



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

Update, November 5

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

**LAST CHANCE: Holiday Trolley Welcome Bags - Provide Items – sign up by Fri. Nov. 6**

**LAST CHANCE: Downtown Holiday Open House – sign up by Friday, Nov. 6**

**Downtown Ambassador Appreciation Event Nov. 10**

**BID Ambassadors at First Year Parents Weekend Nov. 13-15**

**10 Ways to Keep Your Business Thriving**

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### **LAST CHANCE: Holiday Trolley Welcome Bags - Provide Items – sign up by Fri. Nov. 6**

If you missed the deadline last week to participate in the Holiday Trolley Welcome Bags, here's your last chance. If you would like to participate, please let Mitch know by this Friday, November 6. Thank you to those of you who have already signed up!

Madison's Central BID will again offer a free Holiday Shopping Trolley on Saturdays and Sundays during the Holiday season from November 28-December 20. The trolley travels around the Capitol Square and up and down State Street stopping at all Metro bus stops. Our friendly Downtown Ambassadors will again staff this year's trolley handing out gift bags filled with your promotional items. Providing coupons or brochures for the gift bags is a great way to drive downtown shoppers into your business or organization, as well as creating a festive and vibrant Holiday season.

### **HOW TO PARTICIPATE:**

What to Provide: Anywhere from 100-1,000 items from your business or organization. Packets can include coupons, gift certificates, samples, and informational brochures. Small items preferred (no larger than 8.5" x 11"); large items will not be suitable. If you supply coupons with expiration dates, please make sure the expiration date is far enough away that residents have ample time to redeem them.

**CONTACT:** To confirm participation, contact Mitch Freund, BID Programming Coordinator, 608.443.1976, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org)

Confirm Participation by: Friday, November 6

Items Ready for Pick-Up by: Friday, November 13

Ambassador Pick-Up: November 16-20. **NOTE:** You must have your items ready for pickup during this time. If items are not ready by Nov. 20 they cannot be included in the bags.

### **LAST CHANCE – Sign up for Downtown Holiday Open House – sign up by Friday, Nov. 6**

Looking for a way to give your business a sales boost this holiday season? Sign up for the Downtown Holiday Open House - Participation is free for BID member businesses & organizations.

Event info and link to all the participating businesses and their great open house events.  
[http://www.visitdowntownmadison.com/events/index.php?category\\_id=4578](http://www.visitdowntownmadison.com/events/index.php?category_id=4578)

Don't see your business listed? Why miss out?

Sign up here BY FRIDAY:

[http://www.visitdowntownmadison.com/news/forms.php?id=655&category\\_id=2554&subcategory\\_id=5795](http://www.visitdowntownmadison.com/news/forms.php?id=655&category_id=2554&subcategory_id=5795)

### **Downtown Ambassador Appreciation Event Nov. 10**

Mark your calendars for the "end of season" Downtown Ambassador Appreciation Event, on Tues., Nov. 10, 5:30 – 7:00 pm, at Zanders, 118 State Street. Please stop by to thank the Ambassadors for all their great work this year in the booths and at special events such as World Dairy Expo. As of the end of September, Ambassadors had achieved nearly 26,500 "public relations contacts" (i.e., people helped & positive impressions for downtown), so we are on track to again exceed last year's total of 28,000 people helped. Congratulations Ambassadors! Please RSVP Mitch Freund at [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or 443-1976, and we look forward to seeing you on the 10<sup>th</sup>.

### **BID Ambassadors at First Year Parents Weekend Nov. 13-15**

BID Ambassadors will help welcome UW Madison parents by staffing a Downtown Information Table for WAA First-Year Parents Weekend check-in on Nov. 13. BID Ambassadors will be offering downtown maps and shopping and dining suggestions. Be ready to see hundreds of UW Madison parents in town that weekend, and give them a warm welcome!

### **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. The BID-funded Holiday Snowflake Lights will go up in coming weeks, and holiday evergreen boughs will be installed in planters (thanks to Madison Parks and Mall Maintenance for their partnership).

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

## Upcoming Deadlines:

Isthmus Holiday "Giving" issue co-op + thedailypage.com. Giving Issue: Nov. 19. Deadline: Nov. 6.  
Contact Steve Borgwardt at 251-5627, [sborgwardt@isthmus.com](mailto:sborgwardt@isthmus.com)  
New - updated pricing, special BID member discount for multiple ads! Info Sheet:  
[http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09\\_email.pdf](http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09_email.pdf)

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

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

### **Freakfest & Downtown Family Trick or Treat feedback**

Thanks to all those who have contacted me to provide feedback on Freakfest and the Downtown Family Trick or Treat. For the Trick or Treat, we are pleased to share that many businesses reported hundreds of trick or treaters and their parents, were very pleased with the event, and would like us to do it again next year. A number of businesses suggested it be shorter hours next year (instead of from 11am to 6pm). Additional comments and feedback welcome. Thanks so much to the Madison Children's Museum, Greater State Street Business Association, and Madison Parks hayrides for their partnership on this event!

Thanks also to those who provided feedback about Freakfest, which thankfully again was a largely peaceful event with only several dozen arrests (although unfortunately some damage to windows). Many of you commented on the need for more port-a-potties and suggested some logistical improvements for next year. If you have any additional feedback, please let me know, so I can share with organizers for next year. Our thanks to the Mayor's Office, Frank Productions, Madison Police Department, and to all of you for helping to make Halloween Freakfest a much safer and less costly event.

Send feedback to: Mary Carbine, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org), 443-1973.

### **Peace Park plans approved**

City Council approved the plans and design for Peace Park reconstruction at the Nov. 3 meeting. Construction on the Peace Park reconstruction with a Visitor Center which BID Ambassadors will staff year round is expected to start in late winter with completion anticipated by August 2010. Thanks & congratulations to everyone who worked so hard on the plan to enhance this park as a safe and welcoming environment for all.

For info on the plan and BID Board Letter of Support see:  
[http://www.visitdowntownmadison.com/news/index.php?category\\_id=4394](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

### **Mpower Business Workshop with this year's Business ChaMpions**

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

Tuesday, November 17<sup>th</sup>, 2009

7:30 am – 9:30 am

Pyle Center, 702 Langdon Street

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

#### Event Features:

- Welcome by Mayor Dave Cieslewicz
- Keynote by Paul Linzmeyer
- Mpower ChaMption 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 ChaMptions. Participants will also learn first hand how the Mpower program has benefited the first group of seven Mpower Business ChaMptions. 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 ChaMptions 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 16<sup>th</sup> for this free event at <http://www.mpoweringmadison.com/registration09>

#### **2009 Downtown Madison Inc. Annual Dinner (Nov. 19): 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](http://www.downtownmadison.org/programs/index.php?category_id=1599)

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.

#### **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>

Downtown Madison Inc. Annual Dinner, Nov. 19, [http://www.downtownmadison.org/programs/index.php?category\\_id=1599](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](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](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](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>