



Madison's Central Business Improvement District (BID)
Update, September 27, 2007

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Downtown Madison Market Analysis Study Results

The results of the DMI Downtown Dynamic Market Analysis study of downtown Madison, co-funded by the BID were released today. The study findings go well beyond what you may have read in today's newspaper. The study is full of good information to help your business succeed, and to guide business expansion and recruitment efforts. The BID will coordinate several presentations/Q & A sessions to share findings with BID Business and Property owners--stay tuned for details. In the meantime, please see the attached Executive Summary/Statement, and you can see <http://www.visitdowntownmadison.com/business/index.php> for more details.

The study was done by UW-Extension and co-funded by the BID and City of Madison. Many of you participated in a Business Operator Survey which was part of the study. Study topics include Descriptions of Downtown Madison's Consumer Segments, Demographic and Lifestyle Characteristics, Needs and Perspectives of Business Operators, Analysis of Comparison City Downtowns, and Opportunities to Increase Downtown Madison's Economic Vitality. The study will form the basis of a future downtown business retention, expansion and recruitment program.

Literacy Network Run/Walk – promo opportunity deadline Sep. 28

Is your business near the corner of State & Gorham and/or State, Broom & Gilman? Here's an opportunity for you to tie into a downtown event – open early and/or provide special offer to those with race bibs.

Date of Event: Sat. Oct. 7

5K & 10K Run and Walk events start 10:30 am, corner of State & Gorham.

Up to 1,500 participants

Finish is near corner of State, Broom & Gilman

People will start arriving around 9:00 am; Finishers will start coming in between 11am and noon

<http://www.litnetwork.org/rw/index.html>

Race participants & spectators show up around 9am, eager for a place to get coffee, and would like somewhere to eat after they are done. We'd also like to encourage them to stay downtown to shop.

TO PARTICIPATE:

1. Are you/would you open early on Sunday, Oct. 7? Especially if you are near the race area and serve coffee, breakfast items, and/or brunch, consider opening early for when participants arrive around 9am, or by 11am when racers start crossing the finish line. If you are already open early, let us know!

2. "Race Bib" Special Offer. Consider providing a special offer that would be available to Literacy Network Run/Walk participants who come to your business and show their "race bib" (the paper square with their race number on it). This offer would be good only the day of the event, Sun. Oct. 7.

What you get: The BID will create a list of businesses opening early on the 7th, and/or providing special "race bib" offers to participants. That list will be provided to all race participants along with the Downtown Map & Guide, and the Literacy Network will include "opening early" coffee shops, etc., in a pre-race email to participants.

Deadline: Send your information by Friday, September 28.

What to send: Name & location of business, if you will open early and at what time, and one sentence describing any special "race bib" offer. Entries may be edited for space.

Send to: Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org

Next GSSBA Membership Meeting Oct. 2

The next Greater State Street Business Association (GSSBA) Membership meeting will be Tues., Oct. 2, 8:15 am, Hawk's Bar & Grill, 425 State St. See agenda attached.

Halloween Informational Meeting Oct. 2

Halloween on State Street will be a gated, ticketed event with entertainment on State Street on the evening of Saturday, October 27. This is a major event for the district. The BID has coordinated an informational meeting for business and property owners, including topics such as how/where the area will be gated off, event timing, entertainment, and obtaining free tickets for business, property owners, employees and residents whose properties are within the gated area. Your attendance is encouraged, especially if your business or property is located in the Greater State Street area. AGENDA ATTACHED.

Meeting Date: Tuesday, October 2, 2007

Time: 2 – 3:30 pm

Location: Central Library, 201 W. Mifflin St, Rm. 202

Next Central District Police Community Meeting Oct. 3

The Central District Police Community Meeting is Wednesday, Oct. 3, 7 - 8:30 pm, Memorial Union, 800 Langdon Street, check TITU (Today in the Union) board for room location. Part of the Downtown Safety Initiative, this meeting is an opportunity to hear from and talk with Central District Police, who will review recent crime statistics, trends, and developments, and discuss with attendees. Central district business and property owners and residents are encouraged to attend.

