



Madison's Central Business Improvement District (BID)

Update, November 19

Today's Topics:

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

BID Holiday Décor, Open House, Holiday Trolley Schedule

BID Marketing & Cooperative Advertising – Still time to advertise for the Holidays

Advertise in the 2010-11 Downtown Madison Map & Guide

Student/Parent Visits 2010 - Welcome Bags, Provide Items (sign up by Dec. 18)

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

Events & Dates

Note: This weekend is the Holiday Art Fair at Madison Museum of Contemporary Art, 227 State St. (Nov. 20-22). Anticipated attendance 5,000.

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

BID Holiday Décor, Open House Nov. 28, Holiday Trolley Schedule

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

The 2nd annual BID Downtown Holiday Open House is coming up Saturday, November 28 from 10am to 6pm, featuring Activities for Kids & Families, Special Offers & Complimentary Refreshments at Select Merchants, Trolley Rides & Gift Bags, and Holiday Lights. Thanks to the more than 40 downtown businesses and organizations who signed up to participate, and to Overture Center, Isthmus, and the Greater State Street Business Association for their support. Last year, the event created great foot traffic in the district, and nearly five times the usual weekend holiday trolley riders. Overture Center will serve as a pickup point for the business participant list and map, and center of many activities for kids and families. Details for this year are at:

http://www.visitdowntownmadison.com/events/index.php?category_id=4578

Free Holiday Trolley, Downtown Info Desk, Carolers, and more, Weekends, Nov. 29-Dec. 21. The free holiday trolley (with the gift bags filled with items from BID businesses and organizations) will run Sat. & Sun. November 28 through Dec. 21 from noon to 4pm (10am to 6pm on the 28th for the Holiday Open House). There will again be a Downtown Information Desk, staffed by our BID Ambassadors, Saturdays in the Overture Center Rotunda Lobby, and volunteer caroling (and dancing) groups will stroll the district weekends in December. For more information and downloadable schedule, see:

http://www.visitdowntownmadison.com/events/index.php?category_id=2801

BID Marketing & Cooperative Advertising – Still time to advertise for the Holidays

A summary of BID-subsidized holiday advertising opportunities is at:

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

Upcoming Deadlines:

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

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

Isthmus Holiday co-op + thedailypage.com. Dec. 3 issue – Deadline Nov. 27. Dec. 10 issue – Deadline Dec. 4. Dec. 17 issue – Deadline Dec. 11. Contact Steve Borgwardt at 251-5627,

sborgwardt@isthmus.com

New - updated pricing, special BID member discount for multiple ads! Info Sheet:

http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09_email.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.

Student/Parent Visits 2010 - Welcome Bags, Provide Items

The BID and UW Admissions will again partner to welcome prospective UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend.

The BID is putting together gift bags with coupons, special offers and information from downtown businesses and organizations (plus the Downtown Map & Guide) to give to students & parents at these visits. Provide items for the BID gift bags and help YOUR business or organization reach these customers and build loyalty among future students and their parents, who are likely visitors to downtown Madison over the next 4 years. More info:

http://www.visitdowntownmadison.com/uploads/media/BID_StudentParent_Items_10.pdf

What to Provide: 550 coupons, special offers, items or information appealing to incoming UW students + parents. Items must be: a) no larger than an 8 ½" x 11" flyer, b) good January through end of April '10 (or beyond), and c) usable by those under 21.

Contact: Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org or (608) 443-1976.

Early Bird Confirmation of Participation: Friday, December 18, 2009

Final Deadline to Confirm Participation: Wednesday, January 6, 2010

Items Ready for Pick-Up: Friday, January 8, 2010

Item Pick-Up: Mon.-Fri. January 11-15, 2010 (Downtown Ambassadors will pick-up at your business location. All items **must** be ready for pickup that week.)

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

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/>

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

Free Holiday Trolley, Carolers and More, Nov. 28-Dec. 20, http://www.visitdowntownmadison.com/events/index.php?category_id=2801

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>

Wisconsin Union, Tudor Holiday Dinner Concerts, December 2-6 & 8-9, <http://www.union.wisc.edu/tudordinners/>

Disney's THE LION KING (coming 2010), Single Tickets On Sale, Overture Center, Dec. 5, <http://www.overturecenter.com/production/disneys-the-lion-king>

MSO Christmas Spectacular, Overture Center, Dec. 4 – 6, <http://www.madisonsymphony.org/christmas>

CTM Christmas Carol, Overture Center, Dec. 11-23, <http://www.ctmtheater.org/>

Dance Wisconsin's "Nutcracker Fantasy", Wisconsin Union Theater, Dec. 11-13, <http://www.dancewisconsin.com/2009-2010-season>

Madison Ballet - The Nutcracker, Overture Center, Dec. 18-20, http://www.madisonballet.org/pls/enetrixp/lstmenu_template.main

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>