



Madison's Central Business Improvement District (BID)

Update, Feb. 18

Today's Topics:

Madison Winter Festival, February 19-21

WIAA State Tournaments start Feb. 19-20

BID Ambassadors – Feb. activities

UW Admitted Student/Parent Visits continue this Friday

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Spring New Resident Packets – PROVIDE ITEMS – sign up by March 12

BID Co-operative Advertising Opportunities with March deadlines

Cars on State May 8 – now accepting entries

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

Downtown Events, Dates & Meetings

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.

Event website: www.winter-fest.com

Letter 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

WIAA State Tournaments start Feb. 19-20

WIAA State Tournaments will bring more than 200,000 high school sports fans to Madison, and many will be coming downtown. Thanks to all those BID businesses displaying the “Welcome Window Flyers” distributed by BID Ambassadors. <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

BID Ambassadors – Feb. activities

BID Ambassadors helped more than 1,200 people at last weekend's WPT Garden Expo at Alliant Energy Center Feb., offering downtown directions, shopping & dining suggestions to encourage attendees to become downtown customers. Great job, Ambassadors! BID Ambassadors will also staff a Downtown Information table during the Madison Winter Festival at the Wisconsin Historical Museum, Sat.-Sun. February 20-21 from 11:00am-4:00pm.

UW Admitted Student/Parent Visits continue 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!

Spring New Resident Packets-SPONSOR – confirm by March 5

Promote your business to new downtown residents. BID New Resident Packets are distributed to new downtown home and condo owners through participating Realtors. BID businesses can sponsor & receive business logo and website on the outside of the bags. There is only one sponsorship opportunity! (You can also provide items for the bags, see below).

More info:

http://www.visitdowntownmadison.com/uploads/media/BID_NRPBagSponsorship_Spring10.pdf

Spring New Resident Packets – PROVIDE ITEMS – sign up by March 12

Promote your business to new downtown residents. BID New Resident Packets are distributed to new downtown home and condo owners through participating Realtors. The packets included coupons, gift certificates, samples, and informational brochures from many downtown businesses like yours. These packets are a great way for BID businesses to introduce themselves and to create customer loyalty with new and/or returning residents in the downtown area.

How to Participate:

Items should be small in size ranging from coupons or gift certificates, to menus or brochures, to pens or notepads. If you are interested in submitting coupons (with expiration dates), please note that packets will be distributed through the summer, so please make sure the expiration date is far enough away (e.g., end of 2010) that residents have ample time to redeem them.

Number of items: 120

Confirm Participation by: Friday, March 12

Items Ready for Pick-Up by: Friday, March 19

Ambassador Pick-Up: March 22-26

More Info:

http://www.visitdowntownmadison.com/uploads/media/BID_NewResidentPackets_Spring10.pdf

To confirm participation or for more information, contact:

Mitch Freund, BID Programming Coordinator

t: 608.443.1976

e: mfreund@downtownmadison.org

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 two opportunities with March deadlines – the Isthmus Dining Guide (deadline March 17), and Madison Magazine May issue (special section with downtown focus, deadline March 9).

See: http://www.visitdowntownmadison.com/uploads/media/BID_Coops_MarchDeadlines_10.pdf

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>

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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/>

Badger Family Spring Visit, April, <http://www.parent.wisc.edu/visit/>

Wisconsin Film Festival, April 15-18, www.wifilmfest.org

Dane County Farmers Market on the Square, Saturdays, April 17 -Nov. 6 <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 21 -Nov. 3

UW Spring Football Game: April 17, <http://www.uwbadgers.com/>

Isthmus Green Day, April 17, Monona Terrace, www.thedailypage.com

UW All Campus Party, April 17, <http://www.allcampusparty.com>

Design MMoCA 2010 - April 23–May 2, <http://www.mmoca.org/events/designmmoca/index.php>

Crazylegs Classic Run/Walk, April 24, <http://www.crazylegsclassic.com/>

Lion King, Overture Center, Apr 27 - May 23, www.overturecenter.com

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 & Other Meetings

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 Board and other

BID 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>