



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

Update, October 8

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

**Downtown Family Trick or Treat Oct. 30 – Sign Up Deadline Tomorrow Oct. 9**

**Halloween “Freakfest” Business Info - IMPORTANT**

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**BID Marketing & Cooperative Advertising (updated for Holiday '09)**

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

**Events & Dates**

### **Downtown Family Trick or Treat Oct. 30 – Sign Up Deadline Tomorrow Oct. 9**

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. Madison schools are out that day, so it’s a good time for a family-friendly event. Participating would be a great way to bring families and kids into your business.

Thanks to the more than 30 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](http://www.visitdowntownmadison.com/events/index.php?category_id=4572&subcategory_id=6842)

### **Don't see your business on the list?**

**SIGN UP BY FRIDAY, OCTOBER 9 at:**

[http://www.visitdowntownmadison.com/news/forms.php?id=715&category\\_id=2554&subcategory\\_id=6777](http://www.visitdowntownmadison.com/news/forms.php?id=715&category_id=2554&subcategory_id=6777)

More info for businesses participants:

[http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#55779](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#55779)

Think about fun ways to convert trick or treating families to customers and encourage repeat visits to your store, such as having them sign up for your mailing list/raffle, or to receive a special coupon via email good for the following week.

NOTE to participating businesses: BID Ambassadors will distribute general event promo materials in coming week, and then come back week of the 19<sup>th</sup> to deliver “Stop In Here” posters to participating businesses.

### **Halloween “Freakfest” Business Info - IMPORTANT**

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](http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMeetingNotes.pdf)

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)

### **Freakfest tickets on sale**

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.

### **Peace Park Design Plans**

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. Plans will be on the agendas of:

State Street Design Oversight Committee, October 22, 5:15 pm, MMB LL130

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

### **BID Ambassadors Update - World Dairy Expo, Deliveries, Booths**

Volunteer BID Ambassadors staffed a Downtown Information Table at the Alliant Energy Center from 9:00am-5:00pm September 29-October 3 during the World Dairy Expo, Madison's largest annual convention, with 65,000 attendees. Ambassadors helped 1,140 people (compared to last year's 910 people), and distributed 2,500 downtown maps & brochures.

In the coming week, BID Ambassadors will distribute welcome window flyers for the upcoming WIAA state tournament (see below), and promo materials for the Downtown Madison Family Trick or Treat on Oct. 30.

The final day of the season for the BID Ambassador booths will be Sunday, October 18. 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.

### **WIAA Fall Tournaments**

Expect to see athletes & fans in town for the WIAA fall sports & tournaments - <http://www.wiaawi.org/index.php?id=99>

GOLF - GIRLS: Oct. 12-13, University Ridge - Madison  
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

### **Light the Town Pink downtown in October**

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 will distribute pink light strings to businesses that want to participate. 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](http://www.visitdowntownmadison.com/uploads/media/Light_the_town_pink.doc)

### **MAC “Blink” art project in 200 block State St.**

Local artist Caroline Hoffman's "Flower Flags" will be installed in the granite planters on the south side of the 200 block of State Street from October 2, 2009 through October 20, 2009. More than 300 4 by 4 inch flags display vibrant images of more than 75 different flowers. More information is at:

[http://www.cityofmadison.com/news/view.cfm?news\\_id=1680](http://www.cityofmadison.com/news/view.cfm?news_id=1680)

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

### **BID Marketing & Cooperative Advertising (updated for Holiday '09)**

The slate of BID-subsidized holiday advertising opportunities with Isthmus/thedailypage.com, the Wisconsin State Journal/Madison.com, the Onion, Madison Magazine, and NEW – the MMoCA Holiday Art Fair program (Holiday Art Fair will be Nov. 20-22 at the Madison Museum of Contemporary Art & Overture Center).

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:

MMoCA Holiday Art Fair Program                      Space reservations deadline: Oct. 9. Contact: Elizabeth Tucker, 608.257.0158 x231                      [elizabeth@mmoca.org](mailto:elizabeth@mmoca.org)

Madison Magazine –Dec. issue holiday co-op                      Deadline: Oct. 13. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, [clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com)

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

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

### **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](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)

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>