

2009 Major Downtown Events

(BID List as of January 19, 2009. Major special events & dates with central downtown impact, not regular ongoing programs).

January

Winter Farmers Market (indoors), Saturdays, 8 am - noon, Madison Senior Center, Jan. 3-April 11
Martin Luther King Day Observance, Overture Center, Jan. 19
UW classes begin, January 20
Frostiball, Jan. 31, Overture Center

February

Madison Winter Festival, Feb. 13-15
Celebrating Youth!, Monona Terrace, Feb. 14
International Festival, February 21, Overture Center
The Big Eat, Monona Terrace, Feb. 23
WIAA State Wrestling Tournament (Individual), February 26-28, Kohl Center
WIAA State Wrestling Tournament (team), March 6-7, UW Field House
WIAA State Hockey Tournament (boys), March 5-7, Alliant Energy Center
WIAA State Hockey Tournament (girls), March 6-7, Alliant Energy Center

March

WIAA State Basketball Tournament (Girls), March 12-14 - Alliant Energy Center
UW Spring Break, March 14-22
St. Patrick's Day Parade, March 15, Capitol Square
Shamrock Shuffle, March 15, Overture Center
WIAA State Basketball Tournament (Boys), March 19-21, Kohl Center
Gorham/University Ave./Broom construction begins, mid-March

April

Visit Your Student Month (UW Parents Program)
Wisconsin Film Festival, April 2-5
Hair Affair: The Fantastical Art of Hair, April 16, MMoCA
Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7
Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4
All Campus Party, UW Campus, April 18-24
Madison Criterium, April 19, Capitol Square
Crazylegs Classic Run/Walk, April 25
Isthmus Green Day, April 25, Monona Terrace

May

MMoCA Gallery Night, May 1
March of Dimes March for Babies, May 2, MLK
Walk MS, Monona Terrace, May 3
Wisconsin Law Enforcement Memorial Parade, N. Hamilton walkway of the Capitol, May 8 [or 15?]
Cars on State Classic Car Show May 9
Syttende Mai Run, May 16
University of Wisconsin Spring Commencement, Kohl Center, May 15-17 (last class day May 8)
West Gilman construction begins – mid-May
Madison Marathon, May 24
Memorial Day, May 25

June

Isthmus Jazz Festival, June 4-7, Memorial Union Terrace
Folk on State, Saturdays, June -Sept., location ?
Cows on the Concourse, June 6
Safety Saturday on the Square June 13
Lunchtime Live, Tuesdays, [June 17 -Aug 4], Capitol Square
Downtown Works Week, Monona Terrace & downtown, June 20-26
Concerts on the Square, Wednesdays, [June 24 – July 29]

July

Art Fair on the Square, July 11-12
Art Fair Off the Square, July 11-12
Maxwell Street Days, July 17-19, State Street
Paddle and Portage, July 18
Capitol Mile races, Capitol Square, July 26

August

Dane Dances, Fridays, August, Monona Terrace (exact dates not yet announced)
Jazz at Five, Wednesdays, Aug. 5 -Sept. 2, where State Street meets the Square
[Act 5 – WI Aids Ride Arrival, Aug 9, 100 block MLK]
Madison Favorites Block Party, King St. area, mid-August
Student Move-In (southeast dorms): TBD
Wisconsin Welcome – schedule TBD

September

UW Classes begin, Sep. 2
Badger home football, Sep. 5
Taste of Madison, Sep. 5-6
Labor Day, Sep. 7
Badger home football, Sep. 12
Ironman Wisconsin, Sept. 13 (Ironman Expo Sep.9-13)
Kids for Peace Day, Madison Children's Museum, September 19
Badger home football, Sep. 19
Food for Thought Festival, 100 Block MLK/Capitol Square, Sep. 26

October

[World Dairy Expo – Alliant Energy Center – Sep. 29 -Oct. 3]
MMoCA Gallery Night, Oct 1
NORML Midwest Harvest Festival – Library Mall/Capitol, Oct. 3-4
Literacy Network Run/Walk – Sun. Oct. 4
Fire Truck Parade, Sun. Oct. 4
Downtown Living Tour – TBD
Wisconsin Book Festival, Oct. 7-11
Badger home football, Oct. 17 – Homecoming (parade Oct. 16)
Badger home football, Oct. 31
[Halloween Freakfest on State Street, Oct. 31?]

