



Madison's Central Business Improvement District (BID)

Update, January 4, 2008

Happy New Year!

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Student/Parent Visits Gift Bags, Winter/Spring 2008 – Deadline Jan. 7
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Student/Parent Visits Gift Bags, Winter/Spring 2008 – Participation Deadline Monday Jan. 7

DID YOU KNOW – 72% of central downtown residents are students, and UW-Madison students have estimated annual retail and personal service expenditures of more than \$175 million? The BID wants to help YOUR business or organization capture some of these dollars! The BID and UW Admissions will partner to welcome admitted students and their parents to Madison during nine daylong visits on Fridays in winter & spring 2008: January 25; February 8, 15, 22 & 29; March 14 & 28, and April 11 & 18. Students and their parents will participate in campus programs during the day – and will be encouraged to explore downtown that afternoon, evening & weekend. The BID is putting together gift bags with coupons, special offers and information from downtown businesses and organizations (plus the Downtown Map & Guide) to give to students & parents at these visits. Info on how to participate is attached and below.

What to Provide: 450 coupons, special offers, items or information appealing to incoming UW students + parents. Items must be: a) no larger than an 8 ½ “ x 11” flyer, b) good January through end of April '08 (or beyond), and c) usable by those under 21.

Contact: Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org or (608) 443-1976.

Confirm Participation By: January 7, 2008

Item pickup: January 14-18 (All items must be ready for pickup that week.)

Greater State Street Business Association (GSSBA) Membership Meeting Jan. 8

GSSBA Membership Meeting
Tuesday, January 8th, 8:15am
Hawk's Bar & Grill, 425 State St.

AGENDA:

- * Cars on State
- * Maxwell Street Days
- * BID Report

- 1) 500-600 block construction
 - 2) Gilman 2 way plan
 - 3) Peace Park Information
 - 4) Mall maintenance info, esp. snow & bikes
 - 5) Madison Winter Festival
- * Police Report
 - * Budget Report
 - * New Business

Questions about the meeting or GSSBA membership? Please contact Sandi Torkildson of A Room of One's Own Bookstore (room@chorus.net) or GSSBA President John Hutchinson at Fontana Sports Specialties, jhutch@fontanasports.com

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

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. See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for more information.

Holiday Trolley and Promotions recap

The BID is pleased to report that despite the challenging December weather, the BID Ambassadors handed out 700 gift bags to nearly 1,900 appreciative Holiday Shopping Trolley passengers Saturdays and Sundays, November 24 – December 23 Noon – 4:00pm. Ambassadors answered downtown questions, and BID-coordinated carolers and dancers spread Holiday cheer in the district, riding the trolley up and down State Street and around the Capitol Square. Downtown Ambassadors assisted over 300 people (double the number of 2006) at a downtown information table in the Overture Rotunda lobby Saturdays in December, answering downtown questions, offering shopping/dining suggestions, distributing event information and Maps. Thank you to all the businesses and organizations who participated in the gift bags by providing items.

Holiday Press Coverage and BID Web Traffic

Not only did activities such as the trolley, carolers, and Ambassador Information Table help bring people downtown and enhance their downtown experience, but combined with the BID media relations and marketing campaigns, they generated extensive positive press coverage of downtown in newspapers, TV, radio and online. Please see the attached "Holiday Coverage 07" summary. In addition, for the month of November, the BID website www.visitdowntownmadison.com had a 132% increase in website traffic over November 2006. That's more than double the online visitors interested in learning about shopping, dining, visiting, living and doing business in downtown Madison. The majority of these online visitors were using the BID business directory or searching for a business.

Co-Op Advertising early 2008 – Deadlines coming up Jan. 4 & 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 Jan. 4 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. 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.

Maxwell Street Days 2008

I’ve received some inquiries about the dates for Maxwell Street Days 2008 (as many of you start your ’08 planning). According to John Hutchinson at GSSBA, the dates are Maxwell Street Days 2008 are Friday July 18, Saturday July 19, and Sunday July 20. I will post updates on www.maxwellstreetdays.org as available.

“January’s the Time to Get Shoppers Back Into Stores” – tips & articles from New York Times

These articles from yesterday’s New York Times give some practical tips for small business owners and retailers to jump-start sales and avoid a post-holiday letdown. (Visit soon, as these links may expire.)

“January’s the Time to Get Shoppers Back in the Stores”

http://www.nytimes.com/2008/01/03/business/smallbusiness/03sbiz.html?_r=1&ref=business&oref=slogin

“How to Keep Momentum Going for Customers and Employees”

<http://www.nytimes.com/2008/01/03/business/smallbusiness/03tips.html?ref=smallbusiness>

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>