



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

Update, December 13, 2007

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

#### **Snow Removal Continues**

**Downtown Trolley, Caroling continue**

**Advertise in the 2008 Downtown Madison Map & Guide**

**Co-Op Advertising early 2008 – Deadlines coming up Dec. 17 & 21, and Jan. 4 & 31**

**Student/Parent Visits Gift Bags, Winter/Spring 2008 – Deadline Jan. 7**

**Downtown Events & Dates – December**

**Small Business Regulatory Review Board Public Hearing Jan. 8**

**Holiday Reminder – Preventing Credit Card Fraud**

#### **Snow Removal Continues**

Mall Maintenance worked third shift last night on snow removal in the district. They were able to remove snow accumulations at corners on the Capitol Square, and in the State Street 600 blocks and parts of 500 and 400 blocks, Hawthorne Court/Frances St. cul de sac, plus cut "pedestrian crossings" and clear out some loading spaces in other blocks. They will work third shift again tonight, and then resume Sunday night. We have asked them to continue prioritizing clearing corners with high piles of snow, to clear pedestrian crossings and loading spaces in each block of State Street, plus areas with diagonal metered parking off the Square and on Henry if possible.

Here are some things that will help them remove snow as quickly as possible (please pass on to your tenants where applicable). Bikes: If at all possible, store bikes in buildings until MM can get to the bike racks to remove the snow. Please park only on designated bike racks (once snow is removed), especially on side streets, so they can clear snow on sidewalks. If you have a sandwich board, it would be helpful to move it out of the way when crews are clearing the snow.

Finally, a friendly reminder from the city to please clear snow from awnings that hang over sidewalks as soon as the snow starts to accumulate and/or at the time when the sidewalk is being cleared. Snow that accumulates on awnings can form into heavy clumps or ice chunks that could fall off and pose a hazard to pedestrians, and/or can leave slippery spots on the sidewalks after Mall Maintenance crews have been through. (There is actually an ordinance that requires that awnings hanging over the sidewalk be cleared of snow, ice or any other loose material could fall upon public property.)

If you have questions, concerns or feedback, please let me know and I can pass along to Mall Maintenance. You can view City of Madison news releases with winter weather and snow removal updates at <http://www.cityofmadison.com/>.

#### **Downtown Trolley, Caroling continue**

BID programs to promote downtown for holiday shopping and dining continue. The free Holiday Shopping Trolley staffed by BID Ambassadors (handing out BID welcome bags with your coupons and promotions) runs Saturday and Sunday noon-4 pm on State Street and the Capitol Square. Holiday Carolers and Dancers will stroll the district from 1-3 pm starting Saturdays, 1pm, Madison Museum of Contemporary Art Lobby (227 State St.) & Sundays, 1pm, Overture Rotunda Lobby (201 State St.). Also, the Downtown Ambassadors will offer shopping and dining suggestions, maps, directions, and a friendly smile at a downtown information table in the Overture Center Rotunda Lobby (201 State St.) from 10 am – 2 pm on Saturdays. The Overture Center Lobby itself will be open extra hours with a special lighting display.

See the BID website at [www.visitdowntownmadison.com](http://www.visitdowntownmadison.com) for full details on the holiday schedule.

#### **Advertise in the 2008 Downtown Madison Map & Guide**

Are you looking for ways to make your business stand out? The 2008 Downtown Map & Guide offers prime advertising space to reach a qualified audience of more than 200,000 people who are directly interested in shopping, dining, visiting, living and working in downtown Madison. 2007 map distribution is up more than 50% over 2006! An info sheet with BID District Member pricing is attached. See [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) for more information.

### **Co-Op Advertising early 2008 – Deadlines coming up Dec. 17 & 21, and Jan. 4 & 31**

Get a jump on 2008 advertising with these BID-subsidized advertising opportunities with winter deadlines. Below are several opportunities to reach visitors and UW alumni, as well as to achieve visibility in the event program for the Madison Winter Festival, a growing event that brings visitors and families downtown during the slower winter season.

Madison Winter Festival (formerly Capitol Square Sprints), Feb. 1-3, Event Program: Advertising deadline Dec. 17

TravelHost of Greater Madison/Southern Wisconsin, Feb/Mar '08 issue. Deadline: Dec. 21

Greater Madison Visitors' Guide, Spring/Summer issue: Deadline Jan. 4

Badger Insider (Wisconsin Alumni Association magazine) Spring issue: Deadline Jan. 31

Please see attached list of 2008 co-ops, and see

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) for media kits more details on these opportunities.