BID Board Meeting Oct. 4

The next BID Board Meeting is Thursday, October 4, 2007, Noon-1:30 pm, 615 East Washington Ave., 2nd Floor conference room. BID Property and Business owners are welcome to attend. Agenda:

http://www.visitdowntownmadison.com/uploads/media/BID_BOD_Agenda_Oct4_07.pdf

Downtown Ambassador Appreciation/Season-End Party Oct. 17

The Downtown Information Booth season is coming to an end with the booths closing Sunday, October 14. We thought this would be a great time to thank the many community members who volunteer their time and efforts to the Downtown Information Ambassador program.

You and a guest are invited to help us show our appreciation to these community members who promote the central downtown in the Downtown Information Booths. This event is a great way to network with other downtown business and property owners, the BID staff and Board of Directors, and Madison's Central BID Information Ambassadors. If you and guest are interested in attending, **RSVP by Friday, October 12 to [mfrend@downtownmadison.org](mailto:mfreund@downtownmadison.org) or (608) 443-1976.**

Downtown Ambassador Appreciation/Season-End Party Oct. 17

Location: State Street Brats 603 State Street

Date: Wednesday, October 17

Time: 5:00pm-7:00pm

Food and non-alcoholic beverages will be provided.

FYI

Here's the where the Ambassadors stand with our daily tallies:

	August 2007	YTD
Number of People Helped	3,463	13,445
Business Contacts*	852	4,866
Busiest Day	Aug. 25 307	July 21 316
Brochure Distribution (non-Map)	3,122	19,562
Downtown Madison Map & Guides	15,250	115,550
Total Brochure Distribution	18,372	135,112
Top Three (non-Map) Brochures Distributed	GMCVB Map 430	UW Campus Map 1,515
	UW Campus Map 415	GMCVB Map 1,000
	Madison Museums 155	State Capitol Brochure 856

* "Business Contacts" are counted when an Ambassador conducts a delivery, collects information for a survey, or makes contact with a BID business during their assigned shift.

In Gratitude,

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Events & Dates – September/October

Madison Open Art Studios, Overture Center Reception Sep. 28, <http://www.maoas.com/tiki-index.php?page=OpenArtStudios>

Saturday, Sep. 29, UW Home football game, Camp Randall, kickoff 2:30 pm

First Fridays at the Madison Museum of Contemporary Art. Oct. 5: Octoberfest.
<http://www.mmoca.org/events/firstfridays/index.html>

Gallery Night, Oct. 5 <http://www.mmoca.org/events/gallerynight/index.html>

Downtown Living Tour, Oct. 6 http://www.downtownmadison.org/programs/index.php?category_id=1597

Giant Pumpkin Regatta, Oct. 6, Memorial Union Lakefront, 800 Langdon St., 11 am

Literacy Network Run/Walk (formerly Canterbury Run/Walk for Literacy), Oct. 7
<http://www.litnetwork.org/rw/index.html>

Fire Truck Parade, Oct. 7
http://www.visitdowntownmadison.com/uploads/media/Fire_Truck_Parade_07.pdf

Wisconsin Book Festival, Oct. 10-14 <http://www.wisconsinbookfestival.org/>

Barack Obama, Oct. 15, Orpheum Theatre, 11 am

Madison is Lighting the Town Passionately Pink! , Oct. 19-21, downtown & city-wide
<http://www.komenmadison.org/madisonpp.html>

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

Co-Op Advertising Opportunities

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities.

Madison Magazine – Nov. “Downtown Hot Off the Shelf” pages Deadline: Oct. 15 Contact:
Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

Wisconsin State Journal, “Around Downtown” Holiday advertising supplement. Nov. 11. BID member
discount. Deadline: Oct. 22
Contact: Santino VanDerWielen , Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Holiday “Giving” issue co-op / thedaily page.com, Nov. 15 Deadline: Oct. 26
Contact: Melissa Badini, 608-251-5627, mbadini@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

See 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.

“Passionately Pink for the Cure”-downtown Oct. 19-21, how to participate

“Passionately Pink for the Cure” is a breast cancer awareness event that will take place downtown and
city-wide Oct. 19-21. Downtown aspects include lighting the State Capitol and some downtown buildings
pink, and opportunities for businesses to display pink lights in their windows. See attached flyers for
details. BID Ambassadors will also have “participation kits” available (with pink mini-lights, etc.) for
businesses in the coming weeks.

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>