



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

Update, Jan. 14

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

**BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline extended to Jan. 15)**  
**2010 Downtown Madison Map & Guide – listings update deadline Jan. 15**  
**Advertise in the 2010-11 Downtown Madison Map & Guide (deadline Jan. 29)**  
**BID Business/Overture Center for the Arts Promotional Opportunity (sign up by Jan. 20)**  
**Badger Family Spring Visit – April 2010 – Business Participation (sign up by Feb. 5)**  
**Retail property listings on BID website**  
**City Bike Racks available for business locations**  
**City Façade Improvement and Lighting Enhancement Grants available**  
**Metro Commute Card available all businesses starting early 2010**  
**Program seeks business partners for youth internships**  
**10 Consumer Trends for 2010**  
**Madison Winter Festival, February 19-21**  
**Downtown Events & Dates**

### **BID Co-op 2010, Spring/Summer Official Visitors Guide (DEADLINE EXTENDED to Jan. 15)**

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, and is used by visitors planning/visiting during the peak seasons of spring and summer.

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)

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

### **2010 Downtown Madison Map & Guide – listings update deadline Jan. 15**

A reminder for BID member businesses - we are updating business listings for the 2010-11 Downtown Madison Map & Guide (due out in May). BID businesses listed in the map (retail, restaurant, entertainment, service, etc.) were sent "Business Info Confirmation Forms" by mail. To make any changes to business listings, please return forms by this Friday, Jan. 15. If you didn't get a form in the mail, please reply to this email, and we will get you one.

### **Advertise in the 2010-11 Downtown Madison Map & Guide (deadline Jan. 29)**

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).

### **BID Business/Overture Center for the Arts Promotional Opportunity (sign up by Jan. 20)**

The BID and Overture Center are partnering to invite BID member businesses become involved in a promotional opportunity with Overture's 2010-11 Broadway season. More than 100,000 people are slated to attend Overture Center's Broadway shows during its 2009/2010 season, and over 2,500 of them are loyal Broadway subscribers. To recognize and thank those subscribers, Overture Center is planning to roll out a special package with discounts and perks exclusively available to them. This new package will be available for subscribers to Overture's 2010/2011 Broadway season (September 2010- May 2011), which features 4 major Broadway shows. Package subscribers will receive a membership card that they can show to receive their discounts, and the package will be heavily promoted by Overture Center with a special brochure, website listings, social media postings, etc.

Overture is seeking at least 20 businesses to offer a special discount/perk for cardholders during the Broadway season. Vendors will be selected to participate based on the diversity of businesses that apply, the quality of the offer, and the potential for appeal to the Broadway audience. Discounts and special offers should be unique and available only to patrons who carry the official membership card. Any businesses that can commit to a specific offer prior to January 20, 2010 will be included in related promotional materials.

### HOW TO PARTICIPATE

Sign Up Deadline Jan. 20: To participate, please contact Marla Hahn, Marketing and Sales Manager for Overture Center, at 258.4451 or [mhahn@overturecenter.com](mailto:mhahn@overturecenter.com) by Weds, JAN 20 with the following information:

business name  
your contact info  
details of special offer

Contact: Marla Hahn, Marketing and Sales Manager for Overture Center, at 258.4451 or [mhahn@overturecenter.com](mailto:mhahn@overturecenter.com)

### **Badger Family Spring Visit – April 2010 – Business Participation (sign up by Feb. 5)**

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.

Sign Up Deadline: Friday, February 5, 2010

Online Sign Up Form:

[http://www.visitdowntownmadison.com/news/forms.php?id=730&category\\_id=2554&subcategory\\_id=7046](http://www.visitdowntownmadison.com/news/forms.php?id=730&category_id=2554&subcategory_id=7046)

Info sheet with more details:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_BadgerFamVisit\\_10\\_BusinessSignUp\\_FINAL.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_BadgerFamVisit_10_BusinessSignUp_FINAL.pdf)

### **Retail property listings on BID website**

A reminder for BID Property Owners – to help you get the word out to potential tenants, the BID maintains a listing of retail/restaurant spaces in the BID available for lease or sale on our “Commercial Real Estate” web page: [http://www.visitdowntownmadison.com/business/index.php?category\\_id=2533](http://www.visitdowntownmadison.com/business/index.php?category_id=2533).