### **Student/Parent Visits Gift Bags, Winter/Spring 2008**

DID YOU KNOW – 72% of central downtown residents are students, and UW-Madison students have estimated annual retail and personal service expenditures of more than \$175 million? The BID wants to help YOUR business or organization capture some of these dollars! The BID and UW Admissions will partner to welcome admitted students and their parents to Madison during nine daylong visits on Fridays in winter & spring 2008: January 25; February 8, 15, 22 & 29; March 14 & 28, and April 11 & 18. 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. Info on how to participate is attached and below.

What to Provide: 450 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 '08 (or beyond), and c) usable by those under 21.

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

Confirm Participation By: January 7, 2008

Item pickup: January 14-18 (All items must be ready for pickup that week.)

### **Events & Dates –December**

Winter Farmers Market (indoors), Saturdays, 7:30am - noon, Monona Terrace, Nov. 10-Dec. 22, <http://www.madfarmmkt.org/>

The Nutcracker, Madison Ballet, Dec. 14-16

[http://www.madisonballet.org/pls/enetrixp/!stmenu\\_template.main](http://www.madisonballet.org/pls/enetrixp/!stmenu_template.main)

A Christmas Carol, CTM Children's Theater, Dec. 14-23

<http://www.ctmtheater.org/onourstage/showindex.shtml>

Capitol Neighborhoods Dialogue on Homelessness, Dec. 15,

[http://www.visitdowntownmadison.com/uploads/media/DIALOGUES\\_ON\\_HOMELESSNESS\\_ANNOUNCEMENT.doc](http://www.visitdowntownmadison.com/uploads/media/DIALOGUES_ON_HOMELESSNESS_ANNOUNCEMENT.doc)

Nutcracker Fantasy, Dance Wisconsin, Wisconsin Union Theater, Dec. 15-16

<http://www.dancewisconsin.com/performances/nutcracker.htm>

U.S. Bank Eve, Dec. 31 [http://www.usbank.com/cgi\\_w/cfm/about/community\\_relations/madison.cfm](http://www.usbank.com/cgi_w/cfm/about/community_relations/madison.cfm)

Winter Wonder Week, Madison Children's Museum, Dec. 30-Jan. 6  
<http://www.madisonchildrensmuseum.org/playlearn/free-events>

More events at <http://www.visitdowntownmadison.com/events/index.php>

### **Small Businesses Invited to Speak on Economic Impact of State Rules at Small Business Regulatory Review Board Public Hearing Jan. 8**

Small business owners interested in voicing their concerns on state regulations can attend a hearing with the Wisconsin Small Business Regulatory Review Board on January 8, 2007, 1:00 – 4:30 p.m. at the State Capitol, Room 300 SE. “The Small Business Regulatory Review Board hearing will give small businesses the opportunity to share their concerns about the burden placed on them by administrative rules that may be outdated or overly burdensome. More importantly, the small business community can make constructive suggestions for how to improve current rules,” said Commerce Secretary Jack L. Fischer, A.I.A. Persons interested in providing testimony to the Small Business Regulatory Review Board about HFS-83 will find the proposed rule, small business impact analysis and testimony guidelines at <http://commerce.wi.gov/BD/BD-SBRRB.html>. Thanks to Matt Mikolajewski at the city’s Office of Business Resources for bringing this to our attention.

### **Holiday Reminder – Preventing Credit Card Fraud**

As the holiday shopping season approaches, it’s a good idea for business owners to refresh yourself and your employees on how to avoid credit card fraud (e.g., customer using stolen credit card, etc.). Both Visa and Mastercard offer tips on their websites:

Visa:

[http://www.usa.visa.com/merchants/risk\\_management/card\\_present.html?it=c/merchants/risk\\_management/fraud\\_control\\_basics.html](http://www.usa.visa.com/merchants/risk_management/card_present.html?it=c/merchants/risk_management/fraud_control_basics.html) | Card-Present

Mastercard: [http://www.mastercard.com/us/merchant/security/what\\_can\\_do/getting\\_started.html](http://www.mastercard.com/us/merchant/security/what_can_do/getting_started.html)

You can find links to these tips, plus others such as shoplifting prevention, business burglary prevention, and detecting counterfeit money, on the BID website at [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2553](http://www.visitdowntownmadison.com/news/index.php?category_id=2553)

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>