



Madison's Central Business Improvement District (BID)
Update, January 11, 2007

Today's Topics:

UW Student/Parent Gift Bags – Participation Deadline Friday, Jan. 12
Capitol Square Sprints Jan. 12-14
Advertise in the BID '07 Downtown Map & Guide
State Street Construction Phase III update

UW Student/Parent Gift Bags – Participation Deadline Friday!

Thanks to everyone who has signed up to participate in the student/parent gift bags – the response has been terrific! Thanks for helping us make these visitors feel welcome and discover your BID business or organization. There's still time to participate. Please contact Mitch Freund (below) on or before Friday, Jan. 12 to sign up.

The BID is partnering with UW Admissions on six student/parent campus visits in February, March and April 2007. The BID is putting together gift bags to encourage the students and parents to visit downtown and patronize BID businesses and organizations. By participating, you can market your business to incoming students and their parents, building loyalty for years to come. To participate, your business or organization can contribute 300 coupons or special offers appealing to incoming UW students + parents (must be usable by those under 21). For information, see attached and/or contact Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org or (608) 443-1976.

Capitol Square Sprints coming up Jan. 12-14

Capitol Square Sprints cross-country skiing competition will take place in the Capitol Square area Friday, January 12 through Sunday, January 14. (The Polar Jam music and entertainment event has been postponed to 2008). The schedule begins Friday, Jan. 12 at 6:00 pm with delivery of snow, and continues all day Saturday and Sunday (7:00am – evening). For a schedule, see <http://www.capitolsquaresprints.org/html/schedule.htm>.

The BID is pleased to partner with Capitol Square Sprints to sponsor an ice sculpting exhibition (a favorite for kids and families) from noon to 4pm on Saturday, January 13 outside the Wisconsin Historical Museum (30 N. Carroll Street). In addition, a Downtown Madison Ambassador Information table at the Wisconsin Historical Museum will run Jan. 13-14 from 11:00am-4:00pm in the lobby. The museum will offer hot chocolate both days for visitors.

The Capitol Square will be closed from 6 pm on Friday 1/12 through 1 am on Monday, 1/15. Martin Luther King, Jr. Blvd. will also be closed, but Wilson & Doty will be open. For a street closure map, see <http://www.visitdowntownmadison.com/events/index.php>. Please Note: During this time, those driving to the Square area are advised to use the parking ramps around the square. For locations of city parking ramps, please see the BID Downtown Map & Guide or the parking page on the BID website: <http://www.visitdowntownmadison.com/parking/index.php>.

Advertise in the BID '07 Downtown Map & Guide (deadline Feb. 2)

The Downtown Map & Guide is a detailed walking map of the Capitol Square, State Street and lower campus district, with listings and locations for more than 300 BID businesses, cultural organizations and visitor destinations. Listing is free for BID member businesses and organizations. The BID has distributed over 200,000 Downtown Map & Guides this year, via our Ambassador Booths, mailings, hotels, downtown businesses, tourist centers, and at conventions, conferences and events. The map will be updated and reprinted in Spring 2007; advertising reservations are now being accepted (deadline Feb. 2).

Advertising in the Map & Guide is a great way to make your business or organization stand out even more, 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 see our recent mailing or

http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for BID Member rates, and a reservation form, or contact Mitch Freund at mfreund@downtownmadison.org or (608) 443-1976.

State Street Construction Phase III update

The State Street Construction Phase III (500-600 Blocks) plan is moving ahead, and was approved at the Dec. 21 State Street Oversight Committee, Jan. 3 Board of Public Works, and at the Jan. 8 Board of Estimates meetings. A Public Hearing on the construction activities and noise impacts will be held Wed., January 17, 6:30 pm, City County Building, 210 Martin Luther King Jr. Blvd., Rm. 201. Construction is scheduled to begin in April

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>