



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

Update, Dec. 3

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### **Downtown Madison Gift Certificates – online ordering now available**

Downtown Madison Gift Certificates are accepted at more than 170 downtown shops, restaurants, galleries, boutiques and entertainment venues. They make great holiday gifts, as well as customer and employee incentives! They can now be ordered online:

[https://www.visitdowntownmadison.com/store/products.php?product\\_id=5900](https://www.visitdowntownmadison.com/store/products.php?product_id=5900)

Downtown Gift Certificates can also be purchased in person at the Overture Center Ticket Office (201 State St.), or at the University Bookstore (711 State St.) or by phone at (608) 443-1976. More information is at: [http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501)

If you are a BID business and want to accept the certificates, see here for how to participate:

[http://www.visitdowntownmadison.com/shop/index.php?category\\_id=2501&subcategory\\_id=2961](http://www.visitdowntownmadison.com/shop/index.php?category_id=2501&subcategory_id=2961)

### **Disney's THE LION KING "On Sale" Event Dec. 5**

On Saturday, DEC 5 at 7 AM, single tickets for Disney's THE LION KING will go on sale at Overture Center for the Arts. Several hundred people are expected to come downtown for the event, and Overture Center will be prepared for people to begin lining up during the day on Friday, DEC 4 and spend the night in Overture Hall Lobby. Thanks to all the BID businesses who signed up with Overture to participate in the on-sale promotion. Website: <http://www.overturecenter.com/production/disneys-the-lion-king>

Overture expects nearly 70,000 audience members to visit downtown during the run of THE LION KING April 27-May 23, 2010. Reports from Oklahoma City indicate that their five-week run generated more than \$17 million in ancillary spending, including hotel stays, restaurant visits, and shopping purchases. Engagements in Calgary and Edmonton reported similar results, with a total of \$36 million in economic impact from runs in the two cities.

### **Holiday Open House recap, feedback welcome**

Thanks to the 40 businesses who participated in last Saturday's BID Downtown Madison Holiday Open House. There was good foot traffic in the State Street and Capitol Square area, and many businesses reported good sales and/or customer traffic. There were almost 1600 riders on the downtown trolley, and Ambassadors handed out more than 600 downtown gift bags. The Downtown Info Desk at Overture Center was busy all day with Ambassadors helping nearly 300 people, and the family events at Overture were well-attended (gave us a chance to hand out lots of business lists and maps!). Thanks to everyone

who attended and participated, and thanks to the Overture Center, GSSBA, and Isthmus/thedaily.com for their support and participation.

Media coverage included:

<http://www.wkowtv.com/Global/story.asp?s=11585576&>

<http://www.thedaily.com/daily/article.php?article=27522>

We'd love to hear your comments. How did the Holiday Open House go for you? How was foot traffic, business? How did it compare to same day last year, and/or years before? What suggestions might you have for future? Reply to this email to let us know.

### **BID Holiday Décor, Holiday Trolley Schedule**

Free Holiday Trolley, Downtown Info Desk, Carolers, and more, Weekends, Nov. 29-Dec. 21. The free holiday trolley (with the gift bags filled with items from BID businesses and organizations) will run Sat. & Sun. November 28 through Dec. 21 from noon to 4pm (10am to 6pm on the 28<sup>th</sup> for the Holiday Open House). There will again be a Downtown Information Desk, staffed by our BID Ambassadors, Saturdays in the Overture Center Rotunda Lobby, and volunteer caroling (and dancing) groups will stroll the district weekends in December. For more information and downloadable schedule, see:

[http://www.visitdowntownmadison.com/events/index.php?category\\_id=2801](http://www.visitdowntownmadison.com/events/index.php?category_id=2801)

The BID-funded Holiday Snowflake Lights are up on street light poles throughout the District, and the BID-funded holiday evergreen boughs have been installed in planters (thanks to Madison Parks and Mall Maintenance for their partnership).

