



## **Madison's Central Business Improvement District (BID)**

Update, Dec. 10

### **Today's Topics:**

#### **Snow Emergency Continues For Third Evening**

#### **Holiday Refuse and Recycling schedule**

#### **Downtown Madison Gift Certificates – online ordering now available**

#### **BID Holiday Décor, Holiday Trolley Schedule**

#### **BID Marketing & Cooperative Advertising – Still time to advertise for the Holidays**

#### **Advertise in the 2010-11 Downtown Madison Map & Guide**

#### **Student/Parent Visits 2010 - Welcome Bags, PROVIDE ITEMS (sign up by Dec. 18)**

#### **2010 Mpower Business Champion program – Application Deadline Dec. 18**

#### **BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline Jan. 8)**

#### **Events & Dates**

#### **Snow Emergency Continues For Third Evening**

The City of Madison has extended the snow emergency for a third evening (tonight). Residents are asked to keep their vehicles off the street today and tonight if possible.

More info: [http://www.cityofmadison.com/news/view.cfm?news\\_id=1817](http://www.cityofmadison.com/news/view.cfm?news_id=1817)

Mall Maintenance (sidewalk clearing within their service area): According MM, snow removal is going slow due to the “hard pack”, but overall, they think they are doing ok. They concentrate first on sidewalk area, and then terrace (will try to cut mid-block paths through snow on the terraces). Snow pile removal hasn't been coordinated yet but will be soon. Unless the entire sidewalk is free of snow – Mall Maintenance crews request you help by refraining from putting out sandwich boards. If people can restrain from parking cars overnight on the street, it will expedite clearing snow from between the parking meters. Also, best to remove bikes from bike racks to expedite snow removal. A request to businesses in the district who do their own snow removal – please use stainless steel blades on equipment, which is a requirement for all aggregate surfaces.

Streets (street plowing): Streets Division plan for today is to finish plowing all streets, clean up where the parked cars have moved out, and clean up around intersections. We talked with the head of Streets this afternoon regarding areas that still need to be plowed (e.g., parking lanes on King St. and other spoke streets off the square, diagonal parking at meters on spoke streets off the square). Crews are being directed to clear what they can in these areas this afternoon, and finish up overnight when the streets are clear of parked cars. Thanks to BID businesses for your feedback and patience. More info at:

<http://www.cityofmadison.com/residents/Winter/index.cfm>

#### **Holiday Refuse and Recycling schedule**

Looking ahead – a message from Mall Maintenance: Streets Department works on Christmas Eve day (Dec. 24, Thursday trash day) and New Years Eve Day (Dec. 31) – Mall Maintenance does not. Any bagged TRASH needs to be set out by 6am Wednesday the 23rd and Wednesday the 30th. Trash in carts will be collected by Streets as usual. Recycling is collected on the 31st by Streets.

#### **Downtown Madison Gift Certificates – online ordering now available**

Downtown Madison Gift Certificates are accepted at more than 170 downtown shops, restaurants, galleries, boutiques and entertainment venues. They make great holiday gifts, as well as customer and employee incentives! They can now be ordered online:

[https://www.visitdowntownmadison.com/store/products.php?product\\_id=5900](https://www.visitdowntownmadison.com/store/products.php?product_id=5900)

Downtown Gift Certificates can also be purchased in person at the Overture Center Ticket Office (201 State St.), or at the University Bookstore (711 State St.) or by phone at (608) 443-1976. More information is at: [http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501)

If you are a BID business and want to accept the certificates, see here for how to participate: [http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501&subcategory\\_id=2961](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501&subcategory_id=2961)

### **BID Holiday Décor, Holiday Trolley Schedule**

Free Holiday Trolley, Downtown Info Desk, Carolers, and more, Weekends, Nov. 29-Dec. 21. The free holiday trolley (with the gift bags filled with items from BID businesses and organizations) will run Sat. & Sun. November 28 through Dec. 21 from noon to 4pm (10am to 6pm on the 28<sup>th</sup> for the Holiday Open House). There will again be a Downtown Information Desk, staffed by our BID Ambassadors, Saturdays in the Overture Center Rotunda Lobby, and volunteer caroling (and dancing) groups will stroll the district weekends in December. For more information and downloadable schedule, see: [http://www.visitdowntownmadison.com/events/index.php?category\\_id=2801](http://www.visitdowntownmadison.com/events/index.php?category_id=2801)

The BID-funded Holiday Snowflake Lights are up on street light poles throughout the District, and the BID-funded holiday evergreen boughs have been installed in planters (thanks to Madison Parks and Mall Maintenance for their partnership).

### **BID Marketing & Cooperative Advertising – Still time to advertise for the Holidays**

A summary of BID-subsidized holiday advertising opportunities is at: [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#39142](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142)

Upcoming Deadlines:

Isthmus Holiday co-op + thedailypage.com. Dec. 17 issue – Deadline Dec. 11. Contact Steve Borgwardt at 251-5627, [sborgwardt@isthmus.com](mailto:sborgwardt@isthmus.com)

New - updated pricing, special BID member discount for multiple ads! Info Sheet: [http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09\\_email.pdf](http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09_email.pdf)

### **Advertise in the 2010-11 Downtown Madison Map & Guide**

Are you looking for ways to bring customers into your business? Advertise in the 2010-11 Downtown Map & Guide (coming May 2010) - a favorite resource for downtown customers. People who visit Monona Terrace, Alliant Energy Center, State Capitol, UW Madison, area hotels and convention all pick up a Downtown Map & Guide. Map users are pre-qualified as interested in downtown shopping, dining, lodging and entertainment. Final deadlines are in January. Make your reservation early to reserve your space!