We also partner with Property Drive to link to their listings of retail and office spaces downtown. To post or update a listing in retail properties, contact Mary Carbine, BID Executive Director, at [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) or 608-443-1973. Please provide a brief description with location, use, square footage, and contact information, OR a link to property description on your website or Property Drive. (This service available only for properties with the Central BID.) Questions? Just ask, we are happy to help.

### **City Bike Racks available for business locations**

The City of Madison traffic Engineering Division has a limited number of bicycle parking racks for installation in the public terrace. These racks will typically be used to serve small businesses, which do not have private space to provide their own parking facilities. Most of the racks are the ring-and-pole type that can accommodate two bicycles, typically in a terrace area. Ideally there should be a 5 x 7 foot clear area where the rack can be installed. Please see the attached flyer for more information. If your business is interested in offering more bike parking for your patrons, please email Amanda White at the Bicycle Federation of Wisconsin ([amanda.white@bfw.org](mailto:amanda.white@bfw.org)) and Bob Arseneau at the City ([barseneau@cityofmadison.com](mailto:barseneau@cityofmadison.com)) with your name and contact information by Friday, Jan. 22. Please include "bike parking" in the subject line. The City will compile a list of potential rack installation locations and installation will begin at the chosen locations in the spring.

### **City Façade Improvement and Lighting Enhancement Grants available**

The City of Madison has two matching grant programs available that could be a resource for your business or property: the successful Façade Improvement Grant Program which many BID properties have utilized, plus a new Residential Lighting Enhancement grant program available to residential and mixed-use properties:

Façade Improvement Grant Program: Matching grants that can be used for restoring or enhancing the entire facade or elevation of a commercial building in the Central Business Improvement District and other areas. Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 per street-facing façade or \$25,000 for a flatiron building. Examples of past recipients of Façade Improvement Grants include: Nick's Restaurant (226 State St., 2001), Home Savings Bank (2. S. Carroll St., 2002), Ragstock (329 State St., 2004), Irish Pub (317 State St., 2004), Castle and Doyle Building at 125 State (2004), Brocach Irish Pub & Restaurant (7 W. Main St., 2004), Bartell Theatre (113 E. Mifflin St., 2005), and Fromagination (12 S. Carroll St., 2007). Info at: <http://www.cityofmadison.com/planning/Facade.html>

### NEW - Downtown Residential Exterior Lighting Enhancement Grant Program

The Program will provide one-time matching grants to residential property owners (including mixed-use properties with at least one residential unit) in targeted areas to purchase and install exterior lighting around their properties. (The targeted area includes the entire Central BID). The purpose is to help residential property owners improve safety and security of properties with lighting. The maximum matching grant is \$500.

Info Sheet: <http://www.cityofmadison.com/planning/cedu/Documents/DTLightingProgramSummary.pdf>

Application: <http://www.cityofmadison.com/planning/cedu/Documents/DTLightingGrantApp.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.

### **Program seeks business partners for youth internships**

Madison Metropolitan School District's Work and Learn Program is looking to develop long-term partnerships with downtown business owners, museums, or arts & culture organizations. Our high school juniors and seniors complete their graduation requirements by attending academic classes three hours a day and volunteering/interning/working with area businesses at least three hours a day. Our students are formulating their post-secondary plans by experiencing vocations and giving back to their community. If you are interested in further information regarding this opportunity, please contact Sally Schultz, Alternative Education Principal at 204-4223 or [sschultz@madison.k12.wi.us](mailto:sschultz@madison.k12.wi.us)

### **10 Consumer Trends for 2010**

Interesting reading - a consumer trend briefing from "trendwatching.com" – thanks to new BID Board Chair Jeanette Riechers of Madison Sole for pointing this out!  
<http://trendwatching.com/briefing/>

### **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 see attached memo for information about Capitol Square street closures and parking during the event (all pretty much the same as last year).

### **Downtown Events, Dates:**

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

12th Annual Dr. Martin Luther King Jr. Youth Service Day, Monona Terrace, Jan. 18,  
<http://www.ulgm.org/news/Pages/01182010.aspx>

25th Anniversary Madison-Dane County King Holiday Observance, Overture Center, Jan. 18,  
<http://www.ulgm.org/news/Pages/010710.aspx>

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](http://downtownmadison.org/programs/index.php?category_id=1584)

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

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](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>