



Image: ©Madison Magazine

We look forward to having you join us at PerBlue! We're headquartered in Madison, WI. We wanted to pass along some information about the city we love, adapted in part from [A Newcomers Guide to Madison](#) from our friends at Madison Magazine.

When you move someplace new, you're lucky if there's a moment of reassurance that, yes, you're in the right place.

For newcomers to Madison, that moment is likely to happen when driving down John Nolen Drive toward the heart of Wisconsin's isthmus city—one of only 24 in the world. Picture a red-orange sun setting on a hot summer day as you approach the point where the road cuts between Lake Monona and the bay, with the gorgeous domed Capitol on the horizon. It's a stunning centerpiece in a skyline rivaled in beauty only by its own reflection in the glistening lake. As you turn the corner on John Nolen, you notice kayaks and paddleboards bobbing near the shore while joggers take in the last bit of sunlight on the lakeside path.

It gets us every time.

If you're an out-of-towner and find yourself taken by this sight, you're a-goner—might as well start forwarding your mail now.

For those who've just moved here or soon will, welcome to Madison—a social, cultural and intellectual hub that is worthy of the top spots it's often awarded in "best places to live" polls. In this guide, you'll learn about the city's distinct neighborhoods and pockets of eclectic restaurants, shops and histories that give this place its unique character. Madison is a city welcoming to bicyclists, families, students, foodies, Badgers fans, environmentalists, feminists, farmers, ice fishers, city dwellers, art lovers and, most importantly, you.

Still not convinced you should move here? Grab a sunburst seat and a drink at the Union Terrace, page through this guide and get back to us on that.

We ♥ Madison (and so will you)

PerBlue is located in a vibrant neighborhood in beautiful downtown Madison, WI.



- A rapidly emerging tech and startup community
- A cultural hub of art, music, food, and beer
- A high density of smart people doing cool things
- An accessible and affordable city with a great quality of life

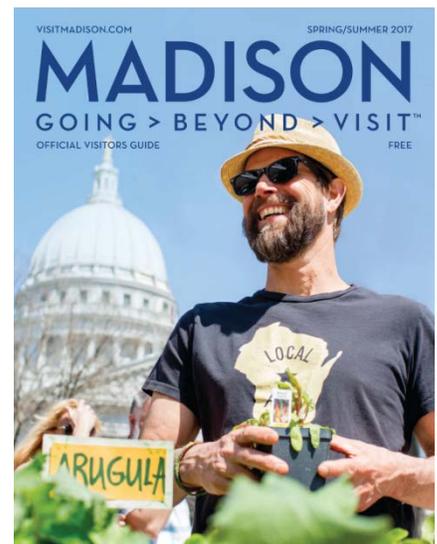


“Best place to live in America” - Livability

(...and Madison is regularly rated as one of the top places for just about everything for food, biking, families, young adults, sports, and more! See a list [here](#).)



[Madison Preview Video](#)



[Visitor Guide](#)

Some Madison Highlights

What do we like about Madison? Some of the things that come to mind are the restaurant and bar scene, which is absolutely incredible for a city of 250k; the athletics scene (abundant adult leagues for any sport you like to play; as well as college football, basketball, hockey, etc. to watch); the very active music scene which brings tons of great bands to town; the choose-your-own-adventure commute (bike paths, walker-friendly, excellent city bus system, and minimal traffic); weather in the summers can't be beat; availability of farm-fresh food (and the nation's largest producers-only Farmers' Market downtown every Saturday); intellectual and educational stuff to all the time (speakers, free classes, etc.) that are part of living in a college town; and easy access to outdoor adventures at numerous city and state parks nearby (plus we're surrounded by lakes).



