

A photograph of a busy downtown street at night. In the foreground, a crowd of pedestrians is walking. A white bus with the number 37 and the destination 'SHEBOYON' is visible. A person on a motorcycle is also present. The background shows city buildings and streetlights.

# **Downtown Entertainment Options – What's Missing?**

**Excerpt from:**

**Downtown Hospitality Council Survey on the  
Nighttime Economy in Downtown Madison**

**Downtown Madison, Inc., 2009**

# More Entertainment Options

## Needed

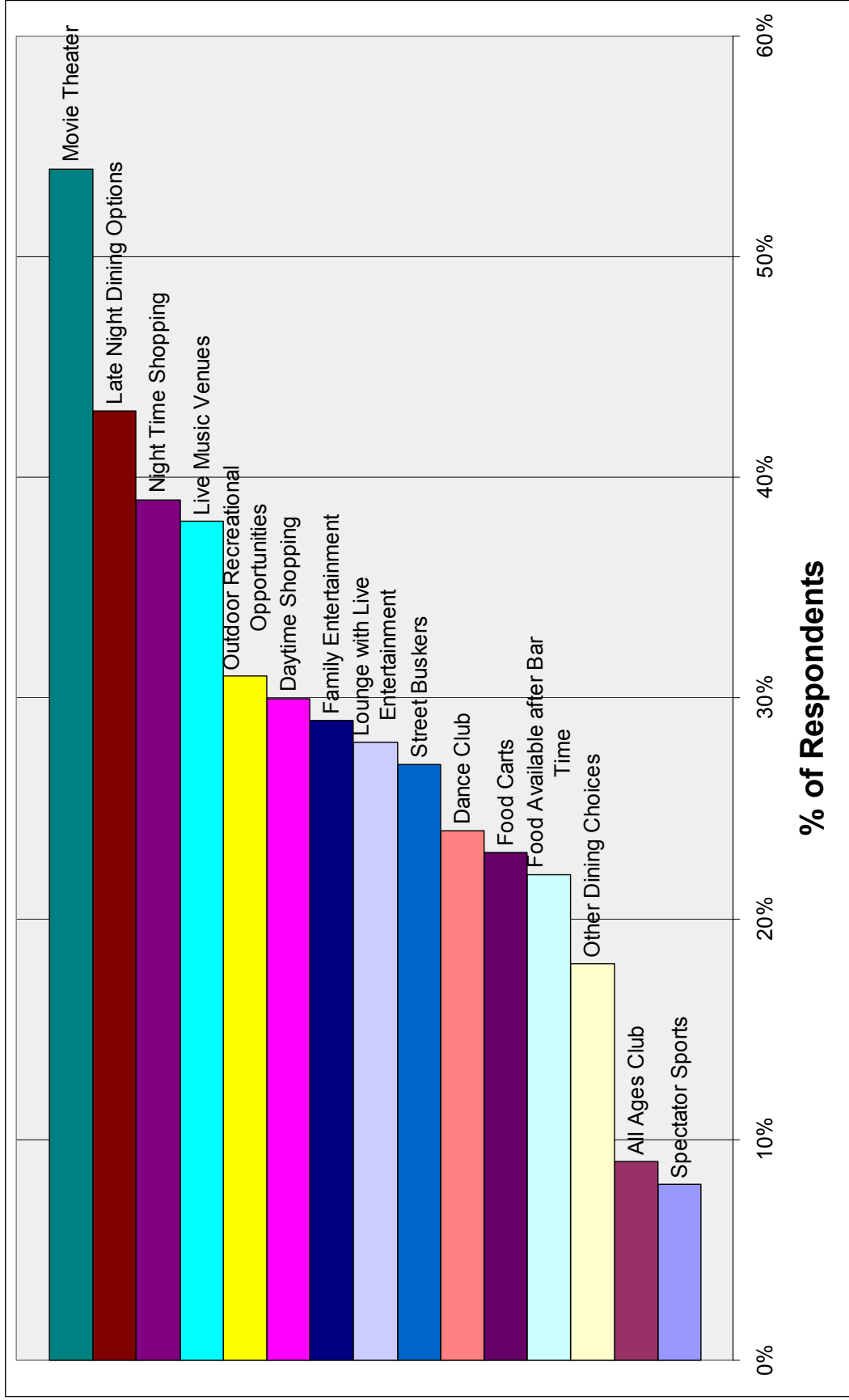
The survey data and anecdotal responses indicate that downtown users would like more entertainment venues and more family friendly options.

