



Madison's Central Business Improvement District (BID)

Update, December 6, 2007

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BID Downtown Madison Gift Certificate Refresher

Downtown Madison Gift Certificates are an easy way to bring money into your business, and a popular gift for UW students during the holiday season. Over \$74,000 worth of gift certificates were sold in 2006; more than 50% were purchased during the holiday season.

Downtown Madison Gift Certificates are redeemed simply by accepting the gift certificates as a traveler's check (no counter-signing needed). The certificates can then be deposited with all other personal checks directly to your chosen bank. For more information about the program, please consult

http://www.visitdowntownmadison.com/shop/index.php?category_id=2501. Businesses within the BID wishing to participate, please contact Mitch Freund, BID Programming Coordinator, at (608) 443-1973 or mfreund@visitdowntownmadison.com

Please Note: Individual certificates are issued in amounts up to \$50. The gift certificate sleeve is non-negotiable. Please ensure your employees accept only the certificates themselves (not the sleeve). Lost or stolen certificates cannot be replaced. Questions? Please contact Mitch Freund.

Snow, Snow, Snow

Mall Maintenance and city crews are putting in lots of overtime to do their best to clear snow downtown. With more snow on the way, here are some things that can 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 inside until/when crews clear 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.)

Thanks for your help in keeping the downtown sidewalks safe & clear. 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/>.

State Street 500-600 blocks reconstruction contract approved

On Dec. 4, City Council approved awarding the public works contract for the State Street 500-600 blocks and adjacent streets (Frances) reconstruction, to take place spring/summer 2008. The contract was awarded to the low bidder, Speedway Sand & Gravel. The project is scheduled to start March 31, 2008, and be completed Sep. 12. As in the past, the contract contains provisions requiring that the contractor shall post "Sidewalks Open to Businesses" signs; maintain pedestrian access to buildings; provide special access (trash pickup, vehicles) for student move-out & move-in; pavement down and right-of-way access for Maxwell Street Days (July 18-20); suspend construction during Maxwell Street Days and Ironman, and hold a meeting prior to starting work and then weekly informational meetings for BID, GSSBA, and area business, property owners and residents. The BID will let you know when the meetings will occur, will issue weekly construction updates, and will coordinate closely with city staff to insure smooth communications with area business and property owners.

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 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 for more information.

Co-Op Advertising Opportunities - Holiday Advertising

Looking for ways to boost your marketing for the holiday season? Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities. Your ad will be part of downtown Madison co-op pages supported by the BID's overall "Unique Gifts" holiday marketing campaign. See below for summary and attached for details. Please note that the Capitol Newspapers and Isthmus representatives have changed; new contacts are listed below.

New Opportunity: The Onion announces a special opportunity for their holiday gift guide (Nov. 29, Dec. 6 & 13th issues). Adjacency near BID downtown Madison ads available by request. See attached info sheet for details, contact info.

Isthmus, Downtown holiday co-op / thedailypage.com, Dec. 13
Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Deadline: Dec. 7 Contact:

Co-Op Advertising early 2008 – some deadlines also coming up

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

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 for 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.)

City of Madison 3-5 Year Economic Development Implementation Plan - Important Next Steps

(Info from the Office of Business Resources)

Wednesday, January 9, 2008 (tentative): Draft plan concepts presented to City's Economic Development Commission. Agendas posted at www.cityofmadison.com

Late January 2008: Draft plan posted on the City's website at the following address:

www.cityofmadison.com/Business/economicdevelopmentplan.cfm

-or- through: www.cityofmadison.com/Business/OBR

Late January 2008 through Late February 2008: City staff and City Economic Development Commission members available to present draft plan to community organizations and associations. If interested in a presentation to your organization, please call Ms. Peggy Yessa at 267-8721.

Late February 2008: Public draft plan review sessions. Similar to listening sessions, the draft plan review sessions will provide an opportunity for the community to comment on the draft plan directly to the City's consultant. The date, time, and location of these sessions will be posted on the websites noted above once scheduled.

March 2008: Final plan presented to the City.

At any time, please contact Ms. Peggy Yessa with the City of Madison with questions or comments at 267-8721 or obr@cityofmadison.com.

Events & Dates –December

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

First Fridays at the Madison Museum of Contemporary Art. Dec. 7: Pure Canard, <http://www.mmoca.org/events/firstfridays/index.html>

The Nutcracker, Madison Ballet, Dec. 14-16
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>

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

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>

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|Card-Present

Mastercard: 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

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>