### **BID Marketing & Cooperative Advertising – Still time to advertise for the Holidays**

A summary of BID-subsidized holiday advertising opportunities is at:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#39142](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142)

Upcoming Deadlines:

Isthmus Holiday co-op + thedaily.com. Dec. 10 issue – Deadline Dec. 4. Dec. 17 issue – Deadline Dec. 11. Contact Steve Borgwardt at 251-5627, [sborgwardt@isthmus.com](mailto:sborgwardt@isthmus.com)

New - updated pricing, special BID member discount for multiple ads! Info Sheet:

[http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09\\_email.pdf](http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09_email.pdf)

### **Advertise in the 2010-11 Downtown Madison Map & Guide**

Are you looking for ways to bring customers into your business? Advertise in the 2010-11 Downtown Map & Guide (coming May 2010) - a favorite resource for downtown customers. People who visit Monona Terrace, Alliant Energy Center, State Capitol, UW Madison, area hotels and convention all pick up a Downtown Map & Guide. Map users are pre-qualified as interested in downtown shopping, dining, lodging and entertainment. Final deadlines are in January. Make your reservation early to reserve your space!

- Map advertising offers value. One ad placement gives an entire year of visibility. No price increase this year, plus we increased several ad sizes at no extra cost to you!
- Visitors spend \$70 million annually on downtown shopping and dining. Advertise in the map, and reach visitors before they arrive and while they are here.
- 200,000+ maps distributed annually in Madison, Wisconsin, nationally and internationally.

BID Member Pricing & Reservation Form:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_MapAds\\_Info\\_BIDmember.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_MapAds_Info_BIDmember.pdf)

(For businesses and organizations within the Business Improvement District.)

BID Partner Pricing & Reservation Form:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_MapAds\\_Info\\_BIDpartner\\_09.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_MapAds_Info_BIDpartner_09.pdf)

(For businesses or organizations which are outside the Business Improvement District, but support visiting, living, working and doing business in the central downtown.)

For more information on advertising, contact BID Programming Coordinator Mitch Freund at (608) 443-1976 or [mfreund@visitdowntownmadison.com](mailto:mfreund@visitdowntownmadison.com).

### **Student/Parent Visits 2010 - Welcome Bags, PROVIDE ITEMS**

The BID and UW Admissions will again partner to welcome prospective UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. 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. Provide items for the BID gift bags and help YOUR business or organization reach these customers and build loyalty among future students and their parents, who are likely visitors to downtown Madison over the next 4 years. More info:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_StudentParent\\_Items\\_10.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_StudentParent_Items_10.pdf)

What to Provide: 550 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 '10 (or beyond), and c) usable by those under 21.

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

Early Bird Confirmation of Participation: Friday, December 18, 2009

Final Deadline to Confirm Participation: Wednesday, January 6, 2010

Items Ready for Pick-Up: Friday, January 8, 2010

Item Pick-Up: Mon.-Fri. January 11-15, 2010 (Downtown Ambassadors will pick-up at your business location. All items **must** be ready for pickup that week.)

### **Student/Parent Visits 2010 - Welcome Bags, SPONSORSHIP OPPORTUNITY**

Sponsor the Student/Parent Welcome Bags described above, and get extra visibility with 550 admitted UW students AND their parents during campus visits and beyond. We are seeking to secure a sponsor by December 18. Details at:

[http://www.visitdowntownmadison.com/uploads/media/BID\\_StudentParentBagSponsorship\\_10\\_2.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_StudentParentBagSponsorship_10_2.pdf)

### **2010 Mpower Business Champion program – Application Deadline Dec. 18**

Mpowering Madison is now accepting applications for the 2010 ChaM pion Business Class. Selected businesses will receive one year of technical assistance from the Mpowering Madison coordinator as a one-stop-shop to access local energy and water conservation information; advice from area sustainability experts on topics such as green building, environmentally preferable purchasing, waste reduction, energy and water conservation; and energy, water, transportation, and solar assessments. More information is at: <http://www.mpoweringmadison.com/apply>

### **BID Co-op 2010, Spring/Summer Official Visitors Guide (deadline Jan. 8)**

The BID has again subsidized cooperative advertising in the Official Visitor Guide to the greater Madison area, published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). The Spring/Summer Visitors Guide (dist. 175,000) comes out in March, 2010. See below for more info on this co-op opportunity with a space reservation deadline of January 8.