“I would encourage options that go beyond the undergraduate community – don’t let State Street become primarily the college entertainment hub”

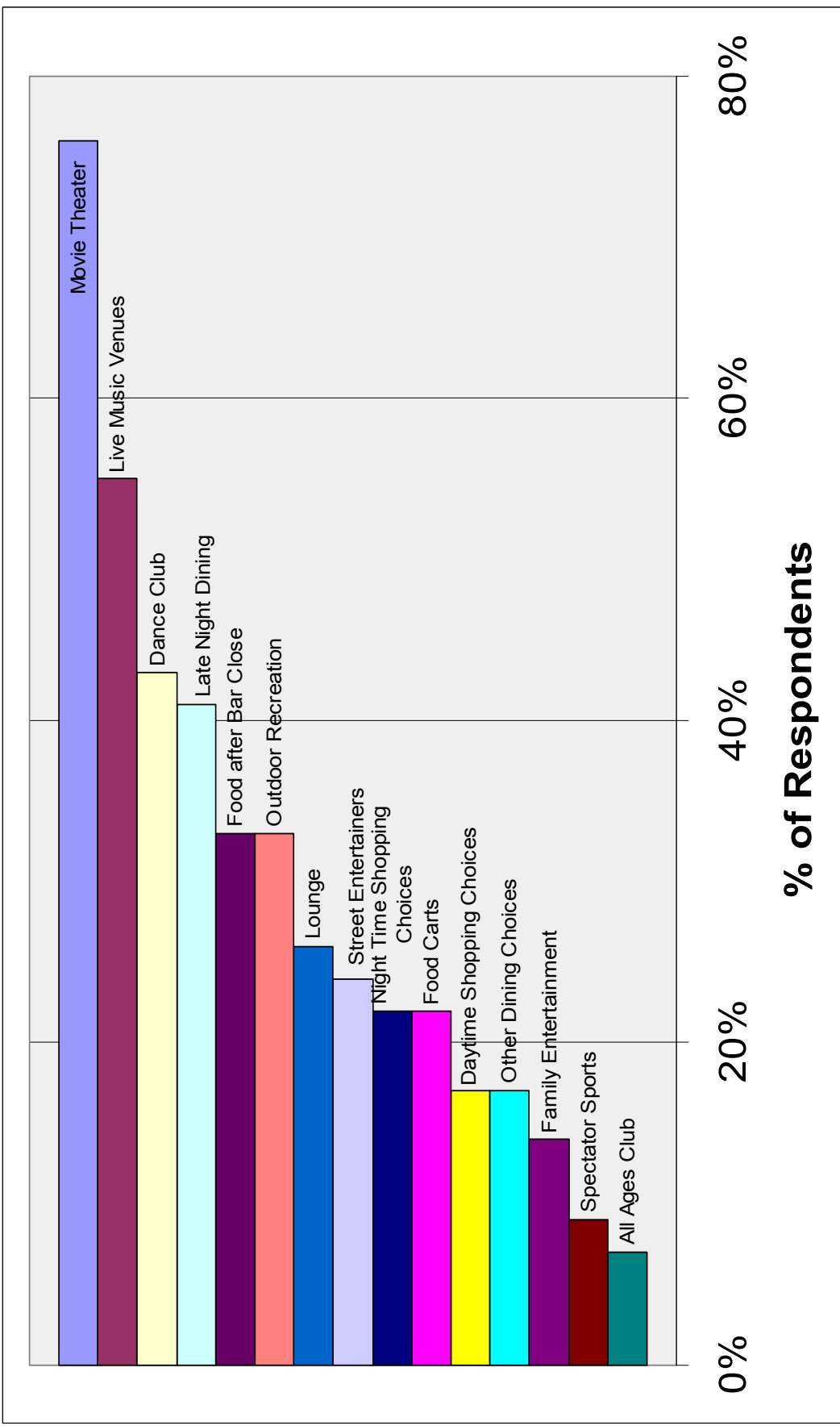
“Family activities would be great all year long. Not only in the summer when the traffic and farmers market are so busy.”

“Madison seems much more quiet and spread out. I’d love to see more life in the Capitol end of State St. Even with the Orpheum and Overture Center, it seems oddly quiet in the evenings.”

# What's Missing?



# What's Missing for UW Students?



**See full survey results at:**

[http://www.downtownmadison.org/uploads/media/Transportainment\\_exec\\_summary\\_final\\_9.9.09.pdf](http://www.downtownmadison.org/uploads/media/Transportainment_exec_summary_final_9.9.09.pdf)

**(Downtown Hospitality Council's  
“Transportainment” Survey Results)**