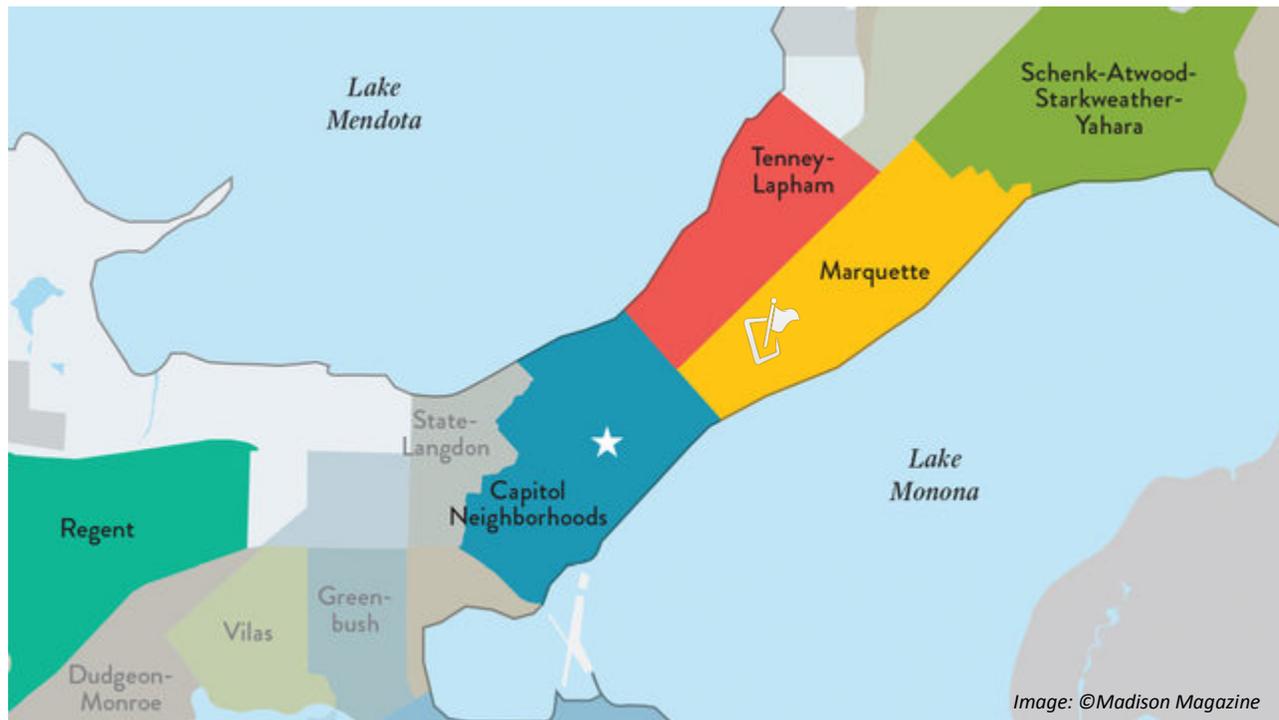
There is a youthful energy and vibe in the city. Madison has 40k students at UW and attracts young professionals from around the country who are increasingly coming to Madison to work in the [emerging tech and startup scenes](#) (and at the electronic medical records software company Epic - who hires 1k+ new grads yearly from top universities around the country). Madison is also extremely family friendly, and with its great schools, affordable cost of living, and high quality of life it has long been known as a great place to settle down and raise a family.

Madison has one of the [fastest growing high-tech industries in the country](#) and is a [hub for innovation](#). The game development community is also strong and growing, with nearly 500 industry professionals and numerous AAA, mobile, and educational game studios that have banded together to form the [Wisconsin Games Alliance](#).

Here are some more Madison guides to explore:

- Madison Guide (from our friends at Epic):
 - <https://careers.epic.com/Home/Madison>
- Make Madison Overview:
 - <http://www.makemadison.com/>
- Bon Appetit Guide to Madison:
 - <http://www.bonappetit.com/restaurants-travel/city-guides/article/madison-wisconsin-guide>
- Thrillist Essential Madison Guide:
 - <https://www.thrillist.com/eat/milwaukee/best-restaurants-in-madison-wisconsin>

Want a Madison visitor map? You can find one [here](#).



Welcome to the neighborhood!

What is so charming about Madison, the second-largest city in Wisconsin, is its 124 vibrant neighborhoods scattered across nearly 77 square miles of land. With distinct vibes of their own, they blend seamlessly into the town's tapestry to form one welcoming, diverse community. Check out an overview tour of five of the largest neighborhoods:

- [Marquette: One of the nation's '10 Great Neighborhoods'](#) (*Our neighborhood!*)
- [Capitol Neighborhoods: The heart of the city](#)
- [Tenney-Lapham: A residential hotspot](#)
- [Schenk-Atwood: Main Street, U.S.A.](#)
- [Regent: An area with unmistakable energy](#)