November

Badger home football, Nov. 14
WIAA Football Tournament, Nov. 19-20
Indoor Farmers Market, Monona Terrace, Nov. 14 – Dec. 19
Winter Art Festival, Nov. 14-15, Monona Terrace
MMoCA Holiday Art Fair, Nov. 20-22
Thanksgiving, Nov. 26
Downtown Holiday Open House, Nov. 28

December

UW Last class day, Dec 15
UW Winter Commencement Dec. 20
US Bank Eve, Dec. 31

2009 Selected Conferences/Conventions with anticipated Downtown impact
(Greater Madison Convention & Visitors Bureau)

Event	Dates	Location	Attendees	Notes
National Pheasant Fest	Feb. 5-8	Alliant Energy Cntr.	25,000	
WPT Garden Expo	Feb. 13-15	Alliant Energy Cntr.	16,400	Downtown Info Table
Deer & Turkey Expo	Apr. 3-5	Alliant Energy Cntr.	27,000	
Midwest Horse Fair	Apr. 16-19	Alliant Energy Cntr.	50,000	
Hot Rod Power Tour Kick-off	Jun 5-7	Alliant Energy Cntr.	3,000	
Association of Airstream Owners International Convention	June 26-July 6	Alliant Energy Cntr.	3,600	
National Red Power Round Up (International Harvester Collectors Club)	July 21-27	Alliant Energy Cntr.	12,000	
Conference on Distance Teaching & Learning	Aug. 4-7	Monona Terrace	1,200	
Softball World Series Women's Division	Aug. 28-Sep. 5	Sheraton	800	
WPT Quilt Expo	Sep. 10-12	Alliant Energy Cntr.	15,000	Downtown Info Table
World Dairy Expo	Sep. 29-Oct. 3	Alliant Energy Cntr.	68,000	Downtown Info Table

Downtown Ambassador Booths / Special Assignments 2009

When	What	Where	Involvement	Attendees
January-April	Prospective UW Student Spring Visits	Red Gym	Distribute Downtown Madison gift bags & Downtown Info Table	500
February 13-15	Garden Expo	Alliant Energy Center	Downtown Info Table	16,500
February 14-15	Madison Winter Festival	Wisconsin Historical Museum	Downtown Info Table	40,000
April 17-19	Midwest Horse Fair (TENTATIVE)	Alliant Energy Center	Downtown Info Table	50,000
April 25	Isthmus Green Day	Monona Terrace	Downtown Info Table	3,000
May-October	Downtown Info Booths	State Street/Capitol Square	Downtown Info Booths	~28,000 helped
May 9	Cars on State	State Street/Capitol Square	Downtown Info Booths	
Wednesdays June 24-July 29	Concerts on the Square	Capitol Square	Extended Booth Hours	
July 11-12	Art Fair on/off the Square	Capitol Square	Extended Booth Hours	200,000
July 17-19	Maxwell Street Days	State Street	Extended Booth Hours	30,000
Wednesdays August 5- September 2	Jazz at Five	Capitol Square	Extended Booth Hours	
September 5-6	Taste of Madison	Capitol Square	Extended Booth Hours	150,000
September 6	UW Freshman Shopping Night	University Book Store	Downtown Info Table	
September 10-12	Quilt Expo	Alliant Energy Center	Downtown Info Table	15,000
September 13	Ironman Wisconsin 2009	State Street/Capitol Square	Extended Booth Hours	30,000
September 29- October 3	World Dairy Expo	Alliant Energy Center	Downtown Info Table	68,000
November	WAA First Year Parents Weekend Check-In	Pyle Center	Downtown Info Table	
Weekends, November 28- December 20	Downtown Madison Holiday Season	State Street/Capitol Square	Holiday Shopping Trolley & Downtown Info Table	