



Madison's Central Business Improvement District (BID)

Update, October 15

Today's Topics:

UW Madison Homecoming Parade, Fri., Oct. 16

Downtown Holiday Open House – Sat., Nov. 28 – Sign up by Oct. 16

Light the Town Pink by October 19

Downtown Family Trick or Treat Oct. 30

Holiday Trolley Welcome Bags - Provide Items - Confirm participation by October 30

Halloween "Freakfest" Oct. 31 - Business Info

BID Ambassador Booths – Season ends this week

Downtown Ambassador Appreciation Event Nov. 10

Peace Park Design Plans – Update, Upcoming Meetings

WIAA Fall Tournaments Oct.-Nov.

Events & Dates

UW Madison Homecoming Parade, Fri., Oct. 16

The UW Madison Homecoming Parade starts at 6:00 p.m. Friday, Oct. 16. Starting at W. Gilman turning onto State Street, down to Library Mall.

Parade route, map: <http://www.uwalumni.com/home/alumniandfriends/homecoming/hcparade.aspx>

Madison Metro detours: <http://www.cityofmadison.com/metro/Detours/UW/UWHomecoming.html>

Homecoming game: Badgers vs. Iowa, 11am kickoff at Camp Randall.

More homecoming information:

<http://www.uwalumni.com/home/students/homecoming/homecoming.aspx>

Downtown Holiday Open House – Sat., Nov. 28 – Sign up by Oct. 16

Jump-start your holiday sales & draw customers into your business. Special Offers & Complimentary Refreshments at Participating Merchants - Activities for Kids & Families - Trolley Rides & Gift Bags - Holiday Lights - Carolers. Last year, the Holiday Open House drew thousands of trolley riders and strong foot traffic in the district. Participation is free of charge for BID member businesses & organizations.

Brought to you by the BID with Overture Center for the Arts, the Greater State Street Business Association (GSSBA), and Isthmus. Sign up by Oct. 16!

Info & link to sign up form:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56128

Light the Town Pink by October 19

The Madison Affiliate of Susan G. Komen for the Cure will help observe Breast Cancer Awareness Month in October with downtown events with business cross-promotion opportunities.

The third annual Light the Town Pink for the Cure event begins on Monday, October 19, 2009 as the State Capitol building is bathed in pink light. BID Ambassadors have distributed pink light strings to businesses that want to participate. Light your store pink by October 19th and shine on through the end of the month!. That same weekend the second annual Women Rock for the Cure will take place at music and restaurant venues throughout the city. For more information see:

http://www.visitdowntownmadison.com/uploads/media/Light_the_town_pink.doc

BID Marketing & Cooperative Advertising – Updates, Deadlines

The slate of BID-subsidized holiday advertising opportunities with Isthmus/thedailypage.com, the Wisconsin State Journal/Madison.com, the Onion, Madison Magazine, the MMoCA Holiday Art Fair program. Download info at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142

Upcoming Deadlines:

Capital Newspapers – Around Downtown holiday insert (Sun. Nov. 15). Deadline: Oct. 19. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Isthmus Holiday “Giving” issue co-op + thedaily.com. Giving Issue: Nov. 19. Deadline: Nov. 6. Contact Steve Borgwardt at 251-5627, sborgwardt@isthmus.com

New - updated pricing, special BID member discount for multiple ads! Info Sheet: http://www.visitdowntownmadison.com/uploads/media/HolidayDowntownGroupsSales09_email.pdf

Madison.com, BID Downtown Holiday promotional rotating banner. Deadline: Nov. 10. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Wisconsin State Journal, Holiday flight co-op, week Nov. 22. Deadline: Nov. 12. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

The Onion – BID Holiday Gift Guide. (Dec. 3, 10, 17). Deadline: Nov. 20. Contact: Melissa Badini, mbadini@theonion.com, 608.256.1372 ext. 222

Downtown Family Trick or Treat Oct. 30

The BID will hold a “Downtown Madison Family Trick or Treat” event on Friday, October 30, 11am to 6pm, in conjunction with the new “Beakers and Broomsticks” event at the Madison Children’s Museum the same day. Thanks to the some 60 BID businesses who have signed up to participate! Please check your listing at this link & email with any changes.

