



Madison's Central Business Improvement District (BID)

Update, January 11, 2008

Today's Topics:

Downtown Map & Guide Listings Information – Deadline Jan. 16
Advertise in the 2008 Downtown Madison Map & Guide – Deadline Feb. 1
Mall Assessments Public Hearings – Jan. 17 and Feb. 26
Student-Parent Gift Bags – Item Pickup Next Week
Co-Op Advertising early 2008 – Visitor Guide Deadline extended
Downtown Events & Dates –January/February
Madison Winter Festival Feb. 2-3
BID Ambassadors at the WPT Garden Expo Feb. 8-10

Downtown Map & Guide Listings Information – Deadline Jan. 16

The BID will update and reprint the Downtown Map & Guide for 2008 (available April). BID retail, restaurant, entertainment and service businesses receive free listing in the map & guide. Forms for confirming your business information were recently sent by mail. Please review these forms and contact us to provide any changes by Wednesday, January 16.

Advertise in the 2008 Downtown Madison Map & Guide-Deadline February 1

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. If you are renewing an ad from last year, please see the renewal form mailed to you or contact Mitch Freund for pricing information (mfreund@downtownmadison.org). See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for more information. Thanks to all who have placed/renewed advertisements so far!

Mall Assessments Public Hearings – Jan. 17 and Feb. 26

Notices of 2008 Mall Maintenance assessments ("Special Charges State Street Mall") were mailed by the city in mid-December. According to those notices, there will be a public hearing at the upcoming Downtown Coordinating Committee (DCC) meeting, Thursday, January 17, Room 108, City-County Building, 210 Martin Luther King Blvd (new location of Parks offices), Thursday January 17. The notices say the public hearing is at 5:45 pm; the committee meeting actually starts at 5:30 pm. The Madison Common Council will hold a public hearing at their meeting Tuesday, February 26, 6:45 pm (meeting starts at 6:30) in Room 201 City County Building. I am told the actual bills for mall assessments will be mailed approximately a week after this Feb. 26 City Council meeting date. If you have questions about your Mall Assessments, you may wish to attend the DCC meeting; I will also be in attendance as I serve on the DCC.

Student-Parent Gift Bags – Item Pickup Next Week

To those participating in the Student-Parent Gift Bags - This is a friendly reminder to have your 450 items (brochures or coupons) for the New Student/Parent Gift Bags ready by Monday, January 14. A Downtown Ambassador will be touring the district next week, Jan. 14-18, collecting your items. All items must be ready for pickup next week. (Our wonderful volunteer Ambassadors will stuff the bags the weekend of Jan. 19-20, and then deliver them to the UW, so we must get your items by Friday so they can be included in the bags.). If you are contributing coupons, please remember these are newly admitted students who may not be moving to campus until this fall. They may use the coupons during their visit in spring, or they may use them beyond the start of school in early September. Questions? Please contact Mitch Freund at mfreund@downtownmadison.org, 608-443-1976.

Co-Op Advertising early 2008 – Deadlines Jan. 11 & 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.

Greater Madison Visitors' Guide, Spring/Summer issue: Deadline EXTENDED to today, Jan. 11. 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-op opps, and see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for media kits more details on these opportunities.

Events & Dates –January/February

Winter Farmers Market (indoors), Saturdays, 8 am - noon, Madison Senior Center, Jan. 6-April 14. <http://www.madfarmmkt.org/>

Winter Wonder Week, Madison Children's Museum, Dec. 30-Jan. 6 <http://www.madisonchildrensmuseum.org/playlearn/free-events>

Frostiball 2008, Feb. 2, www.frostiball.org

Madison Winter Festival, Feb. 2-3, www.winter-fest.com

Jazz at Five Winter Series, Wednesdays, Feb. 22-Mar. 12, Overture Center, <http://www.jazzat5.org/>

More events at <http://www.visitdowntownmadison.com/events/index.php>

Madison Winter Festival Feb. 2-3

This February 2-3, 2008 the fourth annual Capitol Square Sprints will transform into the "Madison Winter Festival," adding additional family festive activities such as Snow Sculpture Competition, Museums' Winter Theme Events, and the Findorff Tubing Hill to the slate of cross-country skiing and snowboarding activities. Activities will be The BID is pleased to again sponsor an ice sculpting exhibition (a favorite for kids and families) from noon to 4pm on Saturday, February 2 outside the Wisconsin Historical Museum (30 N. Carroll Street). In addition, a Downtown Madison Ambassador Information table at the Wisconsin Historical Museum will run February 2-3 from 11:00am-4:00pm in the lobby. The museum will offer hot chocolate both days for visitors. For information, see www.winter-fest.com. A downloadable event program is at http://www.winter-fest.com/schedule/MWF_program_small.pdf. Programs will also be distributed in various downtown and Madison locations. Per Madison Winter Festival organizers, the Capitol Square, 100 block of West Washington and Wisconsin Avenue will be closed from 6 pm on Friday 2/1 through 1 am on Monday, 2/4 and 100 block of Martin Luther King Boulevard will be closed from 12 pm on Friday 2/1 through 1 am on Monday, 2/4. For a map of street closures and more spectator information, please see http://www.winter-fest.com/site_pages/spectator_info.htm; BID Ambassador will also deliver a map and information to businesses around the Capitol Square and the 100-200 blocks of State Street. The BID is pleased to partner with this event as it expands, grows, and brings even more people downtown.

BID Ambassadors at the WPT Garden Expo Feb. 8-10

BID Ambassadors will staff a Downtown Information Table at the Wisconsin Public Television Garden Expo (<http://www.wpt.org/gardenexpo/>) at the Alliant Energy Center Feb. 8-10, to answer downtown questions, offer event information, and to provide downtown shopping and dining suggestions. Last year's Garden Expo attracted 19,800 attendees. This is the first time BID Ambassadors have had an information table at this event, and we thank Wisconsin Public Television for inviting us (after our successful Quilt Expo partnership) to help Garden Expo attendees discover downtown Madison.

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>