



## **Madison's Central Business Improvement District (BID)**

Update, November 1, 2007

### **Today's Topics:**

**Holiday Shopping Trolley Gift Bags – Still time to participate**  
**State Street Design Oversight Committee (500-600 blocks construction planning) - Meeting Nov. 5**  
**Bus Shelter Replacements/Capitol Loop Metro Transit Detour start Saturday, November 3**  
**GSSBA Board Meeting Nov. 7**  
**Business Burglary Prevention**  
**Madison Magazine Shopping Blog**  
**Downtown Events & Dates – October/November**  
**Co-Op Advertising Opportunities – October-December deadlines**  
**BID Holiday Kickoff Nov. 14 – You're Invited**  
**Thanksgiving Week – Trash pickup reminder**

### **Holiday Shopping Trolley Gift Bags – Participation Deadline extended to Monday, Nov. 5**

Don't miss out on participating in this popular holiday promotion! Madison's Central BID will again offer a free Holiday Shopping Trolley on Saturdays and Sundays from November 24-December 23 from Noon to 4:00pm. The trolley travels around the Capitol Square and up and down State Street stopping at all Metro bus stops. Our Downtown Ambassadors will again staff this year's trolley handing out gift bags filled with your promotional items. Last year, the Ambassadors handed out over 900 bags filled with promotional items from downtown businesses to over 2,200 trolley riders.

Providing coupons or brochures for the gift bags is a great way to drive downtown shoppers into your business or organization, as well as creating a festive and vibrant Holiday season. Due to feedback from trolley passengers, the Ambassadors, and downtown business owners, we will be streamlining this year's gift bag promotion with smaller size bags and giving businesses the option to participate with as few as 100 items.

*What to provide:* Anywhere from 100-500+ coupons or brochures from your business or organization. Please note: Small items preferred (no larger than 8.5" x 11"); large items will not be suitable.

*Participation confirmation deadline:* **extended to Monday, Nov. 5**

*Item pickup dates:* Ambassadors will collect items from your business November 12-16.

*Contact:* Mitch Freund, BID Programming Coordinator, at [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or 443-1976.

### **State Street Design Oversight Committee (500-600 blocks construction planning) - Meeting Nov. 5**

The next State Street Design Oversight Committee meeting will be Monday, November 5, at 5:00 pm, in room LL-120 (lower level), Madison Municipal Building, 215 Martin Luther King Jr. Blvd. On the agenda will be a review of bids for the 500-600 blocks State Street reconstruction (scheduled to start in April 2008), budget status, and general project updates. For a meeting agenda and minutes from last meeting, see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2477](http://www.visitdowntownmadison.com/news/index.php?category_id=2477)

### **Bus Shelter Replacements/Capitol Loop Metro Transit Detour start Saturday, November 3**

Due to the construction and installation of new bus shelters on the Capitol Square, buses will follow the Capitol Loop Detour starting Saturday, November 3 through Sunday, November 18. Routes operate one block from the Capitol Square on Doty, Webster, Dayton and Fairchild streets. Buses are expected to return to the Capitol Square on Monday, November 19 once the installation is complete.

<http://www.cityofmadison.com/metro/Detours/CapLoop-Shelters/CapitolLoop-Shelters.html>

## **GSSBA Board Meeting Nov. 7**

There will be a meeting of the Board of the Greater State Street Business Association on Wednesday, Nov. 7, 8:15 am, at A Room of One's Own Bookstore, 307 W. Johnson St.

## **Business Burglary Prevention**

In recent weeks Madison police have observed a significant increase in businesses burglaries across the city (primarily north, east, and west sides). In many cases criminals are targeting buildings with multiple offices, and they are taking cash, laptop computers, and other electronic devices (PDAs, cell phones, projectors). The crimes are generally occurring during hours of darkness. The burglars are gaining entry into buildings by smashing rocks, or other objects into glass windows and doors. The Madison Police Department has generated a list of crime prevention tips as part of its response to these crimes. These tips were distributed to BID Businesses on 10/30, and are available on the BID website at [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2553](http://www.visitdowntownmadison.com/news/index.php?category_id=2553), along with information on dealing with panhandling, and preventing shoplifting and credit card fraud.

## **Madison Magazine Shopping Blog**

Shayna Miller, Associate/Style Editor, Madison Magazine, invites BID retailers to contact her about "cool products and upcoming events and sales" for her shopping blog at <http://madisonmagazine-shopping.blogspot.com>. She says, "I update it every week and it's a mix of Q&As with local retailers, product features and exciting events and sales that are going on in the area." You can contact Shayna at 608.270.3627 or [smiller@madisonmagazine.com](mailto:smiller@madisonmagazine.com).

## **Events & Dates – October/November**

First Fridays at the Madison Museum of Contemporary Art. Nov. 2: Wig Out!, <http://www.mmoca.org/events/firstfridays/index.html>

Tales from Planet Earth Film Festival, Nov. 2-4, <http://www.nelson.wisc.edu/tales/>

Capitol Neighborhoods Dialogue on Homelessness, Nov. 3, <http://www.capitolneighborhoods.org/resources/events.html>

Dane County Farmers Market on the Square – last Saturday outdoor market, Nov. 3

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

Winter Art Festival, Monona Terrace, Nov. 10-11, <http://www.artcraftwis.org/winter.html>

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

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

## **Co-Op Advertising Opportunities – October-December deadlines**

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities. Please note that the Capitol Newspapers and Isthmus representatives have changed; new contacts are listed below.

Isthmus, Holiday "Giving" issue co-op / [thedailypage.com](http://thedailypage.com), Nov. 15      Deadline: Oct. 26  
Contact: Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@isthmus.com)

Travelhost of Greater Madison, Dec/Jan issue      Deadline: Oct. 26      Contact: Betty Marquardt,  
Travelhost of Greater Madison/South WI, (608) 669-8478, [trvlhst@centurytel.net](mailto:trvlhst@centurytel.net)

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

Capital Newspapers, downtown holiday co-op flight, week of Nov. 25. Deadline: Nov. 12      Contact: Santino VanDerWielen, Capital Newspapers, 608-252-6083, [svanderwielen@madison.com](mailto:svanderwielen@madison.com)

Isthmus, Downtown holiday co-op / thedailypage.com, Nov. 29      Deadline: Nov. 23      Contact:  
Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@isthmus.com)

Isthmus, Downtown holiday co-op / thedailypage.com, Dec. 6      Deadline: Nov. 30      Contact:  
Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@isthmus.com)

Capital Newspapers, downtown holiday co-op flight, week of Dec. 9. Deadline: Dec. 3      Contact:  
Santino VanDerWielen , Capital Newspapers, 608-252-6083, [svanderwielen@madison.com](mailto:svanderwielen@madison.com)

Isthmus, Downtown holiday co-op / thedailypage.com, Dec. 13      Deadline: Dec. 7      Contact:  
Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@isthmus.com)

See [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) for a full list of co-op opportunities, ad rep contacts, media kits and more information. The BID is pleased to subsidize 34+ cooperative advertising opportunities this year, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

### **BID Holiday Kickoff Nov. 14 – You’re Invited**

You’re invited to help to kick off the holiday season in downtown Madison’s shopping and entertainment district, and to meet and mingle with BID Members, Ambassadors, downtown neighbors, and colleagues.

Wednesday, November 14, 2007, 5:00 – 7:00 pm  
The Sidecar at Café Montmartre, 127 East Mifflin St.

Reception, refreshments, and gift basket drawings. Entertainment provided by Tangled Up in Blue. Cash bar.

Please RSVP by Friday, Nov. 9 to [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org).

### **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](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>