



**Madison's Central Business Improvement District (BID)**  
Update, February 15, 2007

**Today's Topics:**

**Welcome WIAA Tournaments**  
**Additional Feb-March Downtown Events**  
**Central District Community Safety Meeting**  
**Downtown Parking Shuttle Pilot Program underway**

**Welcome WIAA Tournaments**

WIAA tournament season is almost here! The BID looks forward to welcoming the thousands of athletes, fans and parents who will be visiting Madison for four consecutive weekends beginning Feb. 22-24. The economic impact of these tournaments for downtown business, especially restaurants & hotels, is significant, especially at this time of year. BID Ambassadors will be distributing "Welcome Window" flyers this weekend and next week, getting signage into kiosks, and working with the Kohl Center and GMCVB to make sure that plenty of Downtown Map & Guides are available for attendees. Displaying the welcome flyers, your own signage, and offering specials to WIAA ticket-holders (e.g., free or discounted appetizer or dessert) are all ways to make the WIAA athletes, parents and fans feel welcome.

WIAA Wrestling (Individual) – Feb. 22-24, Kohl Center  
WIAA Wrestling (Team) – March 2-3, UW Field House  
WIAA Hockey (Boys) – March 1-3, Alliant Energy Center  
WIAA Hockey (Girls) – March 2-3, Alliant Energy Center  
WIAA Basketball (Girls) – March 8-10, Alliant Energy Center  
WIAA Basketball (Boys) – March 15-17, Kohl Center

**Additional Feb-March Downtown Events**

Freedom Fest, Feb. 15-18, Madison Center for the Cultural and Creative Arts,

<http://www.mcca.net/freedomFest.htm>

Dance Fest, Dane Dances! & UW Office of Multicultural Arts Initiatives First Wave Fundraiser, March 3, Memorial Union, <http://www.danedances.org/dancefest/default.aspx>

St. Patrick's Day Parade, March 17, Capitol Square, <http://www.stpatmadison.org/>

Shamrock Shuffle, March 17, Monona Terrace, <http://www.shamrock-shuffle.org/>

For more downtown events and things to see and do, see the BID website at <http://www.visitdowntownmadison.com/events/index.php>

**Central District Community Safety Meeting**

The Madison Central District Police will host a community safety meeting to share information and listen to district-wide concerns. Monday, February 26, 7:00-8:30 pm, Madison Municipal Building, 215 Martin Luther King Jr. Blvd, Rm. 260. (Flyer attached). BID business and property owners are welcome and encouraged to attend. This meeting is part of the new Downtown Safety Initiative to enhance district-wide community policing efforts and engage the community (see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2553](http://www.visitdowntownmadison.com/news/index.php?category_id=2553) for more information).

**Downtown Parking Shuttle Pilot Program underway**

The City of Madison Parking Utility has contracted with Metro Transit to offer a parking ramp shuttle service. This pilot program is now underway, and will operate until June 15. Your employees and customers can park in underutilized, less expensive ramps and take the shuttle to their destinations around the Square or on State Street/Campus. Service is FREE for City of Madison parking customers with a valid entrance ticket or monthly parking permit. In addition, all Metro Transit passes and prepaid fares will be accepted. For details and maps, see <http://www.cityofmadison.com/parking/Route89.html>

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>