



**Madison's Central Business Improvement District (BID)**  
Update, Dec. 23

**Happy Holidays and Best Wishes in the New Year!**

**Today's Topics:**

**Visitor Center Holiday and Winter Hours**

**Downtown Madison Gift Certificates make great holiday gifts for employees, customers**

**2011-12 Map & Guide – Business Listing Update Forms coming**

**Advertise in the 2011-12 Downtown Madison Map & Guide**

**BID Cooperative Advertising –Early 2011 deadline**

**Miller Lite Free Rides (bus service) – New Years Eve**

**Mall Maintenance snow removal review, Jan. DCC meeting**

**Downtown Events, Dates & Meetings**

**2011 BID Board meeting schedule**

*Note: The BID Update is taking a vacation next week, and will return in 2011.*

**Visitor Center Holiday and Winter Hours**

BID Ambassadors will be staffing the Visitor Center throughout the holiday shopping season and beyond. Fall hours continue through Friday Dec. 24 (open Christmas Eve to help last-minute shoppers!)

Mon.-Tues. 11am – 2pm

Wed.-Fri. 11am – 5pm

Closed Saturday, December 25 (Christmas) and Saturday, January 1 (New Year's Day)

Winter season hours start Sunday, December 26: Open 11am-2pm every day through April.

**Downtown Madison Gift Certificates make great holiday gifts for employees, customers**

Give the gift of downtown Madison to friends, family, customers, clients and employees! Downtown Madison Gift Certificates are accepted at more than 170 shops, restaurants, museums, cafes, bars and other establishments on State Street and the Capitol Square. They make the perfect holiday gift!

Purchase at the Overture Center Ticket Office (201 State St.), University Book Store (711 State St.) or order online at: [http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501)

**2011-12 Map & Guide – Business Listing Update Forms coming**

BID Businesses: Please be on the lookout for forms requesting any updates to your listing for the 2011-12 Downtown Madison Map & Guide. They should arrive in the mail next week. Please respond with any changes or updates to your business listing by Jan. 14.

**Advertise in the 2011-12 Downtown Madison Map & Guide**

Are you looking for ways to bring customers into your business? Consider advertising in the 2011-12 Downtown Map & Guide (published May 2011) - a favorite resource for downtown customers. Map users are pre-qualified as interested in downtown shopping, dining, lodging and entertainment. The BID distribute 200,000+ maps annually in Madison, Wisconsin, nationally and internationally - including from the new year-round downtown Visitor Center. Current advertisers have or will be contacted shortly regarding renewal. New and returning advertisers welcome! The deadline is at the end of January, but make your space reservation early to confirm your spot! More information is at:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554), and information packets are being delivered to BID businesses this week and next.

**BID Cooperative Advertising –Early 2011 deadline**

See full list for details, and contact the ad rep directly to place your ad:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554)

**--Spring/Summer Official Visitor Guide, Deadline Jan. 7**

2011 Official Madison Visitors Guides (GMCVB). Spring/Summer (March) and Fall/Winter (Sep). Spring/summer issue deadline: Jan. 7, 2011. CONTACT: Louise Andraski, Nei-Turner Media Group, [louisea@merr.com](mailto:louisea@merr.com), 608.873.8734 direct. More info & link to sign up sheet: [http://www.visitdowntownmadison.com/uploads/media/BID\\_VisitorGuides\\_2011.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_VisitorGuides_2011.pdf)

**Miller Lite Free Rides (bus service) – New Years Eve**

"Miller Lite Free Rides" is bus service that provides safe transportation to people celebrating the New Year. The service will run from 7 p.m. until 3:30 a.m. on December 31, 2010, traveling on Madison Transit Routes serving Madison, Town of Madison, Middleton and Fitchburg. Route and schedule information is available by calling 1-800-FREE-RIDES (1-800-373-3743), by texting "NEW YEARS RIDE" to 30364 or by visiting <http://www.millerlitefreerides.com/>

