



Madison's Central Business Improvement District (BID)

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To: BID Business and Property Owners

From: Mary Carbine

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Halloween Freakfest 2009 – Saturday, October 31

Update from Oct. 7 Business Information Meeting

Dear BID Members,

We look forward to another safe and successful Halloween "Freakfest." Here are notes from the Oct. 7 Halloween Information Meeting, with presentations by the Mayor's Office, Frank Productions, the Parks Dept. and Central District Police. Thanks to everyone for their participation and cooperation! Please let me know if you have any questions. **Any further updates will be sent by email; if you are not on the email list and want to be added, please contact me.** – Mary Carbine

Summary:

- The official "Freakfest" event is the evening of Saturday, October 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 and music stages. Some adjacent streets will be closed to traffic for set-up and during the event.
- A "glass free zone" will be in effect in the State Street area from 9:30 p.m. on Friday, Oct. 30 to 6 a.m. on Oct. 31, and from 9:30 p.m. on Oct. 31 to 6 a.m. on Nov. 1. If you sell carry-out beverages, please be aware that no one can have a glass container on public property within the glass-free zone during these times.
- Tickets will be needed for entry after 7:00 pm. Every person coming into the gated area during the event will need a ticket. Ticket holders' hands will be stamped for re-entry. The event will end at appx. 1:30 am on Sunday, Nov. 1. Between about 1:30 and 2 am, State Street will be cleared and cleaned. Normal access should resume as soon as possible after that, with about 1.5 hours to go before bar time (see next bullet).
- Daylight Savings Time ends at 2 am on Sunday, Nov. 1. At 2 am, clocks will be turned back one hour. The Freakfest event ends at the **first** 1:30am (before the clocks get turned back). Once the clocks are turned back, there will be 1.5 hours to go before bar time at (the new) 2:30 am.

- Three main entertainment areas will be part of the event, with the band Third Eye Blind headlining:
 - Mountain Dew Amp Stage (Corner of State Street and Capitol Square)
 - WISC-TV/My Madison TV/C3K Urban Theater Stage (Gilman & State, near Amy's Cafe)
 - Frances Street DJ Stage (Concrete Park, Frances between Urban Outfitters & Potbelly)

Note:

- There will be NO movie screen stage on Gorham like last year.
- The main stage will be in same location, top of State St., but will be further east (toward the Capitol) to give more room for the crowd.
- The Frances St. DJ stage has been moved to Concrete Park.
- Food vendors will be selling food/beverages in the 700 block of State Street, near the UW's Library Mall, on the day of the event. There will be no food court or outside food vendors within the gated area, other than a few of the usual late night food cart vendors.
- Official event website with entertainment and public ticket sales information: <http://www.channel3000.com/freakfest/index.html>

Event Gating

While not completely finalized, there are few changes to the event gating from last year. Known changes include the "enter out loop, exit inner loop" near the Capitol Square:

- Pinckney & Mifflin (inner loop, near top of State St.) will be EXITS only to aid in crowd control. These gates will be further out in the street than before, but no difference in how many businesses or addresses are included.
- Dayton & Fairchild (outer loop, near State) will be entrances.

Complimentary Tickets:

- Business owners, property owners, employees and residents with addresses/main entrances within the gated area will be provided with free, complimentary tickets to access businesses, properties, and residences during the event. These tickets are for business and property owners and employees to provide necessary access. If you want tickets for other purposes, see "Tickets for Sale" info below.
- Complimentary business & property owner ticketing will be handled by the city Park Division.
- A mailing about tickets will go out the week of Oct. 12 to business, property owners, and residential addresses within the gated area. Watch for a mailing from City Parks Division. If you believe you are within the gated area and you do not receive a mailing, contact the Parks Division at 608-261-9100.
- If you received tickets last year, the mailing will include the same # of tickets.
- If you need additional tickets, or did not get tickets last year, the mailing will include an instruction letter and form for you to order tickets.
- 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.

Tickets for Sale

- Tickets can be purchased in advance for \$7 each and on the day of the event at \$10 each.
- Tickets are currently on sale at the Coliseum box office, Ticketmaster, by phone at (800) 745-3000, online at Ticketmaster or at www.frankproductions.com, or at several businesses in the State Street area: 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.
- Participating businesses are designated with special multicolored posters with the Freakfest logo and the words "Freakfest Tickets Available Here."

Public Parking, Alternate Traffic Routes, Street closures

- Alternate Traffic routes will be similar to last year, and will be in effect from appx. 5:30pm Saturday Oct. 31 through 3am Sunday Nov. 1. The traffic plan may be implemented for Friday night, Oct. 30, only if needed.
- Signage announcing Saturday Oct. 31 parking restrictions will go up the Thursday & Friday before. Parking restrictions are NOT planned for Thursday & Friday – the signs will announce the Saturday restrictions.
- Parking will be restricted in certain areas around State Street on Saturday, Oct. 31, probably starting around 4pm. Portions of East Mifflin Street, North Carroll Street, Wisconsin Avenue, North Henry Street, West Gorham Street, West Johnson Street, West Gillman Street, North Lake Street and North Broom Street will be declared no parking zones.
- Buckeye Lot (214 W. Gorham) will be **open until 4pm** on Saturday, Oct. 31. It will be closed at 4pm when cars still there will be towed. All other public ramps in the area will remain open.
- W. Gilman St. (400 block) closure & parking restrictions will start Saturday morning for stage setup. Details still to come.
- On the Capitol Square, Mifflin between Pinckney & State, and Carroll between West Washington & State, will be closed to traffic and parking starting Saturday morning.
- The BID will post the traffic/parking map to the BID website and email out once available.

Transportation Information

- Police recommend following Highway 12 (Beltline) to John Nolen Drive, exit 263., and then take the exit for Broom Street, which leads to State Street.
- Authorities recommend attendees use taxis and public transportation as parking will be very limited.
- Madison Metro bus routes will detour around the downtown area starting for the event.
- Three taxis stands will available around the State Street area: Johnson St. side of MATC, Langdon St., & University Ave.

Bike Information

- Madison police no longer remove bike racks on State St. for Halloween. The new bike racks are tall enough so they are not trip hazards. Police will only remove items/bikes that are hazards or abandoned. So for the most part, bikes and racks will not be removed by police.