



Madison's Central Business Improvement District (BID)
Update, Jan. 7

Today's Topics:

BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline Jan. 8)
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)
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BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline Jan. 8)

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. See below for more info on this co-op opportunity with a space reservation deadline of January 8.

Contact: Louise Andraski, Nei-Turner Media Group, louisea@ntmediagroup.com, 608.873.8734 direct

Info Sheet: 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

Advertise in the 2010-11 Downtown Madison Map & Guide

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

(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

(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.

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 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

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

Info sheet with more details:

http://www.visitdowntownmadison.com/uploads/media/BID_BadgerFamVisit_10_BusinessSignUp_FINAL.pdf

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) and Bob Arseneau at the City (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.

BID Business Transitions

With the start of new year, the BID wishes to welcome new businesses and say goodbye to some longtime downtown business owners.

The Haze American + Asian Bar-B-Que 106 King Street
Charley's Chocolates 122 State Street

<http://www.thehazebbq.com/>
www.charleyschocolates.com

Coming Soon:

Brickhouse BBQ	408 W. Gorham
Coopers Tavern	20 W. Mifflin Street
GNC	631 State Street
La Mestiza Mexican Restaurant	121 E. Main Street
Logan's Madtown	322 W. Johnson Street
Red Mango Frozen Yogurt	627 State Street
Taco Heaven	320 W. Johnson Street

Peppino's: After 43 years of cooking, chef Peppino Gargano retired in December 2009. His landmark restaurant Peppino's at 111 S. Hamilton, which introduced Madison to fine dining Italian style, closed its doors forever on Dec. 23. Congratulations on a long and successful career.

http://host.madison.com/entertainment/dining/restaurants/article_33d432f9-19cd-562a-9a33-e64fa374746a.html

In memory:

Miles Allen: December saw the passing of longtime downtown business owner Miles Allen, the founder of Myles Teddy Wedgers Cornish Pasty, a quick-bite landmark at 101 State St. For more than 20 years at the top of State Street, and before that at a storefront on East Johnson Street, Allen regularly arrived "at 5 or 6 in the morning" each day to make his signature meat, potato and onion pies, said employee Brandon Low. We offer our thanks to Mr. Allen and our condolences to his family.

Downtown Events, Dates:

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

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

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

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, 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>