



Madison's Central Business Improvement District (BID)

Update, Jan. 22

Today's Topics:

UW Student/Parent Visits start Friday, Jan. 23

Madison Winter Festival Feb. 13-15

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

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

BID Co-ops 09 – coming soon

2009 Downtown Events

Wisconsin Women's Business Initiative Corporation 2009 classes

Events & Dates

UW Student/Parent Visits start Friday, Jan. 23

Be on the lookout for prospective UW students and their parents this Friday and over the weekend to help welcome them to downtown Madison! The BID and UW Admissions will welcome admitted students and their parents to Madison during nine daylong visits on Fridays in winter & spring 2009, kicking off this Friday January 23 and continuing through April. Some 500 prospective students and their parents will participate in campus programs during the day of the visit – and are encouraged to explore downtown that afternoon, evening & weekend. BID Ambassadors will help welcome participants, and distribute the BID Welcome Bags to each student and their parent. Thanks to all the BID businesses and organizations who contributed items for the bags, and to the Campus Inn for sponsoring the bags.

UW Admitted Student/Parent Dates 2009:

Friday, January 23

Friday, January 30

Friday, February 13

Friday, February 20

Friday, February 27

Friday, March 13

Friday, March 27

Friday, April 10

Friday, April 17

Friday, April 24

Madison Winter Festival Feb. 13-15

The Madison Winter Festival event will take place in the Capitol Square area Friday, February 13 through Sunday, February 15. The BID is pleased to partner with Madison Winter Festival to sponsor an ice sculpting exhibition (a favorite for kids and families) from noon to 4pm on Saturday, February 14, on 30 on the Square (in between the Madison Children's Museum and Wisconsin Veterans Museum). The Greater State Street Business Association is sponsoring horse-drawn buckboard hay rides during the event. In addition, a Downtown Madison Ambassador Information table at the Wisconsin Historical Museum will run February 14-15 from 11:00am-4:00pm in the lobby. The museum will offer hot chocolate both days for visitors.

Per Madison Winter Festival organizers, the Capitol Square, 100 block of West Washington and Wisconsin Avenue will be closed from 6 pm on Friday 2/13 through 1 am on Monday, 2/16 and 100 block of Martin Luther King Boulevard will be closed from 12 pm on Friday 2/13 through 1 am on Monday, 2/16. During this time, those driving to the Capitol Square area are advised to use the parking ramps around the Square, as parking will not be available on the closed street.

Here are links to schedule and event map (subject to change):

http://www.winter-fest.com/site_pages/PDFs/2009MWFScheduleUpdated1-12-09.pdf

http://www.winter-fest.com/site_pages/PDFs/MWF-Map-Updated1-12-09.pdf

Updates and latest information will be posted to: www.winter-fest.com (see Spectator Information link)

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=604
[1](#)

BID Co-ops 09 – coming soon

We are working on the 2009 slate of cooperative marketing and advertising opportunities for BID members. I hope to have a initial slate of co-ops + marketing plan circulated by the end of February. If you have input on co-ops that worked well for you (or not), and suggestions for the coming year, please reply to this email to share your thoughts.

2009 Downtown Events

Wondering about when big downtown events are, when major conventions will take place, or when the BID Ambassadors will be staffing booths or special events? Take a look at the attached list of 2009 downtown events. I put it together for internal planning purposes, and wanted to share with you to help you with your planning and marketing. Any suggested additions, please let me know!

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.

Upcoming class of potential interest:

E-mail Marketing Strategies
Wednesday, March 25th
9:30-11:00
Network 222
222 West Washington

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/>

Restaurant Week, Jan. 25-30, <http://www.madisonmagazine.com/winterrestaurantweek/>

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/>

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>