicycle Club: Cycling
- Brazen Dropouts: Cycling
- Midwestern Unconventional Sports Association: Kickball
- Madison Adult Hockey Leagues and Club Teams: Ice hockey
- Madison Area Disc Club: Disc Golf
- Madison Ultimate Frisbee Association: Ultimate Frisbee
- Madison Curling Club: Curling
- Bullseye Games: Dart, pool, and foosball leagues
- Madison Cricket Association: Cricket





# entertainment

## Live Music & Theater

Overture Center for the Arts  
Barrymore Theatre  
Majestic Theatre  
Orpheum Theater  
The Frequency  
Bartell Theatre  
High Noon Saloon/Brink Lounge  
Wisconsin Union Theatre  
American Players' Theater  
The Rave/Eagles Club (Milwaukee)

## Comedy

Comedy Club on State  
Atlas Improv  
Monkey Business Institute

## Trivia

Geeks Who Drink  
League Trivia

## Gaming

I'm Board  
Pegasus Games  
Netherworld Games

## Movie Theaters

Sundance Cinemas  
AMC Fitchburg  
Point Cinema  
Marcus Eastgate Cinema  
Market Square Cinema

## Museums

Madison Museum of Contemporary Art  
National Mustard Museum  
Madison Children's Museum  
Wisconsin Veterans Museum  
Wisconsin Historical Museum  
Chazen Museum

## Sports

Madison Mallards  
UW Badgers  
Milwaukee Brewers  
Green Bay Packers  
Milwaukee Bucks  
Milwaukee Wave

# Road Trip

**New Glarus:** Also known as "Little Switzerland," New Glarus

is nestled in the hills of the Driftless Region. Its quaint downtown is lined with chalet-style buildings and restaurants featuring alpine cuisine. It's also home to the **New Glarus Brewing Company**, which offers free tours.

**Devil's Lake State Park:** Devil's Lake is a short drive north of Madison near Baraboo. The park's attractions include camping, kayaking, hiking, beaches, picnic spots, and the best rock climbing in Wisconsin.

**American Players' Theatre:** You can catch a performance of a classic Shakespearean play or something more modern at Spring Green's American Players' Theater. Most performances take place in the outdoor ampitheater, bringing together art and nature to offer a one-of-a-kind experience for attendees.

**Taliesin:** Frank Lloyd Wright's home and architecture school (which still has a number of students) is located in Spring Green, Wisconsin. Take a tour to learn more about one of Wisconsin's most interesting and influential personalities.

**House on the Rock:** Also located near Spring Green, the House on the Rock is a museum of assorted oddities and collections, and boasts equally eccentric architecture. Fans of Neil Gaiman may recognize the landmark from his book American Gods.

**Cave of the Mounds:** Make a day trip to Blue Mound to take a tour of this 1 million year old cave referred to as the "jewel box" of the American caves.

**Blue Mound State Park:** Home to the highest point in southwestern Wisconsin, this park offers great hiking, camping, and mountain biking.

**Little Norway:** An historic Norwegian homestead located near Blue Mounds, Little Norway gives a glimpse of what life in the 1800s was like for immigrant families in Wisconsin.

**Wollersheim Winery:** Tour Wisconsin vineyards and taste Wisconsin wine in scenic Prairie du Sac.

**Noah's Ark:** Get in touch with your inner kid at America's largest waterpark, located in Wisconsin Dells.

**Dr. Evermor's Foreverton Sculpture Park:** The doctor has found incredible ways to repurpose scrap metal into amazing art installations. Check out all of his creations at his park in Baraboo.