Participating Businesses:

http://www.visitdowntownmadison.com/events/index.php?category_id=4572&subcategory_id=6842

BID Ambassadors have distributed the “Stop in Here” posters and flyers to participating businesses and organizations. The BID will also produce a printed map and list of all the participating businesses. The list will be ready late next week or early the week of the 26th. We will distribute copies for pickup at the Madison Children’s Museum and at participating businesses. If you need more general event promo fliers, let Mitch Freund know and he will drop more off: mfreund@downtownmadison.org, or 443-1976.

Holiday Trolley Welcome Bags - Provide Items - Confirm participation by October 30

Providing coupons or brochures for the Holiday Trolley gift bags is a great way to drive downtown shoppers into your business or organization. BID Ambassadors hand out the free bags to riders on the Downtown Holiday Shopping Trolley, which runs weekends Nov. 28-Dec. 20 on State Street and around the Capitol Square, attracting several thousand riders per season. Participation is free of charge for BID member businesses & organizations. Sign up by Oct. 30.

Info on how to participate:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56135

Halloween “Freakfest” Oct. 31- business Info

Halloween on State Street will be a gated, ticketed event with entertainment on State Street on the evening of Saturday, Oct. 31. The whole length of State Street will be gated off from the evening of Sat. Oct. 31 to early morning, Sunday, Nov. 1. There will be entertainment stages within the gated area, and tickets will be sold for admission. Frank Productions is handling entertainment, marketing, and ticketing for the public. City agencies are handling the fencing, public safety, and traffic and parking plans. Everyone—including business and property owners and employees—coming into the gated area during the event must have a ticket. Business, property owners, employees and residents will be provided with free, complimentary tickets to access businesses, properties, and residences during the event. These tickets will be provided by the city Parks Dept. (not the BID). Watch for a letter from the Parks Dept.

IMPORTANT: Summary from Halloween Meeting Oct. 7. PLEASE READ. Download here:

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

Glass-free zone map: http://www.visitdowntownmadison.com/uploads/media/Glass_Free_Zone.pdf

Freakfest official website: <http://www.channel3000.com/freakfest/index.html>

There’s still time for BID businesses to get involved as Freakfest Ticket Outlets and by donating prizes for the costume contest. Info & contacts here:

http://www.visitdowntownmadison.com/uploads/media/FranksLetter_09.doc

Halloween Freakfest tickets for the public are on sale. (This is different from the tickets provided to business and property owners within the gated area; see above).

Tickets will once again be \$7 in advance and then available on the day of the event at \$10. Gates are at 7:00 PM as they were last year and entertainment will be starting around 7:30 PM in 3 stage areas. Third Eye Blind, Cage The Elephant, Push Play, Locksley, and The Nod along with DJ Will Calder will be featured on stages along State Street. Tickets will be available at the following locations and BID businesses beginning at 10 AM on Friday, October 2: Coliseum Box Office, All Ticketmaster Outlets, By phone at (800) 745-3000, Online at www.frankproductions.com, and at these BID Businesses: University Book Store, Knuckleheads, B-Side, Goodwill, Chins Asia Fresh, Clary's Popcorn, State Street Cash Mart, Dobra Tea, Terry's Car Care, Paciugo Gelato & Coffee, Land's End.

BID Ambassador Booths – Season ends this week

The final day of the season for the BID Ambassador booths will be Sunday, October 18. Ambassadors will try to staff the booths this week on the regular schedule, weather permitting (http://www.visitdowntownmadison.com/visitor/index.php?category_id=2474). Ambassadors will continue to staff downtown information tables at special events throughout the year, including an info table for WAA First-Year Parents Weekend check-in on Nov. 13, and a holiday info table Saturdays in December at the Overture Center for the Arts.

