



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

Update, October 22

### **Today's Topics:**

**Downtown Holiday Open House – Sign up by Friday Oct. 23**

**Downtown Family Trick or Treat Oct. 30 – now features Madison Parks Hayrides**

**BID Marketing & Cooperative Advertising – Updates, Deadlines**

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

**Halloween “Freakfest” Oct. 31 - Business Info – Order tickets by Oct. 23 to receive by mail**

**Downtown Ambassador Appreciation Event Nov. 10**

**Peace Park Design Plans – Update, Upcoming Meetings**

**WIAA Fall Tournaments Oct.-Nov.**

**MPower Business Workshop Nov. 17**

**Events & Dates**

**Downtown Holiday Open House – Sat., Nov. 28 (Saturday after Thanksgiving) Final Sign-Up**

**Deadline: Fri. Oct. 23**

### **Sign up here:**

[http://www.visitdowntownmadison.com/news/forms.php?id=655&category\\_id=2554&subcategory\\_id=5795](http://www.visitdowntownmadison.com/news/forms.php?id=655&category_id=2554&subcategory_id=5795)

Looking for a way to give your business a sales boost this holiday season? Sign up for the Downtown Holiday Open House - Participation is free for BID member businesses & organizations.

Event Description: Saturday, Nov. 28, 10 am to 6 pm. Jump-start your holiday sales & draw customers into your business. Event includes: Special Offers & Complimentary Refreshments at Participating Merchants (that's you!) - Activities for Kids & Families - Trolley Rides & Gift Bags - Holiday Lights - Carolers. Last year, the Holiday Open House drew thousands of trolley riders (five times as many as a normal Saturday) and strong foot traffic in the district. Many participating businesses reported increased sales, traffic. The BID will distribute promo posters and flyers to participating businesses, promote on our website, advertise, and distribute a list of participating businesses on the day of the event. BID public relations around the event generated positive news coverage for downtown with 1.7 million circulation and advertising equivalency of \$34,500. . Brought to you by the BID with Overture Center for the Arts, the Greater State Street Business Association (GSSBA), and Isthmus.

How to Participate: Offer something "extra" in-store to create a welcoming, festive environment (more than just "a sale"). Your "Special Event" can be as simple as serving refreshments or offering your regular lunch special, or you could have a fun product demo, drop-in class or workshop, art opening, food tasting, raffle, donation event for charity, trunk show, musical performer, or activity for kids/parents. Option: Offer a “Kids in the Rotunda” tie in special. More info & tips:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#56128](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56128)

Thanks to all those who have already signed up! Questions, please let me know. Mary Carbine, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) or (608) 443-1973.

### **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! Info at:

[http://www.visitdowntownmadison.com/events/index.php?category\\_id=4572](http://www.visitdowntownmadison.com/events/index.php?category_id=4572)

Also enjoy Madison Parks Trick or Treat Hay Rides on the Capitol Square.

Friday, October 30, noon -5 pm

Hay rides around the Capitol Square, pulled by tractor, leaving approx. every 20 minutes.

\$2.00/person, no reservations required.

Call (608) 266-4711 or see [www.cityofmadison.com/parks/hayrides/html](http://www.cityofmadison.com/parks/hayrides/html) for more information.

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 early next week. 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](mailto:mfreund@downtownmadison.org), or 443-1976.

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

Upcoming Deadlines:

Isthmus Holiday “Giving” issue co-op + thedailypage.com. Giving Issue: Nov. 19. Deadline: Nov. 6.

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)

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

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

### **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 & sign up:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#56135](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56135)

### **Halloween “Freakfest” Oct. 31- business Info - Order tickets by Oct. 23 to receive by mail**

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.

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

[http://www.visitdowntownmadison.com/uploads/media/BID\\_HalloweenMeetingNotes.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMeetingNotes.pdf)

TICKETS FOR BUSINESSES - 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. with instructions and order form. If you believe you are within the gated area and you do not receive a mailing, contact the Parks Division at 608-261-9100.

To receive your tickets by mail, **your order must be received by Friday, October 23**

Orders received October 24 – 28 will not be mailed. They must be picked up in person at the Parks Office, City-County Building, 210 Martin Luther King Jr. Blvd., Room 104.

**Wednesday, Oct. 28 is the final day to request and pick up complimentary tickets.** Orders for complimentary tickets received after October 28 CANNOT BE PROCESSED. If you don't place your order by October 28, you will need to purchase tickets.

Glass-free zone map: [http://www.visitdowntownmadison.com/uploads/media/Glass\\_Free\\_Zone.pdf](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](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](http://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.

### **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](mailto:mfreund@downtownmadison.org) or 443-1976, and we look forward to seeing you on the 10<sup>th</sup>.

### **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](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

Plans were approved by the Plan Commission on 10/5 and Board of Public Works on 10/21. Plans will be on the agendas of:

-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 (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

### **Mpower Business Workshop with this year's Business ChaMpions**

Learn what Mpower's sustainability pledge can do for your business

#### **Event details:**

Tuesday, November 17<sup>th</sup>, 2009

7:30 am – 9:30 am

Pyle Center, 702 Langdon Street

Register by November 16<sup>th</sup> for this free event at <http://www.mpoweringmadison.com/registration09>

#### **Event Features:**

- Welcome by Mayor Dave Cieslewicz
- Keynote by Paul Linzmeyer
- Mpower ChaMption Panel
- Resources to Mpower you, including possible grant opportunities through City of Madison's Office of Business Development
- Refreshments

Mpower Madison partners will host a workshop intended for area businesses to discover practical ways to reduce costs and climate impact. The workshop will feature local programs available to businesses to assist them in their sustainability efforts and a keynote by Paul Linzmeyer, co-founder of Innovative Sustainability for Organizations Inc. (ISO) and chair of the NEW North Sustainability Committee.

Participants will walk away with resources they can use to implement changes at their own business including possible grant opportunities through City of Madison's Office of Business Development and information on how to apply to be selected into the 2010 round of eight additional Mpower Business ChaMptions. Participants will also learn first hand how the Mpower program has benefited the first group of seven Mpower Business ChaMptions. Pre-registration is required to attend this free event and a light breakfast will also be provided.

Through a multi-pronged approach to reduce their carbon emissions, the ChaMptions are implementing an impressive breadth of projects. To date, over 35 money saving, carbon reducing initiatives are being implemented by Mpower Business Champions. The workshop is brought to you by Applied Tech, Sustain Dane and UW – Extensions Solid & Hazardous Waste Education Center.

Register by November 16<sup>th</sup> for this free event at <http://www.mpoweringmadison.com/registration09>

#### **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/>

Capitol Neighborhoods, Downtown Architecture Through Postcards Program, Oct. 22  
<http://www.capitolneighborhoods.org/resources/events.html>

Pumpkin Carving Contest, Library Mall, Oct. 24,  
[http://www.knuckleheadstobacco.com/index.php?page=pumpkin\\_carving\\_info](http://www.knuckleheadstobacco.com/index.php?page=pumpkin_carving_info)

Downtown Madison Family Trick or Treat, Fri. Oct. 30,  
[http://www.visitdowntownmadison.com/events/index.php?category\\_id=4572](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](http://www.visitdowntownmadison.com/events/index.php?category_id=4578)

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>

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>