



Madison's Central Business Improvement District (BID)

Update, November 12

Today's Topics:

Disney's THE LION KING "On Sale" Event Dec. 5- BID Business Promotional Opportunity – sign up by Dec. 1

Advertise in the 2010-11 Downtown Madison Map & Guide

10 Ways to Keep Your Business Thriving

BID promotes Downtown Holiday Shopping & Dining

BID Holiday Decor

BID Marketing & Cooperative Advertising – November Deadlines for Holiday ads

2009 Downtown Madison Inc. Annual Dinner (Nov. 19)- Reservation Deadline Fri. Nov. 13

MPower Business Workshop Nov. 17 – Register by Nov. 16

Events & Dates

Disney's THE LION KING "On Sale" Event Dec. 5- BID Business Promotional Opportunity– sign up by Dec. 1

On Saturday, DEC 5 at 7 AM, single tickets for Disney's THE LION KING will go on sale at Overture Center for the Arts. Several hundred people are expected to come downtown for the event, and Overture Center will be prepared for people to begin lining up during the day on Friday, DEC 4 and spend the night in Overture Hall Lobby.

Website: <http://www.overturecenter.com/production/disneys-the-lion-king>

Overture expects nearly 70,000 audience members to visit downtown during the run of THE LION KING April 27-May 23, 2010. Reports from Oklahoma City indicate that their five-week run generated more than \$17 million in ancillary spending, including hotel stays, restaurant visits, and shopping purchases. Engagements in Calgary and Edmonton reported similar results, with a total of \$36 million in economic impact from runs in the two cities.

BID and Overture Center are partnering to invite BID member businesses to participate in the Dec. 5 on sale event. The first 25 businesses that sign up can hand out coupons and/or special offers during the on sale event. These coupons and special offers must be unique and available ONLY to patrons who are in line during the THE LION KING on-sale event. However, the offer does NOT need to be valid only for December 5. (The offer could be valid for all of December, for example). TWO people per participating business will be allowed to hand out their coupons during an assigned time between 5 AM and 12 PM. If you'd prefer not to send staff, your materials will be placed on a special BID table in Rotunda Lobby for patrons to collect as they leave the building.

HOW TO PARTICIPATE

Sign Up Deadline Dec. 1: To participate, please contact Marla Hahn, Marketing and Sales Manager for Overture Center, at 258.4451 or mhahn@overturecenter.com by Tuesday, DEC 1 with the following information (Please note: The first 25 businesses that sign up can participate.)

business name

your contact info

details of special offer

whether or not your business will be sending staff to pass out materials on Dec. 5

Materials Delivery Deadline Dec. 2: Materials must be delivered to Marla Hahn at Overture Center by Wednesday, DEC 2 at 5 PM.

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

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. Map users are pre-qualified as interested in downtown shopping, dining, lodging and entertainment.

- 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.

10 Ways to Keep Your Business Thriving

Download here: <http://www.visitdowntownmadison.com/uploads/media/BusinessThriving.pdf>

See these tips on keeping your business thriving during these economic times. They are from the Delray Beach Fla. BID, and just as applicable to downtown Madison. Note the emphasis on special events and group promotions – all opportunities provided by Madison Central BID (Family Trick or Treat, Holiday Open House, co-operative advertising, trolley bags) – see above and below for how you can participate.

BID promotes Downtown Holiday Shopping & Dining

The BID Holiday Shopping and Dining promotional campaign has kicked off and will be going strong in November and December. This week, BID Ambassadors are delivering flyers for you to post (also attached) that promote the Downtown Holiday Open House on Nov. 28, and our season of holiday trolley rides, carolers, dancers, and downtown information table staffed by friendly BID Ambassadors.

Watch for the Sunday Nov. 15 “Around Downtown” insert in the Wisconsin State Journal, and for the fun “Unique Gifts” BID billboard campaign (thanks to Adams Outdoor for the great creative which uses pictures of actual items available at BID merchants!). In mid-November, BID holiday cooperative advertising starts in print in Isthmus, Madison Magazine, Wisconsin State Journal, and the Onion, with online opportunities with madison.com and thedaily page.com. Radio promotion includes underwriting on WORT. Of course, we will do our usual media relations push, working to generate coverage of all the great downtown holiday offerings.

There’s still time to sign up for BID-subsidized holiday advertising! See upcoming opportunities, below.

BID Holiday Decor

The BID-funded Holiday Snowflake Lights will start going up onto street light poles throughout the District next week, and the BID-funded holiday evergreen boughs will be installed in planters (thanks to Madison Parks and Mall Maintenance for their partnership). Both the lights and evergreens will be installed before Thanksgiving.

BID Marketing & Cooperative Advertising – November Deadlines for Holiday Season ads

The slate of BID-subsidized holiday advertising opportunities with Isthmus/thedaily.com, the Wisconsin State Journal/Madison.com, the Onion, Madison Magazine, the MMoCA Holiday Art Fair program. Download info at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142

Upcoming Deadlines:

Madison.com, BID Downtown Holiday promotional rotating banner. Deadline: Nov. 10. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Wisconsin State Journal, Holiday flight co-op (=an ad almost every day for a full week) week Nov. 22. Deadline: Nov. 12.

Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Wisconsin State Journal, Holiday flight co-op (=an ad almost every day for a full week), week Dec. 6. Deadline: Nov. 30.

Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

The Onion – BID Holiday Gift Guide. (Dec. 3, 10, 17). Deadline: Nov. 20. Contact: Melissa Badini, mbadini@theonion.com, 608.256.1372 ext. 222

2009 Downtown Madison Inc. Annual Dinner (Nov. 19)- Reservation Deadline Fri. Nov. 13

Connecting with the Cities of Tomorrow

Date: Thursday, November 19th, 2009

Location: Monona Terrace Community and Convention Center, One John Nolen Dr.

Time: 5:00 Cash Bar ~ 6:30 Dinner ~ 7:30 Presentation

Info and to purchase tickets: http://www.downtownmadison.org/programs/index.php?category_id=1599

Reservation deadline is this Friday, November 13th

Keynote Speaker: David Bragdon is the President of the Oregon Metro Council which is an elected regional government that serves more than 1.5 million residents in three counties and 25 cities in the Portland region. Mr. Bragdon will highlight how investments in a transportation system, made decades ago, have positioned the Portland region to connect with growing American and global transportation networks.

Community Asset Awards: The DMI Annual Dinner will serve as the venue to present the 14th annual Community Asset Awards. The Community Asset Awards were developed as a way to publicly thank individuals and organizations who contribute significantly to improving the quality of life within the downtown community.

Mpower Business Workshop with this year's Business ChaMpsions – Register by Nov. 16

Learn what Mpower's sustainability pledge can do for your business

Tuesday, November 17th, 2009

7:30 am – 9:30 am

Pyle Center, 702 Langdon Street

Register by November 16th for this free event at <http://www.mpoweringmadison.com/registration09>

Event Features:

- Welcome by Mayor Dave Cieslewicz
- Keynote by Paul Linzmeyer
- Mpower ChaMpsion Panel
- Resources to Mpower you, including possible grant opportunities through City of Madison's Office of Business Development
- Refreshments

Mpower Madison partners will host a workshop intended for area businesses to discover practical ways to reduce costs and climate impact. The workshop will feature local programs available to businesses to assist them in their sustainability efforts and a keynote by Paul Linzmeyer, co-founder of Innovative Sustainability for Organizations Inc. (ISO) and chair of the NEW North Sustainability Committee.

Participants will walk away with resources they can use to implement changes at their own business including possible grant opportunities through City of Madison's Office of Business Development and information on how to apply to be selected into the 2010 round of eight additional Mpower Business ChaMpsions. Participants will also learn first hand how the Mpower program has benefited the first group of seven Mpower Business ChaMpsions. Pre-registration is required to attend this free event and a light breakfast will also be provided.

Through a multi-pronged approach to reduce their carbon emissions, the ChaMpsions are implementing an impressive breadth of projects. To date, over 35 money saving, carbon reducing initiatives are being implemented by Mpower Business Champions. The workshop is brought to you by Applied Tech, Sustain Dane and UW – Extensions Solid & Hazardous Waste Education Center.

Register by November 16th for this free event at <http://www.mpoweringmadison.com/registration09>

Events, Dates:

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Wisconsin Original Cheese Festival , Nov. 6-7, <http://www.wisconsincheeseoriginals.com/>

UW – WAA First Year Parents Weekend, Nov. 13-15,
<http://www.uwalumni.com/freshmanparentsweekend.aspx>

WIAA Tournament: SWIMMING & DIVING - GIRLS: Nov. 13-14, UW-Natatorium – Madison,
<http://www.wiaawi.org/index.php?id=99>

Winter Art Festival, Nov. 14-15, <http://www.artcraftwis.org/winter.html>

Overture Lights the Lights Nov. 18, <http://overturecenter.com/overture-to-light-the-lights>

Downtown Madison Inc. Annual Dinner, Nov. 19,
http://www.downtownmadison.org/programs/index.php?category_id=1599

WIAA Tournament: FOOTBALL: Nov. 19-20, Camp Randall Stadium – Madison,
<http://www.wiaawi.org/index.php?id=99>

MMoCA Holiday Art Fair, Nov. 20-22, <http://www.mmoca.org/events/holidayartfair/index.php>

Downtown Holiday Open House, Nov. 28,
http://www.visitdowntownmadison.com/events/index.php?category_id=4578

Capitol Tree Lighting Ceremony, Friday, Dec. 4, 11:45am, <http://www.doa.state.wi.us/events.asp?locid=4>

Kiwanis Holiday Pageant, State Capitol, Dec. 5, <http://www.doa.state.wi.us/events.asp?locid=4>

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. 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>