Downtown Ambassador Appreciation Event Nov. 10

Mark your calendars for the “end of season” Downtown Ambassador Appreciation Event, on Tues., Nov. 10, 5:30 – 7:00 pm, at Zanders, 118 State Street. Please stop by to thank the Ambassadors for all their great work this year in the booths and at special events such as World Dairy Expo. As of the end of September, Ambassadors had achieved nearly 26,500 “public relations contacts” (i.e., people helped & positive impressions for downtown), so we are on track to again exceed last year's total of 28,000 people helped. Congratulations Ambassadors! Please RSVP Mitch Freund at mfreund@downtownmadison.org or 443-1976, and we look forward to seeing you on the 10th.

Peace Park Design Plans-Update, Upcoming Meetings

Planning and design are underway for the Peace Park reconstruction with a visitor center which BID Ambassadors will staff year round, with construction expected to start at the end of this year. The schedule is for plans to be approved by the city this fall, and for construction to begin early next year and ending by late summer.

BID Board Letter of Support for the Plans & more info:

http://www.visitdowntownmadison.com/news/index.php?category_id=4394

Plans were approved by the Plan Commission on 10/5. Plans will be on the agendas of:

-Board of Public Works, Tues., Oct. 21, 4:30 pm, City County Building, 210 MLK Blvd, Rom. 108 (Parks Conference Room). Agenda item #10.

http://legistar.cityofmadison.com/meetings/2009/10/7018_A_BOARD_OF_PUBLIC_WORKS_09-10-21_Agenda.pdf

-State Street Design Oversight Committee, October 22, 5:15 pm, Madison Municipal Building, 215 MLK Blvd., Rm. LL130, Agenda not yet posted. Check Legistar:

<http://legistar.cityofmadison.com/calendar/#current>

-Common Council, Tuesday, Nov. 3, 6:30 pm, City County Building, 210 MLK Blvd

Check Legistar for agenda: <http://legistar.cityofmadison.com/calendar/#current>

WIAA Fall Tournaments

Expect to see athletes & fans in town for the WIAA fall sports & tournaments -

<http://www.wiaawi.org/index.php?id=99>

TENNIS (INDIVIDUAL) - GIRLS: Oct. 15-17, Nielsen Stadium - Madison

TENNIS (TEAM) - GIRLS: Oct. 23-24, Nielsen Stadium – Madison

SWIMMING & DIVING - GIRLS: Nov. 13-14, UW-Natatorium - Madison

FOOTBALL: Nov. 19-20, Camp Randall Stadium - Madison

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/>

Wisconsin Book Festival, Oct. 7-11, <http://www.wisconsinbookfestival.org/>

UW Madison Homecoming, Oct. 9-17. Parade Oct. 16, game Oct. 17,
<http://www.uwalumni.com/home/students/homecoming/homecoming.aspx>

Downtown Madison Family Trick or Treat, Fri. Oct. 30,
http://www.visitdowntownmadison.com/events/index.php?category_id=4572

Beakers & Broomsticks, Madison Children's Museum's, Fri. Oct. 30,
<http://www.madisonchildrensmuseum.org/>

Halloween Freakfest on State St., Sat., Oct. 31, <http://www.channel3000.com/freakfest/index.html>

Wisconsin Original Cheese Festival , Nov. 6-7, <http://www.wisconsincheeseoriginals.com/>

UW – WAA First Year Parents Weekend, Nov. 13-15,
<http://www.uwalumni.com/freshmanparentsweekend.aspx>

Winter Art Festival, Nov. 14-15, <http://www.artcraftwis.org/winter.html>

MMoCA Holiday Art Fair, Nov. 20-22, <http://www.mmoca.org/events/holidayartfair/index.php>

Downtown Holiday Open House, Nov. 28,
http://www.visitdowntownmadison.com/events/index.php?category_id=4578

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, 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 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>