



Madison's Central Business Improvement District (BID)

Update, Jan. 15

Today's Topics:

BID Co-op – Official Madison Visitors Guide

Update your BID Downtown Map listing – Deadline Jan. 9

Advertise in the 2009 BID Downtown Map & Guide-Deadline Jan. 30

NEW promotion - "Visit Your Student Month" Coupon Book – Sign Up by Feb. 9

Wisconsin Women's Business Initiative Corporation 2009 classes

Events & Dates

BID Co-op – Official Madison Visitors Guide

The BID has subsidized a downtown advertising co-op in the Official Madison Spring/Summer Visitors Guide (from the Greater Madison Convention & Visitors Bureau). This official visitors guide has a new publisher, the Nei-Turner Media Group. The guide will be published in February, with distribution: 175,000 copies, distributed by the GMCVB plus at hotels, the airport, Wisconsin Travel Centers, University of Wisconsin, area attractions, convention centers, restaurants and businesses. While the deadline was last Friday, they are still accepting ad reservations through this week. Contact Louise Andraski, Nei-Turner Media Group, louisea@ntmediagroup.com, 608.873.8734 direct

Update Your Map Business Listing – Deadline: Friday, January 9

As a BID Member, you receive your business name, phone number and address under the appropriate category in the Downtown Madison Map & Guide. BID Members who are also GSSBA Members receive your business name, phone number, address and a small description under the appropriate map category. Thank you to those of you who have already sent in your completed listing form. If you have not completed a form, please take a moment to follow the appropriate link below:

Map listing update form – BID Member (non GSSBA):

http://www.visitdowntownmadison.com/uploads/media/MapConfirmForm_09.pdf

Map listing update form – BID member & GSSBA member:

http://www.visitdowntownmadison.com/uploads/media/MapConfirmForm_GSSBA_09.pdf

All forms must be returned by this Friday, January 9. If we do not hear from you, we will assume the information we have is correct to print in the 2009-10 Downtown Madison Map & Guide (out in late-April/early May).

Advertise in the 2009 BID Downtown Map & Guide – Deadline: Friday, January 30

Are you looking for ways to bring customers into your business? Then consider advertising in the 2009-10 Downtown Map & Guide - a favorite resource for downtown customers. Just one ad buy gets you exposure for an entire year to 200,000 people pre-qualified as interested in downtown shopping, dining, lodging and entertainment – from Madison residents to regional, national and international visitors. Map distribution continues to expand to increase the value of your ad. The number of maps distributed to area hotels and at the Dane County Airport doubled in 2008. A redesign in 2008 improved the look and flow of the advertising section. Thank you to those of you who have chosen to advertise in the 2009-10 Downtown Madison Map & Guide!

To learn more about advertising, please see: Map advertising info & reservation form (BID Member):

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

Or reply to this email. Advertising reservations accepted now through January 30, 2009.

NEW - "Visit Your Student Month" (April 2009) Coupon Book – Sign Up by Feb. 9

The BID has organized another FREE opportunity for you to market your business to UW students and their parents! The new UW-Madison Parent Program is organizing the first-ever "Visit Your Student Month" in April, 2009. The program encourages parents, family and friends to visit UW-Madison student(s) during April to attend events and attractions of their choosing. [NOTE – this is different from the "Admitted Student/Parent Visits, above, which is for *incoming* students and their parents. "Visit Your Student Month" encourages parents to visit students already *attending* UW Madison.]

The BID is partnering with the Parent Program and the Wisconsin Alumni Association (WAA) to help these visitors discover downtown Madison shopping, dining, services and entertainment. BID member businesses can participate in a "Downtown Madison" coupon book to be provided to visiting parents and family at check-in locations when they arrive. The BID Downtown Map & Guide will also be distributed.

500 coupon books will be printed to distribute to visiting parents and family when they arrive in April. It's easy to participate—and FREE to BID businesses! You provide info on your business, discount or special offer, plus your logo. WAA has graciously agreed to design and print the coupon books! The UW Parent Program will distribute the coupon books at "Visit Your Student Month" check-in locations.

Info Sheet with details:

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

Online signup:

http://www.visitdowntownmadison.com/news/forms.php?id=671&category_id=2554&subcategory_id=6041

Wisconsin Women's Business Initiative Corporation 2009 classes

The Wisconsin Women's Business Initiative Corporation (WWBIC) starts the new year with a new slate of classes for the area's entrepreneurs, with topics including marketing. WWBIC consults, educates and mentors owners of small and micro businesses throughout Wisconsin, offering seminars, individual business counseling, and lending programs. Their programs are open to both men and women.

WWBIC – main website: <http://www.wwbic.com/>

WWBIC – list of all classes in Madison area:

<http://www.wwbic.com/UserFiles/File/MADISON%20MARKET%202009.pdf>

Events, Dates:

Dane County Farmers Market, indoor market, Saturday mornings, Madison Senior Center, Jan. 3 - April 11: <http://www.dcfm.org/>

Martin Luther King Day Observance, Overture Center, Jan. 19, <http://www.overturecenter.com/>

Community Inauguration Gathering , Monona Terrace, Jan. 20, <http://communitiesunitedmadison.com/2009/01/11/king-holiday-observances-to-include-community-inauguration-viewing-event/>

Folk Ball Festival, Jan. 23-25, Memorial Union, <http://plantpath.wisc.edu/~tdd/folkball.html>

Downtown Madison Inc., (DMI) Frostiball, Jan. 31, tickets at www.Frostiball.org or (608) 443-1972 -Frostiball is a fundraiser for Downtown Madison, Inc.(DMI). This year, DMI has partnered with the BID to support downtown businesses at the Frostiball. DMI will offer each Frostiball attendee the chance to enter a drawing for two \$500 Downtown Madison gift certificates! DMI Executive Director, Susan Schmitz notes, "Supporting the local economy is imperative to maintaining the health and vitality of downtown Madison and our region. In tough economic times we must support local businesses and organizations to keep our city strong and thriving. We hope Frostiball attendees are proud of their support of downtown Madison and enjoy the possibility of winning \$500 to spend downtown!"

Greater State Street Business Association (GSSBA) general meeting, Feb. 4, 2:00 pm, Uno Chicago Grill, 222 W. Gorham St.

Madison Winter Festival, Feb. 13-15, <http://www.winter-fest.com/>

-The BID is again sponsoring an ice sculpture exhibition on Sat. Feb. 14 as part of the Madison Winter Festival, and GSSBA is sponsoring horse-drawn hay rides up & down State Street. Watch for details and a letter on Festival logistics soon.

Celebrating Youth!, Monona Terrace, Feb. 14, <http://www.celebratingyouth.org/>

International Festival, Overture Center, Feb. 21, <http://www.overturecenter.com/if.htm>

The Big Eat, Monona Terrace, Feb. 23, <http://www.thedailypage.com/bigeat/>

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>

2009 BID Board Meeting Schedule

The 2009 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.

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>