



Madison's Central Business Improvement District (BID)
Update, February 1, 2007

Today's Topics:

BID '07 Downtown Map & Guide – Deadline Feb. 2 to Reserve your Ad Space!
BID Welcomes new UW Students
Brief Halloween Debriefing Recap
New State Street Neighborhood Officer
Awnings & Snow

BID '07 Downtown Map & Guide – Deadline Feb. 2 to Reserve your Ad Space!

Thinking about advertising in the 2007 Downtown Map & Guide? It's a great way to make your business or organization stand out, and to reach a qualified audience of more than 200,000 people who are directly interested in shopping, dining, living, visiting, and working in downtown Madison. **Please note that the Ad Space Reservation Deadline Friday, Feb. 2.** Space is limited, so we encourage you to make your reservations soon! Please see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for information, BID Member and Partner rates, and reservation forms, or contact Mitch Freund at mfreund@downtownmadison.org or (608) 443-1976 with any questions or to place your advertisement. Many thanks to our renewing and new advertisers who have already signed on. We look forward to bringing out the updated Map & Guide this April.

BID Welcomes new UW Students

On Thurs. Jan. 25, the BID collaborated with the UW new student services to co-host a UW Transfer Student social. For the first time, such an event was held off-campus at a BID business. Some 75 new UW students enjoyed a reception and a show at the Comedy Club, and pizza from Ian's. A BID Ambassador was on hand to distribute downtown maps & information. Also, next week (Fri., Feb. 9) will be the first of the six planned UW Admitted Student & Parents campus visits, where students & parents will receive the BID gift bags full of information, coupons and special offers for our businesses. Thanks again to all who participated. We know you will help welcome these visitors to the BID!

Brief Halloween Debriefing Recap

Thanks very much to the BID businesses and property owners who attended the Jan. 31 "Halloween 2006" debriefing, and to the Mayor and Mayor's staff, Parks, Police, Engineering and Streets staff who participated. BID members, downtown residents, UW students, and city staff discussed ways to plan for '07 to build upon the successes of '06 (safer event, fewer arrests, reduced property damage, recovering some of the city costs, and community, business and student partnership). Specific issues discussed included identifying and addressing barriers that may have prevented people from coming downtown over the weekend to patronize businesses, event parking & parking signage, access to Gilman Street, managing the Hawthorne Court area, collaborating with businesses on consignment ticket sales, and working with business organizations on communications. If you have additional feedback or suggestions, please do not hesitate to contact me.

New State Street Neighborhood Officer

The BID welcomes new State Street Neighborhood Officer Linda Covert, replacing Rodney Wilson who moved into a new Traffic Specialist position with the Madison Police. Linda began cross-training with Rodney in December, and has now moved fully into the position. Linda can be reached at the same cell phone number as Rodney (**608-577-5731**), and is a daytime police contact for BID businesses. Prior to being hired by the MPD in 1996, Linda worked in retail as a store manager for Wal-Mart for 10 years, and for Pamida for 2 years before that. Linda has served in the following positions: patrol officer (1st, 2nd and 3rd details), training officer (computers, defense and arrest tactics, firearms, crisis communications, emergency vehicle operations, RADAR/LASER, homeland security topics), crisis negotiator on the

Emergency Response Team and Special Events Team member. Linda grew up in Platteville and has a Business Management BS from UW-Platteville. Welcome, Linda!

Awnings & Snow

Now that we have snow, we are passing along 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.

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>