



Madison's Central Business Improvement District (BID)

Update, October 29

Today's Topics:

Holiday Trolley Welcome Bags - Provide Items – Signup Deadline Tomorrow, Oct. 30

Downtown Family Trick or Treat Friday, Oct. 30

Halloween “Freakfest” Saturday, Oct. 31

Downtown Ambassador Appreciation Event Nov. 10

BID Marketing & Cooperative Advertising – November Deadlines

MPower Business Workshop Nov. 17

DMI Annual Dinner Nov. 19

Events & Dates

Holiday Trolley Welcome Bags - Provide Items - Signup Deadline Tomorrow, Oct. 30

Madison's Central BID will again offer a free Holiday Shopping Trolley on Saturdays and Sundays during the Holiday season from November 28-December 20. The trolley travels around the Capitol Square and up and down State Street stopping at all Metro bus stops. Our friendly Downtown Ambassadors will again staff this year's trolley handing out gift bags filled with your promotional items. Providing coupons or brochures for the gift bags is a great way to drive downtown shoppers into your business or organization, as well as creating a festive and vibrant Holiday season.

HOW TO PARTICIPATE:

What to Provide: Anywhere from 100-1,000 items from your business or organization. Packets can include coupons, gift certificates, samples, and informational brochures. Small items preferred (no larger than 8.5" x 11"); large items will not be suitable. If you supply coupons with expiration dates, please make sure the expiration date is far enough away that residents have ample time to redeem them.

CONTACT: To confirm participation, contact Mitch Freund, BID Programming Coordinator, 608.443.1976, mfreund@downtownmadison.org

Confirm Participation by: Friday, October 30

Items Ready for Pick-Up by: Friday, November 13

Ambassador Pick-Up: November 16-20. **NOTE:** You must have your items ready for pickup during this time. If items are not ready by Nov. 20 they cannot be included in the bags.

Downtown Family Trick or Treat Oct. 30

Families and kids age 12 & under can trick or treat from 11:00 am to 6:00 pm. Nearly 60 businesses and organizations in the State Street and Capitol Square areas have signed up to offer free treats and more for families and children 12 & under. Business offerings range from free treats to drawings for prizes, special discounts, face painting, a “Monster Bash” at Capitol Kids on the Square, “Martian mask-making” at the Wisconsin Historical Museum, and a chance to sign up to win a family pack of tickets to The Lion King, coming to Overture Center in April. Trick or treaters can look for the “Family Trick or Treat – Stop In Here” flyers in participating business windows, or pick up a list at the Madison Children’s Museum (100 State Street) or at participating businesses. Information and a full list of participating businesses is at www.visitdowntownmadison.com or (608) 443-1974.

On Fri. Oct. 30, kids & families can 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 for more information.

Beakers and Broomsticks 5:30 – 8 pm (tickets required):

Families can also enjoy a costume parade, wacky experiments, music and more at Madison Children's Museum's Beakers & Broomsticks event, also Friday, October 30, from 5:30 - 8 p.m. Ages 0-8, tickets required. Buy advance tickets at the museum or by phone at (608) 268-1231 ext. 16. Buy "day of" tickets Oct. 30 at the museum 9am – 4pm, or at door 5:30 – 8 pm.

Halloween "Freakfest" this Saturday Oct. 31.

Gated area in effect Saturday, Oct. 31, 7pm - 1:30am on Sun. Nov. 1 (first 1:30 am, as clocks get turned back that night). Everyone—including business and property owners and employees—coming into the gated area during the event must have a ticket. The deadline for getting complimentary business access tickets from City Parks has passed, so if you need tickets you will need to purchase them.

General event map: <http://www.channel3000.com/download/2009/1026/21430990.pdf>

You will see gating start to be set up Fri & Sat; gate time after which you need tickets is 7 pm Sat. Oct. 31. 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.

Alternate traffic and parking map: <http://www.channel3000.com/download/2009/1020/21353387.pdf>

No parking zones are in effect 4pm Sat. through 3am Sun. You will see the "no parking" signs go up Thurs or Fri to give people advance notice of Sat. no parking zones. Buckeye Lot will be open until 4pm Saturday. Alternate Traffic routes in effect 5:30pm Sat. through 3am Sun. Alternate traffic plan may be deployed Friday night if needed.

Bus detours: <http://www.cityofmadison.com/metro/Detours/Freakfest/Downtown.html>

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

Other event details: <http://www.channel3000.com/entertainment/21414023/detail.html>

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

Tickets will once again be \$7 in advance and then available on the day of the event at \$10. Tickets are available at the following locations and BID businesses: 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. Tickets will also be available for purchase on the day of the event (and, I believe, Friday also) at ticket booths on State Street.

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.

BID Marketing & Cooperative Advertising – November 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:

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

Mpower Business Workshop with this year's Business ChaMpsions

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

Tuesday, November 17th, 2009

7:30 am – 9:30 am

Pyle Center, 702 Langdon Street

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

Event Features:

- Welcome by Mayor Dave Cieslewicz
- Keynote by Paul Linzmeyer
- Mpower ChaMpsion 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 ChaMpsions. Participants will also learn first hand how the Mpower program has benefited the first group of seven Mpower Business ChaMpsions. 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 ChaMpsions 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 16th for this free event at <http://www.mpoweringmadison.com/registration09>

2009 Downtown Madison Inc. Annual Dinner (Nov. 19): Connecting with the Cities of Tomorrow

Date: Thursday, November 19th, 2009

Location: Monona Terrace Community and Convention Center, One John Nolen Dr.

Time: 5:00 Cash Bar ~ 6:30 Dinner ~ 7:30 Presentation

Info and to purchase tickets: http://www.downtownmadison.org/programs/index.php?category_id=1599

Keynote Speaker: David Bragdon is the President of the Oregon Metro Council which is an elected regional government that serves more than 1.5 million residents in three counties and 25 cities in the Portland region. Mr. Bragdon will highlight how investments in a transportation system, made decades ago, have positioned the Portland region to connect with growing American and global transportation networks.

Community Asset Awards: The DMI Annual Dinner will serve as the venue to present the 14th annual Community Asset Awards. The Community Asset Awards were developed as a way to publicly thank individuals and organizations who contribute significantly to improving the quality of life within the downtown community.

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/>

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>

WIAA Tournament: SWIMMING & DIVING - GIRLS: Nov. 13-14, UW-Natatorium – Madison,
<http://www.wiaawi.org/index.php?id=99>

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

Downtown Madison Inc. Annual Dinner, Nov. 19,
http://www.downtownmadison.org/programs/index.php?category_id=1599

WIAA Tournament: FOOTBALL: Nov. 19-20, Camp Randall Stadium – Madison,
<http://www.wiaawi.org/index.php?id=99>

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

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, 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>