

## **BID 2010 – Forecast**

December 30, 2009

### Mission Statement (from BID Operating Plan)

- The VISION of Madison's Central BID is to be a powerful BID that is respected in the Community for getting things done.
- The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it.
- The CONSTITUENTS are the property and business owners within the district.
- The ACTION by the BID to achieve the goal is to market the district as a whole, create a welcoming environment, develop community relations, and advocate for the needs and interests of the district.

### **2010 Forecast: Areas of Focus, Goals**

#### Board – Advocacy, Issues

- Assess Review Subcommittee – wrap up work, report to Board
- Alcohol License Density Plan Ordinance – modifications to current, prepare for sunset in Oct. 2010
- Fund Development:
  - Overall, especially Hanging Baskets/Planter Program
  - Board involvement, fundraising plan, subcommittee
  - Map – review – areas to enhance advertising revenue?

#### Ongoing Advocacy:

- Parking
- Halloween
- Downtown Construction
- Safety

#### Advocacy – Opportunities to Partner/Coordinate with DMI:

- ALDO (see above)
- Downtown Plan
- Downtown Hospitality Council (transportation, social options, best practices)
- “Chronic Nuisance,” Quality of Life

#### Staff – Major 2010 Projects, Goals:

- Peace Park–Visitor Center
  - New Visitor Center- planning, operations
  - New Ambassador Coordinator- hire, train
- Ambassador Program
  - Develop Volunteer Ambassador Recruitment
  - Continue targeted expansion of Downtown Info Tables at major conventions
- Marketing – Concerted effort in social media marketing
- Gift Certificates – Review, develop marketing to businesses and to public (boost sales)
- Cap Square Streetscape updates – planning, execution
- Welcome Programs (i.e., new resident welcome bags) – increase reach, #, sponsorship
- Special project – Mar/April – Move offices

Regular, ongoing programs, projects:

- (Dec-April) Downtown Map & Guide – Advertising Sales, Listing/content updates, design/proofing
- (Jan-March) Annual Marketing/Cooperative Advertising Plan
- (Feb-May) Cars on State
- (Mar – Oct) Downtown construction projects
- (June-July) Annual Meeting
- (May-July) Maxwell Street Days
- (Aug-Sep) Annual Operating Plan
- (Aug – Oct) Halloween
- (Sep-Dec) Holiday – Open House, Marketing, Décor, Trolley, Ambassadors, etc.
- Planting program / Holiday Lights – Planters, Beds, Hanging Baskets
- Gift Certificate Sales – Graduations, Holiday Season
- Welcome Packets – Students (Spring), New Residents (Spring/Fall), Holiday Trolley
- UW Partnerships: Admitted Student/Parent Visits, Badger Family Spring Visit, Student Move Out, Welcome Week, First Year Parents Weekend