



Madison's Central Business Improvement District (BID)

Update, January 25, 2007

Today's Topics:

BID '07 Downtown Map & Guide – Update Listings, Reserve your Ad Space!

Halloween Debriefing Meeting Jan. 31

Downtown Safety Initiative

Wisconsin Wellness event (March 24) - registration deadline extended to Feb. 2

BID '07 Downtown Map & Guide

We're excited about working on the updated Downtown Map & Guide for Spring, 2007. BID Member, please note these deadlines.

- **Update Listings (deadline Jan. 26):** Please get back to us no later than Fri. Jan. 26 if you need to update your listing.
- **Reserve your Ad Space (deadline Feb. 2).** Thanks much to our renewing and new advertisers who have already made their reservations. Space is limited, so we encourage you to make your reservations soon! The final deadline is Feb. 2. Advertising in the 2007 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 http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for BID Member and partner rates, and a reservation form, or contact Mitch Freund at mfreund@downtownmadison.org or (608) 443-1976.

Halloween Debriefing Meeting Jan. 31

BID business and property owners are encouraged to attend the City of Madison Halloween debriefing on Jan. 31, organized especially to give BID members the opportunity to offer feedback. The meeting will feature opening remarks from Mayor Cieslewicz, reports from city Police, Parks and Engineering, and feedback from you – the business, property owners and citizens. Please see the attached agenda. While the BID has collected and compiled your feedback for city staff, this meeting is an opportunity to discuss the event in person. The meeting is Wednesday, January 31, 2:00 - 3:30 pm, Central Library, 201 W. Mifflin St, Rm. 202.

Downtown Safety Initiative

Earlier this week, the Mayor's Office and Madison Police announced a detailed plan for utilizing the \$100,000 allocated to downtown safety in the 2007 budget. The plan was developed with input from community meetings attended by neighborhood representatives, BID staff, UW students, and others. Objectives of the plan include working to reduce street crime (particularly late night on weekends), enhancing district-wide community policing efforts, engaging the community (residents, businesses, students), and improving voluntary compliance with alcohol-related ordinances. An outline of the plan is attached, and you can read news coverage at <http://www.madison.com/tct/mad/topstories/index.php?ntid=115968&ntpid=1>. The Mayor's Office and police welcome additional input and ideas for the plan – please send me your comments, questions, or suggestions, and I will be happy to forward them.

Wisconsin Wellness event March 24, registration deadline extended to Feb. 2

The Wisconsin Wellness Campaign (WWC) is offering health & wellness businesses, and other businesses, an opportunity to promote your products and services to the community with UW Campus support. The UW will be opening their Southeast Recreational Facility on Dayton St. to the general public for the first time on March 24. Companies and vendors that promote products and services that encourage a healthy lifestyle can hold demonstrations, displays etc. There is no fee to exhibit! Other

companies and organizations can donate items for raffles and door prizes. To participate, contact Lori Devine at 608-262-4268, devine@education.wisc.edu

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, mcabine@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>