



Madison's Central Business Improvement District (BID)

Update, November 15, 2007

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Downtown Holiday Promotions, Decorations, Events

The BID supports the success of downtown retail, restaurant and service businesses through an extensive holiday marketing and promotional campaign:

Downtown Holiday Lights and Decorations: The BID-funded Holiday Snowflake lights are being installed around State Street and the Square, and the BID-funded holiday evergreen bough decorations are being installed in the planters. Installation of both should be completed before Thanksgiving. New this year – holiday banners will be installed on selected city light poles on Johnson & Gorham near State in early December, to increase the holiday presence on these major thoroughfares.

Downtown Madison Holiday Shopping Trolley - Free trolley on State Street and the Capitol Square, staffed by Ambassadors with downtown gift bags and treats for kids. Runs noon to 4 pm on Saturdays and Sundays, Nov. 24-Dec. 23, stopping at Metro Bus Stops.

Holiday Carolers and Dancers will stroll State Street and the Square, Sat.- Sun., 1-3 pm, Dec. 1-2, 8-9, 15-16, and 22, starting Saturdays, 1pm, Madison Museum of Contemporary Art Lobby (227 State St.) & Sundays, 1pm, Overture Rotunda Lobby (201 State St.).

Downtown Ambassadors will offer shopping and dining suggestions, maps, directions, and a friendly smile at a downtown information table in the Overture Center Rotunda Lobby (201 State St.) from 10 am – 2 pm on Saturdays, Dec. 1, 8, 15 and 22.

Marketing and Advertising: Watch for the “Unique Gifts” billboards to go up next week around Madison; the surrounding advertising campaign is already underway (see “co-op opportunities, below).

BID Ambassadors will continue delivering flyers and posters with the trolley and caroler schedule for your business to post & hand out. See the BID website at www.visitdowntownmadison.com for full details on the holiday schedule.

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.

2008 Central Downtown Construction (State Street) Update

The State Street Design Oversight Committee met on November 5. Bids for State Street 500-600 block construction have been received & opened. The low bidder who will get the contract pending Council approval was Speedway, the construction company currently doing the East Washington work. Their bid came in under budget so the capital budget was amended by \$1.3 million. City Engineering provided me the following schedule for 2008 central downtown construction:

1. Reconstruction of State Street 500 & 600 blocks: Start March 31, complete 9/12
2. W. Gilman (University to State): Construction delayed to 2009 due to State Street, design & bid in 2008
3. Resurfacing of Fairchild St has been moved to 2009
4. Reconstruction of the alley which is parallel to N. Pinckney St and runs between E. Wash and Mifflin has been scheduled for 2008 during the months of August/September.

Downtown Coordinating Committee

The city Downtown Coordinating Committee meets today, Nov. 15, 5:30 pm, City-County Building (210 MLK), Rm. 108. On the agenda is State Street Mall Assessments and plan for reconstruction of State/Gilman Intersection and 2-way traffic on Gilman (construction slated for summer 2009).

http://legistar.cityofmadison.com/meetings/2007/11/5211_A_DOWNTOWN_COORDINATING_COMMITTEE_07-11-15_Agenda.pdf

Four Economic Development Listening Sessions Announced

The City of Madison is in the process of developing a Strategic Economic Development Implementation Plan to guide our efforts over the next 3-5 years. Four opportunities are being provided to the community to meet with the City's consultant, Mr. Tom Ticknor, to discuss the future of the Madison economy.

*What role should the City of Madison play in promoting business development over the next 3-5 years?

*Based on experiences working with the City of Madison, are there programs, policies and projects that should be added, modified, or removed from the City's economic development toolbox?

*What positive business experiences have individuals had while working with communities elsewhere that we could/should consider for the City of Madison?

Please see attached schedule – note Session #2, targeted toward small businesses, Thursday, November 29, 2007, 8:00-10:00 am, Overture Center, 201 State Street.

