



Madison's Central Business Improvement District (BID)

Update, Dec. 30

Happy New Year!

Today's Topics:

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

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

Advertise in the 2010-11 Downtown Madison Map & Guide

Free Metro Rides Starting at 7 PM on New Year's Eve

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

Metro Commute Card available all businesses starting early 2010

Downtown Events & Dates

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.)

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>

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.

Free Metro Rides Starting at 7 PM on New Year's Eve

Starting at 7 PM, MillerCoors Brewing Company and Metro Transit will offer free extended WEEKDAY service until approximately 3:30 AM.

For help planning your trip, call (608) 266-4466 or 1-800-FREE RIDES (1-800-373-3743).

Customer service representatives will be available from 6:15 AM through 1 AM on New Year's Eve. Schedules are now available on Metro buses and at mymetrobus.com.

Complete Info: <http://www.cityofmadison.com/metro/MillerCoors/MillerCoors.html>

Schedule Flyer: <http://www.cityofmadison.com/metro/MillerCoors/MillerCoorsSchedule.pdf>

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.

Downtown 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/>

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

For conventions & conferences, see:

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>

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>