



Madison's Central Business Improvement District (BID)
Update, Dec. 23

Best wishes for a Happy and Prosperous Holiday Season!

Today's Topics:

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Metro Commute Card available all businesses starting early 2010

Events & Dates

BID Holiday Trolley Results

We are pleased to report increased ridership on the BID Holiday Trolley this season (weekends, Nov. 28-Dec. 20), and increased customer traffic at our Holiday Downtown Info Desk. We hope this indicates increased customer traffic for all of you this holiday season. The BID 2009 Holiday Trolley had nearly 3,000 riders (compared to 2,600 in 2008). Ambassadors handed out over 1,100 Welcome Bags with downtown business information and promotional items, and helped nearly 500 people at our 2009 Holiday Downtown Info Desk (Saturdays at Overture Center), compared to 300 in 2008. Our thanks again to all the businesses who participated in the Nov. 28 Downtown Holiday Open House, to help kick off the season, and to our sponsors and partners, Isthmus/thedailypage.com, the Greater State Street Business Association (GSSBA), and to the Overture Center, which also hosted our holiday Downtown Info Table.

Best wishes for great business on the final days of the holiday shopping, dining and entertainment season, and we look forward to your feedback on how the season went for you.

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.

New smoke alarms helped residents evacuate in Hawthorne Ct. fire

A BID property owner credits the new tamper resistant smoke alarms with a 10-year battery for insuring occupants received early warning of a fire Sunday at 444 Hawthorne Court. Firefighters were dispatched to the fire at 8:51 AM and extinguished the fire within seven minutes of their arrival. Other occupants in the building heard the smoke alarm sounding in the fire apartment and were able to evacuate quickly. For more information and fire safety tips, see

http://www.cityofmadison.com/news/view.cfm?news_id=1839

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

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

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

Madison Children's Museum – Will close State Street location Jan. 3

Madison Children's Museum will soon say farewell to its 100 State Street location in early January to prepare for the move into its new, permanent home at 100 N. Hamilton Street scheduled to open in late 2010 — but not before an assortment of fun events to cap its 18-year run on Madison's favorite downtown thoroughfare. To keep youngsters busy during winter break, the museum will host a variety of drop-in programs for Winter Wonder Week, sponsored by The Great Dane Pub & Brewing Co., from Monday, Dec. 28, through Thursday, Dec. 31. The museum's last day on State Street will be Sunday, Jan. 3, which is a Free Family Sunday, sponsored by TDS Telecom.

For more information, see <http://www.madisonchildrensmuseum.org/wp-content/uploads/2007/01/12.18.09-closing-press-release.pdf>

Student/Parent Visits 2010 - Welcome Bags, PROVIDE ITEMS - Final Deadline Jan. 6

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

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) appropriate for and usable by those under 21.

Contact: Mitch Freund, BID Programming Coordinator, 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.)

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

(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

(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.

Madison MillerCoors Free Rides™ program on New Year's Eve

The MillerCoors Free Rides program is a collaborative effort between transit systems, community organizations, law enforcement agencies, civic organizations and others to help keep our streets safe and prevent drunk driving on major holidays and throughout the year. MillerCoors Free Rides will provide evening service in Madison, Town of Madison, Middleton and Fitchburg to many popular destinations, including restaurants, bars, local events, and other neighborhood celebrations. Free rides in Madison will run on Thursday evening, December 31st from 7 p.m. to 1 a.m. Routes and schedule information is available by calling 1-800-FREE-RIDES (1-800-373-3743) or see

<http://www.millercoorsfreerides.com/Routes.aspx>

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, 608.873.8734 direct

Info Sheet: 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

Metro Commute Card available all businesses starting early 2010

Whether your organization has one, ten or 1,000 employees, the Metro Commute Card can make a difference. The Metro Commute Card is an annual unlimited ride pass available to businesses in early 2010. This is the same program that has been available to large employers, and is now being offered to businesses of all sizes. Businesses can offer the Commute Card to employees as a convenience, and pass on ride costs to employees, or businesses can opt to subsidize some or all of the ride costs. The Commute Card provides organizations with a way to offer an attractive employee/member benefit to lessen the demand for on-site parking and to help sustain the environment. To learn more about the benefits of the Commute Card program and how it can work for your organization, contact Peg Anthony with Metro Transit at 608-266-6545 or visit

<http://www.cityofmadison.com/metro/Fares/CommuteCard/CommuteCard.html> for more information.

Events, Dates:

Dane County Winter Farmers Market, Jan. 9-April 10, Madison Senior Center, <http://www.dcfm.org/>

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

US Bank Eve, Dec. 31, http://www.usbank.com/cgi_w/cfm/about/community_relations/madison.cfm

Winter Wonder Week, Madison Children's Museum, Dec. 28-31,
<http://www.madisonchildrensmuseum.org/?m=20091228&cat=2>

Winter Restaurant Week, Jan. 24-29, <http://www.madisonmagazine.com/Madison-Magazine/Events/Restaurant-Week/Restaurant-Week-2010/>

DMI Frostiball, Jan. 30, 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>

2010 BID Board Meeting Schedule

The 2010 BID Board Meeting schedule is posted on the BID website at 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 or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>