**Mall Maintenance snow removal review, Jan. DCC meeting**

The BID has heard from many of you about snow removal in the district. BID has worked with GSSBA, downtown alders, Parks and others to address recent issues with snow removal. The Downtown Coordinating Committee (DCC) is the city committee that considers and makes recommendations on maintenance in the downtown area, including Mall Maintenance. I serve on the DCC along with Alders Mike Verveer, Bryon Eagon, and BID Board member Mary Lang Sollinger. Downtown snow removal and planning/response to major snow events was a topic at the December meeting. Planned for the January 20 meeting is a review of snow removal and ways to improve both services and communication with in the Mall Maintenance service area. The meeting will be Thursday, January 20, 5:30pm, City-County Building Room 108 (Parks Conference Room). I will forward the agenda when available. As with all city meetings, this meeting is open to the public, and business and property owners in the Mall Maintenance service area are welcome to attend, make comment, and provide input and suggestions. This topic is also on the agenda for the BID Board Meeting Jan. 6 [http://www.visitdowntownmadison.com/about/index.php?category\\_id=4682](http://www.visitdowntownmadison.com/about/index.php?category_id=4682). Business and property owners are welcome to attend and provide comment, or send input and suggestions to me.

Note: You can see a map of the Mall Maintenance service area at following link. Mall Maintenance clears snow only from the sidewalks on frontages marked in red or green. Properties/businesses do need to clear the snow from sidewalks that are NOT in the Mall Maintenance service area. [http://www.visitdowntownmadison.com/uploads/media/ServiceAreaMap\\_Final\\_091610.pdf](http://www.visitdowntownmadison.com/uploads/media/ServiceAreaMap_Final_091610.pdf)

**Downtown Events, Dates, Meetings:**

Indoor Dane County Farmers Market, Saturdays, Monona Terrace, Nov. 13-Dec. 18 <http://www.dcfm.org/>

Children's Theater of Madison A Wonderful Life, Dec. 10-23, <http://www.overturecenter.com/production/a-wonderful-life>

Madison Ballet The Nutcracker, Sat. Dec. 18 - Sun. Dec. 26, <http://www.overturecenter.com/production/the-nutcracker>

Winter Wonder Week, Madison Children's Museum, Dec. 27-31, <http://www.madisonchildrensmuseum.org/events-rentals/special-events/>

U.S. Bank Eve, Dec. 31, [http://usbankeve.com/cgi\\_w/cfm/about/community\\_relations/madison.cfm?redirect=Madison](http://usbankeve.com/cgi_w/cfm/about/community_relations/madison.cfm?redirect=Madison)

Miller Lite Free Rides (bus service), New Year's Eve, Dec. 31, <http://www.millerlitefreerides.com/>

Winter Restaurant Week, Jan. 23-28, <http://www.madisonmagazine.com/Madison-Magazine/Events/Restaurant-Week/Restaurant-Week-2011-Winter/>

DMI Frostiball, Feb. 5, <http://www.downtownmadison.org/events/frostiball>

Madison Winter Festival, Feb. 19-20, <http://www.winter-fest.com/>

City of Madison meetings calendar: <http://legistar.cityofmadison.com/calendar/#current>

For conventions & conferences, see:

Monona Terrace Events Calendar: <http://www.mononaterrace.com/events/eventsearch.php>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

**2011 BID Board meeting schedule**

The 2011 BID Board Meeting schedule is posted at [http://www.visitdowntownmadison.com/uploads/media/BID\\_BOD\\_Meetings\\_2011\\_Web.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_BOD_Meetings_2011_Web.pdf) , along other BID meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 122 W. Washington Ave. (Hovde Building), 1<sup>st</sup> floor conference room. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

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@visitdowntownmadison.com](mailto:mcabine@visitdowntownmadison.com) or (608) 512-1340, or Mitch Freund, BID Programming Coordinator, [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com), (608) 512-1341. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>