Contact: Louise Andraski, Nei-Turner Media Group, [louisea@ntmediagroup.com](mailto:louisea@ntmediagroup.com), 608.873.8734 direct

Info Sheet: [http://www.visitdowntownmadison.com/uploads/media/BID-VisitorsGuide\\_SpringSum\\_10.pdf](http://www.visitdowntownmadison.com/uploads/media/BID-VisitorsGuide_SpringSum_10.pdf)

Sign Up Sheet:

[http://www.visitdowntownmadison.com/uploads/media/Downtown\\_BID\\_Madison\\_Sign\\_Up\\_SS10.pdf](http://www.visitdowntownmadison.com/uploads/media/Downtown_BID_Madison_Sign_Up_SS10.pdf)

### **Rainbow Bookstore Cooperative celebrates 20 years**

BID business Rainbow Bookstore Cooperative at 426 W. Gilman celebrates its 20<sup>th</sup> anniversary next week! Congratulations! More information is at [www.rainbowbookstore.org](http://www.rainbowbookstore.org).

### **Events, Dates:**

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Free Holiday Trolley, Carolers and More, Nov. 28-Dec. 20,  
[http://www.visitdowntownmadison.com/events/index.php?category\\_id=2801](http://www.visitdowntownmadison.com/events/index.php?category_id=2801)

Capitol Tree Lighting Ceremony, Friday, Dec. 4, 11:45am, <http://www.doa.state.wi.us/events.asp?locid=4>

Kiwanis Holiday Pageant, State Capitol, Dec. 5, <http://www.doa.state.wi.us/events.asp?locid=4>

Wisconsin Union, Tudor Holiday Dinner Concerts, December 2-6 & 8-9,  
<http://www.union.wisc.edu/tudordinners/>

Disney's THE LION KING (coming 2010), Single Tickets On Sale, Overture Center, Dec. 5,  
<http://www.overturecenter.com/production/disneys-the-lion-king>

MSO Christmas Spectacular, Overture Center, Dec. 4 – 6, <http://www.madisonsymphony.org/christmas>

Fair Trade Holiday Festival, Monona Terrace, Dec. 5, <http://www.calamadison.org/ftfh09/>

Greater State Street Business Association (GSSBA) Board Meeting, Wed., Dec. 9, 2pm, Uno Chicago Grill, 222 W. Gorham St.

CTM Christmas Carol, Overture Center, Dec. 11-23, <http://www.ctmtheater.org/>

Dance Wisconsin's "Nutcracker Fantasy", Wisconsin Union Theater, Dec. 11-13,  
<http://www.dancewisconsin.com/2009-2010-season>

Madison Ballet - The Nutcracker, Overture Center, Dec. 18-20,  
[http://www.madisonballet.org/pls/enetrixp/!stmenu\\_template.main](http://www.madisonballet.org/pls/enetrixp/!stmenu_template.main)

US Bank Eve, Dec. 31, [http://www.usbank.com/cgi\\_w/cfm/about/community\\_relations/madison.cfm](http://www.usbank.com/cgi_w/cfm/about/community_relations/madison.cfm)

DMI Frostiball, Jan. 30, [http://downtownmadison.org/programs/index.php?category\\_id=1584](http://downtownmadison.org/programs/index.php?category_id=1584)

Madison Winter Festival, Feb. 19-21, <http://www.winter-fest.com/>

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>

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

### **2009 BID Board Meeting Schedule**

The 2009 BID Board Meeting schedule is posted on the BID website at [http://www.visitdowntownmadison.com/about/index.php?category\\_id=2494](http://www.visitdowntownmadison.com/about/index.php?category_id=2494), along with meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 615 East Washington Ave. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. The BID Board meetings follow city of Madison committee meeting procedures.

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, [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>