- Map advertising offers value. One ad placement gives an entire year of visibility. No price increase this year, plus we increased several ad sizes at no extra cost to you!
- Visitors spend \$70 million annually on downtown shopping and dining. Advertise in the map, and reach visitors before they arrive and while they are here.
- 200,000+ maps distributed annually in Madison, Wisconsin, nationally and internationally.

BID Member Pricing & Reservation Form:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_MapAds\\_Info\\_BIDmember.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_MapAds_Info_BIDmember.pdf)  
(For businesses and organizations within the Business Improvement District.)

BID Partner Pricing & Reservation Form:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_MapAds\\_Info\\_BIDpartner\\_09.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_MapAds_Info_BIDpartner_09.pdf)  
(For businesses or organizations which are outside the Business Improvement District, but support visiting, living, working and doing business in the central downtown.)

For more information on advertising, contact BID Programming Coordinator Mitch Freund at (608) 443-1976 or [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com).

### **Student/Parent Visits 2010 - Welcome Bags, PROVIDE ITEMS**

The BID and UW Admissions will again partner to welcome prospective UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend.

The BID is putting together gift bags with coupons, special offers and information from downtown businesses and organizations (plus the Downtown Map & Guide) to give to students & parents at these visits. Provide items for the BID gift bags and help YOUR business or organization reach these customers and build loyalty among future students and their parents, who are likely visitors to downtown Madison over the next 4 years. More info:  
[http://www.visitdowntownmadison.com/uploads/media/BID\\_StudentParent\\_Items\\_10.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_StudentParent_Items_10.pdf)

What to Provide: 550 coupons, special offers, items or information appealing to incoming UW students + parents. Items must be: a) no larger than an 8 ½" x 11" flyer, b) good January through end of April '10 (or beyond), and c) usable by those under 21.

Contact: Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or (608) 443-1976.

Early Bird Confirmation of Participation: Friday, December 18, 2009

Final Deadline to Confirm Participation: Wednesday, January 6, 2010

Items Ready for Pick-Up: Friday, January 8, 2010

Item Pick-Up: Mon.-Fri. January 11-15, 2010 (Downtown Ambassadors will pick-up at your business location. All items **must** be ready for pickup that week.)

### **2010 Mpower Business Champion program – Application Deadline Dec. 18**

Mpowering Madison is now accepting applications for the 2010 ChaM pion Business Class. Selected businesses will receive one year of technical assistance from the Mpowering Madison coordinator as a one-stop-shop to access local energy and water conservation information; advice from area sustainability experts on topics such as green building, environmentally preferable purchasing, waste reduction, energy and water conservation; and energy, water, transportation, and solar assessments. More information is at: <http://www.mpoweringmadison.com/apply>

### **BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline Jan. 8)**

The BID has again subsidized cooperative advertising in the Official Visitor Guide to the greater Madison area, published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). The Spring/Summer Visitors Guide (dist. 175,000) comes out in March, 2010. See below for more info on this co-op opportunity with a space reservation deadline of January 8.

Contact: Louise Andraski, Nei-Turner Media Group, [louisea@ntmediagroup.com](mailto:louisea@ntmediagroup.com), 608.873.8734 direct

Info Sheet: [http://www.visitdowntownmadison.com/uploads/media/BID-VisitorsGuide\\_SpringSum\\_10.pdf](http://www.visitdowntownmadison.com/uploads/media/BID-VisitorsGuide_SpringSum_10.pdf)

Sign Up Sheet:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_BID\\_Madison\\_Sign\\_Up\\_SS10.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_BID_Madison_Sign_Up_SS10.pdf)

### **Events, Dates:**

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Free Holiday Trolley, Carolers and More, Nov. 28-Dec. 20,  
[http://www.visitdowntownmadison.com/events/index.php?category\\_id=2801](http://www.visitdowntownmadison.com/events/index.php?category_id=2801)

CTM Christmas Carol, Overture Center, Dec. 11-23, <http://www.ctmtheater.org/>

Dance Wisconsin's "Nutcracker Fantasy", Wisconsin Union Theater, Dec. 11-13,  
<http://www.dancewisconsin.com/2009-2010-season>

Madison Ballet - The Nutcracker, Overture Center, Dec. 18-20,  
[http://www.madisonballet.org/pls/enetrixp!/stmenu\\_template.main](http://www.madisonballet.org/pls/enetrixp!/stmenu_template.main)

US Bank Eve, Dec. 31, [http://www.usbank.com/cgi\\_w/cfm/about/community\\_relations/madison.cfm](http://www.usbank.com/cgi_w/cfm/about/community_relations/madison.cfm)

DMI Frostiball, Jan. 30, [http://downtownmadison.org/programs/index.php?category\\_id=1584](http://downtownmadison.org/programs/index.php?category_id=1584)

Madison Winter Festival, Feb. 19-21, <http://www.winter-fest.com/>

Monona Terrace Events Calendar: <http://www.mononaterrace.com/events/eventsearch.php>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

More events at <http://www.visitdowntownmadison.com/events/index.php>

### **BID Board Meeting Schedule**

The BID Board Meeting schedule is posted on the BID website at [http://www.visitdowntownmadison.com/about/index.php?category\\_id=2494](http://www.visitdowntownmadison.com/about/index.php?category_id=2494), along with meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 615 East Washington Ave. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. The BID Board meetings follow city of Madison committee meeting procedures. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

This update provided courtesy of Madison's Central Business Improvement District (BID). If you have comments, suggestions or questions, please contact Mary Carbine, BID Executive Director, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>