



Madison's Central Business Improvement District (BID)

Update, Feb. 11

Today's Topics:

Badger Family Spring Visit – April 2010 – Business Participation – Signup Deadline TOMORROW Feb. 12

BID Ambassadors – Feb. activities – at Garden Expo this weekend

UW Admitted Student/Parent Visits this Friday

Madison Winter Festival, February 19-21, last minute advertising opportunity

BID Co-operative Advertising Opportunities with March deadline

Cars on State May 8 – now accepting entries

ICSC Wisconsin Idea Exchange and Alliance Program, April 14 – 15

Downtown Events & Dates

Badger Family Spring Visit – April 2010 – Business Participation (sign up deadline TOMORROW Feb. 12)

The UW-Madison Parent Program will offer the 2nd annual Badger Family Spring Visit in April, 2010, in partnership with UW Visitor and Information Programs, the Wisconsin Alumni Association, the Greater Madison Convention & Visitors Bureau, University Book Store, and the BID. 800 families (2,400 people) are expected to visit their UW Madison student during April, 2010 (especially over weekends). Visiting families will receive Welcome Bags with information about things to see and do, and a list of special offers from downtown and Madison-area businesses. BID Businesses can participate by creating a special offer or discount available April 1-30, 2010, for Badger Family Spring Visit participants.

Special offers will be promoted to visiting families in advance, and listed on a flyer handed out to visiting families at Badger Family Spring Visit check-in locations. Each family will get a special card that they will show to receive their special offer or discount. BID will circulate handout with image of card in advance to participating businesses.

Sign Up Deadline: Friday, February 12, 2010

Online Sign Up Form:

http://www.visitdowntownmadison.com/news/forms.php?id=730&category_id=2554&subcategory_id=7046

Updated Info sheet with more details:

http://www.visitdowntownmadison.com/uploads/media/BID_BadgerFamVisit_10_BusinessSignUp_REVIS ED_web.pdf

NOTE: If you tried to fax in a signup form and it did not go through, please try again using fax # (608) 395-3979 or the online form, above. If you faxed in a form and did NOT hear back from me to confirm, please resend, sign up again online, or contact Mary Carbine at (608) 443-1973.

BID Ambassadors – at Garden Expo this weekend

BID Ambassadors are out and about in February, with a Downtown Information Table at the upcoming WPT Garden Expo at Alliant Energy Center Feb. 12-14. About 20,000 attendees are expected, and BID Ambassadors will be on hand to offer downtown directions, shopping & dining suggestions to encourage attendees to become downtown customers. Watch for Garden Expo attendees downtown!

BID Ambassadors will also be stopping by businesses to drop off "Welcome Window Flyers" you can display for the following events and conferences:

Madison Winter Festival, February 19-21

Midwest BLGTA College Conference, Feb. 19-21, Monona Terrace
WIAA State Tournaments (schedule below in "Downtown Events & Dates")

UW Admitted Student/Parent Visits this Friday

Be on the lookout to welcome prospective UW students and their parents who are visiting this Friday and weekend. The BID and UW Admissions are again partnering to welcome admitted 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. They received a BID Downtown Map & Guide and city parking coupon (courtesy of BID) in advance. On the Friday of their visit, they will be greeted by a BID Ambassador who will give them a welcome bag filled with information, coupons and items from participating BID businesses. Thanks to all BID businesses who provided items for the bags!

Madison Winter Festival, February 19-21

The Madison Winter Festival event will take place in the Capitol Square area Friday, February 19 through Sunday, February 21. The BID and the Greater State Street Business Association (GSSBA) are pleased to partner with Madison Winter Festival to co-sponsor an ice sculpting exhibition (a favorite for kids and families) from noon to 4pm on Saturday, February 20, on "30 on the Square" (near the Wisconsin Veterans Museum). In addition, a Downtown Madison Ambassador Information table at the Wisconsin Historical Museum will run Sat.-Sun. February 20-21 from 11:00am-4:00pm in the lobby. Please link for information about Capitol Square street closures and parking during the event (all pretty much the same as last year): http://www.visitdowntownmadison.com/uploads/media/WinterFestSchedLetter_10.pdf

The Madison Winter Festival is offering BID member businesses an advertising opportunity in their online Festival Guide. Please contact the Winter Festival directly. See this link for more information: http://www.visitdowntownmadison.com/uploads/media/BID_WinterFest_AdOpp.pdf

BID Co-operative Advertising Opportunities with March deadlines

The full slate of 2010 BID-subsidized cooperative advertising opportunities will be sent in mid-March. In the meantime, please note the two attached opportunities with March deadlines – the Isthmus Dining Guide, and Madison Magazine May issue (special section with downtown focus).

Cars on State May 8 – now accepting entries

The 4th annual Cars on State Classic Car Show will be Saturday, May 8, 2010, 10 am to 3 pm, rain or shine, on State Street. More than 150 classic cars will be on display on State Street from the State Capitol to Library Mall. The show is now accepting entries of classic cars for the show. More information and entry form is at www.carsonstate.com

Cars on State is presented by the Greater State Street Business Association with support from Madison's Central BID.

ICSC Wisconsin Idea Exchange and Alliance Program

Monona Terrace Community and Convention Center, April 14 – 15, 2010

The International Council of Shopping Centers will have it's "Wisconsin Idea Exchange & Alliance Program" at Monona Terrace this April 14-15. Attend sessions such as: What Do I Do with My Vacancies? Or "Demographics—WI and the Midwest." Network and conduct business with retailers, brokers, developers, owners, lenders, suppliers and city, municipality and economic development agencies. Program, registration form, and sponsor opportunity info is at:

<http://www.icsc.org/srch/mt/descs/2010WI/2010WI.pdf>

Downtown Events, Dates:

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

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

WIAA State Tournaments, <http://www.wiaawi.org/index.php?id=99>

SWIMMING & DIVING - BOYS: Feb. 19-20, UW Natatorium - Madison

WRESTLING (INDIVIDUAL): Feb. 25-27, The Kohl Center - Madison
WRESTLING (TEAM): March 5-6, UW Field House - Madison
HOCKEY - BOYS: March 4-6, Alliant Energy Center - Madison
HOCKEY - GIRLS: March 5-6, Alliant Energy Center - Madison
BASKETBALL - BOYS: March 18-20 - The Kohl Center - Madison
BASKETBALL - GIRLS: March 25-27 - The Kohl Center - Madison

The Big Eat, Monona Terrace, Feb. 22, <http://www.thedailypage.com/bigeat/>

International Festival, Overture Center, March 6, <http://www.overturecenter.com/community/international-fest>

St. Patrick's Day Parade, Capitol Square, March 14, <http://www.stpatsmadison.org/>

Shamrock Shuffle, Capitol Square, March 14, <http://www.shamrock-shuffle.org/>

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

City of Madison meetings calendar: <http://legistar.cityofmadison.com/calendar/#current>

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>