



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

Update, Jan. 8

Happy New Year to all!

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

#### **Holiday Season – how did it go?**

**BID Coop Advertising/Marketing Opportunities - Early 2009 with January deadlines**

**2009 Student / Parent Welcome Bags – Item Pickup Next Week**

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

**Advertise in the 2009 Downtown Map & Guide**

**Wisconsin Women's Business Initiative Corporation 2009 classes**

**2009 BID Board Meeting Schedule**

**Green Business: Are You Ready?**

**Events & Dates**

#### **Holiday Season – how did it go?**

BID retailers, restaurants, entertainment and service businesses- we are interested in hearing how your holiday season went. How were your sales? How did business compare with last year, and with your expectations for this year (given economic climate)? What observations do you have? What did you hear you're your customers? What suggestions do you have for BID marketing and holiday activities (see below)? I look forward to hearing from you. Your information and feedback will help us serve you better.

#### **BID Coop Advertising/Marketing Opportunities - Early 2009 with January deadlines**

The full slate of BID 2009 co-ops will be sent out by the end of February. In the meantime, please note these opportunities with deadlines in early 2009.

Download PDF with details at:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_MktngCoops\\_Early09.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_MktngCoops_Early09.pdf). Please note the new publisher for the GMCVB Official Madison Visitors Guide (Nei Turner Media), and updated advertising opportunity.

Summary of Opportunities (see full info at

[http://www.visitdowntownmadison.com/uploads/media/BID\\_MktngCoops\\_Early09.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_MktngCoops_Early09.pdf)) and below:

- Badger Insider Alumni Marketplace, "Double Circulation" March 09 Issue (Deadline Jan. 5).
- 2009 Official Madison Visitors Guide - Spring/Summer - UPDATED OPPORTUNITY, NEW PUBLISHER (Deadline Jan. 9).
- Advertise in the 2009 BID Downtown Map & Guide - Deadline January 30 – SEE BELOW
- NEW - "Visit Your Student Month" (April 2009) Coupon Book. Sign Up by Feb. 9 – SEE BELOW

Many of these opportunities are targeted at visitors to Madison and to the UW. According to the Downtown Market Analysis Study:

Visitors spend an estimated \$70 million annually downtown on shopping and dining

Parents & friends of UW students spend \$48.4 million per year in Madison

Help these visitors become your customers by taking advantage of these special opportunities for BID member businesses & organizations.

#### **2009 Student / Parent Welcome Bags – Item Pickup Next Week**

Thanks to all the businesses who signed up to participate in the Student/Parent Welcome Bags for the UW "Admitted Student Parent Visits" coming up in January, February, March & April. Reminder: Ambassadors will pick up your items next week (between Jan. 12-16). All items MUST be ready for

pickup that week. Late items cannot be included in the bags. Questions? Contact Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or (608) 443-1976.

### **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](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](http://www.visitdowntownmadison.com/news/forms.php?id=671&category_id=2554&subcategory_id=6041)

### **Advertise in the 2009 BID Downtown Map & Guide / Update your listing**

Are you looking for ways to bring customers into your business? Then consider advertising in the 2009 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. To learn more about advertising, please see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554), the recent mailing sent to BID members, or reply to this email. Advertising reservations accepted now through the end of January, 2009. Also in the mailing sent to BID Businesses is a form to update your map business listing. Please take a moment to look that over before the holidays, and return the form if your map listing needs to be updated.

### **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>

### **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](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.

### **Green Business: Are You Ready?**

#### Lunch & Learn Seminar

Presenting Faculty: Marge Anderson, Associate Director, Energy Center of Wisconsin  
Rothschild, WI, January 21, 2009

<http://www.ecw.org/university/ecuevent.php?ecuid=170>

[While this is not in Madison, I thought it might be of interest to some.] Energy Center University is offering a lunch and learn training, Green Business: Are You Ready?, January 21, 2009 in Rothschild, WI. The training will examine the latest trends in sustainable business and discuss cost savings, brand enhancement and the policy climate to help businesses position themselves for new opportunities. Participants will learn what other companies are doing to cut costs and build business as our economy becomes more eco-conscious. The changes in energy policy in the Midwest that could affect your business will also be discussed. The program is presented by Marge Anderson, Associate Director of the Energy Center of Wisconsin. Marge serves on the International Board of Directors for Meeting Professionals International. This lunch and learn is designed for business leaders and anyone involved with strategic and sustainable planning. For more information, please visit [www.ecw.org/university](http://www.ecw.org/university).

#### Events, Dates:

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

DMI Frostiball, Jan. 31,

[https://www.downtownmadison.org/store/products.php?product\\_id=5604&http\\_referer=http%3A%2F%2Fwww.downtownmadison.org%2F](https://www.downtownmadison.org/store/products.php?product_id=5604&http_referer=http%3A%2F%2Fwww.downtownmadison.org%2F)

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/>

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>

This update provided courtesy of Madison's Central Business Improvement District (CID). If you have comments, suggestions or questions, please contact Mary Carbine, CID Executive Director, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, CID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the CID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>