



Madison Central Business Improvement District (BID)

## Promote Your Business to New Downtown Residents

### New Resident Packets for Spring 2010



Did you know . . .? According to the 2007 Downtown Market Analysis Study, central downtown's 24,000 residents had an estimated retail and restaurant spending potential of \$96 million.

In 2009, the Madison Central BID distributed over 200 packets to many of our new downtown neighbors. The packets included coupons, gift certificates, samples, and informational brochures from many downtown businesses like yours. These packets are a great way for BID businesses to introduce themselves and to create customer loyalty with new and/or returning residents in the downtown area.

Items should be small in size ranging from coupons or gift certificates, to menus or brochures, to pens or notepads. If you are interested in submitting coupons (with expiration dates), please note that packets will be distributed through the summer, so please make sure the expiration date is far enough away (e.g., end of 2010) that residents have ample time to redeem them.

**Number of items: 120**

**Confirm Participation by: Friday, March 12**

**Items Ready for Pick-Up by: Friday, March 19**

**Ambassador Pick-Up: March 22-26**

To confirm participation or for more information, please contact:

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