Holiday Reminder – Preventing Credit Card Fraud

As the holiday shopping season approaches, it's a good idea for business owners to refresh yourself and your employees on how to avoid credit card fraud (e.g., customer using stolen credit card, etc.). Both Visa and Mastercard offer tips on their websites:

Visa:

http://www.usa.visa.com/merchants/risk_management/card_present.html?it=cj/merchants/risk_management/fraud_control_basics.html | Card-Present

Mastercard: http://www.mastercard.com/us/merchant/security/what_can_do/getting_started.html

You can find links to these tips, plus others such as shoplifting prevention, business burglary prevention, and detecting counterfeit money, on the BID website at

http://www.visitdowntownmadison.com/news/index.php?category_id=2553

Downtown Madison Gift Certificates – New Signage, Holiday Refresher

Downtown Madison Gift Certificates are an easy way to bring money into your business and a popular gift during the holiday season. Over \$74,000 worth of gift certificates were sold in 2006; more than 50% were purchased during the holiday season. As we approach the 2007 holiday season, we thought it would be a good time to refresh the program. Current participating businesses will receive a revamped promotional "Downtown Gift Certificates Accepted Here" kit in the next couple weeks. Kits include a unique window cling, a new countertop display with sign, and a revised, high-impact 8.5"x11" poster.

Downtown Madison Gift Certificates are redeemed simply by accepting them like a traveler's check. If the purchase is not for the full gift certificate amount, just give the customer change in cash. The certificates can then be deposited with all other personal checks directly to your chosen bank. Downtown Madison

Gift Certificates are purchased at the Overture Center Ticket Office, the University Book Store, and the Madison Central BID offices. If you are interested in having your business participate in the Downtown Madison Gift Certificate program, please contact Mitch Freund, BID Programming Coordinator (mfreund@downtownmadison.org, (608) 443-1976), for more information.

Co-Op Advertising Opportunities - Holiday Advertising

Looking for ways to boost your marketing for the holiday season? Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities. Your ad will be part of downtown Madison co-op pages supported by the BID's overall "Unique Gifts" holiday marketing campaign. See below for summary and attached for details. Please note that the Capitol Newspapers and Isthmus representatives have changed; new contacts are listed below.

New Opportunity: The Onion announces a special opportunity for their holiday gift guide (Nov. 29, Dec. 6 & 13th issues). Adjacency near BID downtown Madison ads available by request. See attached info sheet for details, contact info.

Madison.com (Capital Newspapers), holiday online banner, Thurs-Fri's in late Nov., Dec. Deadline: Nov. 1 (still time to participate). Contact: Santino VanDerWielen, Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Capital Newspapers, downtown holiday co-op flight (color ad for 6 days), week of Nov. 25. Deadline: Nov. 12 Contact: Santino VanDerWielen, Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Downtown holiday co-op / thedaily page.com, Nov. 29 Deadline: Nov. 23 Contact: Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Isthmus, Downtown holiday co-op / thedaily page.com, Dec. 6 Deadline: Nov. 30 Contact: Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Capital Newspapers, downtown holiday co-op flight (color ad for 6 days), week of Dec. 9. Deadline: Dec. 3 Contact: Santino VanDerWielen, Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Downtown holiday co-op / thedaily page.com, Dec. 13 Deadline: Dec. 7 Contact: Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Events & Dates – November

Winter Farmers Market (indoors), Saturdays, 7:30am - noon, Monona Terrace, Nov. 10-Dec. 22, <http://www.madfarmmkt.org/>

Holiday Art Fair, Madison Museum of Contemporary Art, Nov. 16-18, <http://www.mmoca.org/events/holidayartfair/index.html>

Winter Joy, Kanopy Dance Company, Overture Center, Nov. 16-17 <http://www.overturecenter.com/>

Capitol Neighborhoods, continuation of Dialogue on Homelessness, Nov. 17, Central Library, 2-4 pm,

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

Thanksgiving Week – Trash pickup reminder

A reminder from Mall Maintenance – the week of Thanksgiving, please be sure to set out trash & recycling on Tuesday night (Nov. 20) for pickup on the morning of Wednesday Nov. 21. Mall Maintenance and Streets Division will be off Thursday and Friday of that week, so if trash is not out Tuesday evening, it will sit out on the street during the post-Thanksgiving weekend. Please pass this along to tenants with city trash pickup.

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>