



**Madison's Central Business Improvement District (BID)**  
Update, September 24

**Today's Topics:**

**Peace Park Design Plans, Meetings – Neighborhood Meeting Sep. 29**  
**BID Ambassadors at World Dairy Expo Sep. 29-Oct. 3**  
**Fall New Resident Welcome Packets –Sign up by Sep. 30**  
**Halloween “Freakfest” Meeting Oct. 7**  
**Downtown Family Trick or Treat Planned Oct. 30 – Sign Up by Oct. 9**  
**Downtown Holiday Open House – Sat., Nov. 28 – Sign up by Oct. 16**  
**BID Marketing & Cooperative Advertising (updated for Holiday '09)**  
**Holiday Trolley Welcome Bags - Provide Items - Confirm participation by October 30**  
**Holiday Trolley Welcome Bag Sponsorship**  
**Events & Dates**

**Peace Park Design Plans, Meetings – Neighborhood Meeting Sep. 29**

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. Final design plans for the park and visitor center were approved by the Urban Design Commission UDC) last night (Sep. 16), and will go on to Plan Commission, Board of Public Works and Council for final approval.

Neighboring business, property owners and residents are invited to a Peace Park Neighborhood Meeting organized by Ald. Mike Verveer, **Tuesday, September 29 at 7:00 p.m. at Wisconsin Lutheran Chapel, 220 W. Gilman Street**, to see & talk about the plans.

Park Plan: [http://www.visitdowntownmadison.com/uploads/media/Site\\_color\\_exhibit\\_08-06-09.pdf](http://www.visitdowntownmadison.com/uploads/media/Site_color_exhibit_08-06-09.pdf)  
Visitor Center (revised design as of early September):  
[http://www.visitdowntownmadison.com/uploads/media/04474001\\_A300\\_perspectives.pdf](http://www.visitdowntownmadison.com/uploads/media/04474001_A300_perspectives.pdf)

Other upcoming meetings: Final plans should be on agendas of following committees:

- State Street Design Oversight Cmte, (no meeting today), TBD
- BID Board Meeting, Thurs., Oct. 1, noon (informational presentation)
- Plan Commission, Monday, Oct. 5, 5:30 pm

Check Legistar calendar for agendas, locations: <http://legistar.cityofmadison.com/calendar/#current>

Additional Peace Park project information on BID website:  
[http://www.visitdowntownmadison.com/news/index.php?category\\_id=4394](http://www.visitdowntownmadison.com/news/index.php?category_id=4394)

**BID Ambassadors at World Dairy Expo Sep. 29-Oct. 3**

BID Ambassadors will staff a Downtown Information Table at the upcoming World Dairy Expo at Alliant Energy Center Sep. 29-Oct. 3 ([www.worlddairyexpo.com](http://www.worlddairyexpo.com)). The WDE is Madison's largest annual convention, with 65,000 attendees expected. BID Ambassadors will be providing downtown directions, maps, and shopping and dining suggestions. Expect to see WDE attendees downtown! BID Ambassadors recently helped more than 800 people and distributed 3,100 downtown maps & brochures at the Quilt Expo at Alliant Energy Center Sep. 10-12, and helped more than 500 people during extended downtown information booth hours for Ironman Sunday Sep. 13.

### **Fall New Resident Welcome Packets – Confirm participation by September 30**

Working with downtown realtors and condo developers, the Madison Central BID will again be creating welcome packets for our new downtown neighbors. Packets will be distributed by the realtors and developers to new home buyers in Downtown Madison. These packets are a great way for you to directly introduce your business and to create customer loyalty with new and/or returning residents in the downtown area.

#### HOW TO PARTICIPATE:

You provide: Small-size items promoting your business, ranging from menus or brochures, to coupons or gift certificates, pens, notepads or other fun, unique items. If you supply coupons with expiration dates, please note that packets will be distributed to realtors and developers in late-October, so please make sure the expiration date is far enough away that residents have ample time to redeem them (e.g. the end of summer 2010 or later).

Number of items: 110

Confirm Participation by: September 30

Items Ready for Pick-Up by: Friday, October 16

Ambassador Pick-Up: October 19-23

Contact to confirm participation or if you have questions: Mitch Freund, BID Programming Coordinator, 608.443.1976, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org)

### **Halloween “Freakfest” Meeting Oct. 7**

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.

An informational meeting BID property and business owners is schedule as below. Your attendance is especially encouraged if you are located in greater State Street area:

Wednesday, October 7, 2009

2:00 – 3:30 pm

Central Library, 201 W. Mifflin St, Rm. 202

More info: [http://www.visitdowntownmadison.com/uploads/media/BID\\_HalloweenMtng\\_Oct7.pdf](http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMtng_Oct7.pdf)

Please also see letter from Frank Productions on how downtown businesses can get involved as Freakfest Ticket Outlets and by donating prizes for the costume contest:

[http://www.visitdowntownmadison.com/uploads/media/FranksLetter\\_09.doc](http://www.visitdowntownmadison.com/uploads/media/FranksLetter_09.doc)

### **Downtown Family Trick or Treat Planned for Oct. 30 – Sign Up by Oct. 9**

The BID will hold a “Downtown Madison Family Trick or Treat” event on Friday, October 30, 11am to 6pm (no school that day in Madison), 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 as a trick or treat stop would be a great way to bring families and kids into your business.

For more info and to sign up to participate as a trick or treating stop, see:

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

If you are participating, 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.

### **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/thedaily.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)

### **Holiday Trolley Welcome Bag Sponsorship**

BID member businesses & organizations - Reach appreciative State Street and Capitol Square shoppers, visitors, families, UW-Madison students, and Downtown Holiday Open House participants by sponsoring the downtown Holiday Trolley Welcome Bags (i.e., get your logo on the outside of the bags).

Sponsorship confirmation deadline: Oct. 16

More info: [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554#56131](http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56131)

### **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/>

Madison Trust for Historic Preservation Walking Tours, May 23-Sep. 26, <http://www.madisontrust.org/tours/index.html>

Overture Center 5th Anniversary Celebration, Sep. 26, <http://www.overturecenter.com/production/overtures-fifth-anniversary-celebration>

REAP Food for Thought Festival, Sep. 26, <http://www.reapfoodgroup.org/FFTF2009/FFTF09Home.htm>

MMoCA First Fridays and Fall Gallery Night, Oct. 2, [www.mmoca.org](http://www.mmoca.org)

Downtown Living Tour, Oct. 4, [http://www.downtownmadison.org/programs/index.php?category\\_id=1597](http://www.downtownmadison.org/programs/index.php?category_id=1597)

Literacy Network Run/Walk, Oct. 4, <http://www.litnetwork.org/rw/index.html>

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/>

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>