



Madison's Central Business Improvement District (BID)

Update, December 20, 2007

Happy Holidays!

Today's Topics:

Downtown Trolley, Caroling continue

Mall Maintenance Assessment Schedule

City Holiday Schedule

Advertise in the 2008 Downtown Madison Map & Guide

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

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

Downtown Events & Dates – December/January

Downtown Shopping Trolley, Caroling continue

BID programs to promote downtown for holiday shopping and dining continue through this weekend (Dec. 22-23). 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 this Saturday, Dec. 22, starting at 1pm, Madison Museum of Contemporary Art Lobby (227 State St.) (no performance Sunday 12/23). 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 Saturday 12/22. The Overture Center Lobby itself will be open extra hours with a special lighting display.

See the BID website at www.visitdowntownmadison.com for full details on the holiday schedule.

Mall Maintenance Assessment Schedule

A note to property owners in the Mall Maintenance assessment area: notices of 2007 assessments were mailed last week. The actual bills for mall assessments will be mailed approximately a week after their City Council approval date, projected for late February (according to information provided me).

City Holiday Schedule

See this link <http://www.cityofmadison.com/CityHall/holidaySchedule.cfm> for the holiday schedule for city services.

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 for more information.

Co-Op Advertising early 2008 – Deadlines coming up Dec. 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. NOTE: New contact for Capitol Newspapers/Greater Madison Visitor Guide.

TravelHost of Greater Madison/Southern Wisconsin, Feb/Mar '08 issue. Deadline: Dec. 21 Betty Marquardt, Travelhost of Greater Madison/South WI, (608) 669-8478, trvlhst@centurytel.net

Greater Madison Visitors' Guide, Spring/Summer issue: Deadline Jan. 4 Kate Bradley, Capital Newspapers, 608-252-6268, kbradley@madison.com

Badger Insider (Wisconsin Alumni Association magazine) Spring issue: Deadline Jan. 31 Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

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

Winter Farmers Market (indoors), Saturdays, 7:30am - noon, Monona Terrace, Nov. 10 - Dec. 22.
Saturdays, 8 am - noon, Madison Senior Center, Jan. 6-April 14. <http://www.madfarmmkt.org/>

A Christmas Carol, CTM Children's Theater, Dec. 14-23
<http://www.ctmtheater.org/onourstage/showindex.shtml>

State Capitol Holiday Events calendar <http://www.doa.state.wi.us/events.asp?locid=4>

Overture Center for the Arts "celebrate the season." Holiday offerings include a special lighting display and extended lobby hours, The Steeles gospel Christmas concert Dec. 21, a free hymn sing with the Wisconsin Chamber Choir Dec. 22, & trumpeter Arturo Sandoval Dec. 29.
<http://www.overturecenter.com/holiday.htm>

U.S. Bank Eve, Dec. 31 http://www.usbank.com/cgi_w/cfm/about/community_relations/madison.cfm

BID Board Meeting, Jan. 3, http://www.visitdowntownmadison.com/about/index.php?category_id=2494

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>

NOTE: This will be the last BID Update for 2007. The BID Update will return Thursday, January 3, 2008. Best wishes for great holiday season and happy New Year.

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 or (608) 443-1973, or Mitch Freund, CID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the CID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>