



Madison's Central Business Improvement District (BID)

Update, October 11, 2007

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Halloween Freakfest Oct. 27-Watch for mailing about tickets

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Halloween Freakfest Oct. 27-Watch for mailing about tickets

Halloween “Freakfest” on State Street will be a gated, ticketed event with entertainment on the evening of Saturday, Oct. 27 (also UW Homecoming weekend with 11am football game on the 27th).

Business, property owners and residents within the gated area will need to obtain complimentary tickets, being distributed via the city, for you and your employees to access the gated area during the event (7:30pm – 1:30am). I have worked with Mayor's Office and Parks to review their business and property owner mailing list, update it with new businesses and contacts, and flag any changes from last year (e.g., addresses that are inside the gated area this year that weren't last year). The latest update is that *if your address is inside the gated area*, watch for a letter from the city with a “Halloween Tickets” sticker on the outside to arrive by early next week. My understanding is that if your address is anywhere from 1-699 State Street or you were inside last year, you are inside this year, WITH THE EXCEPTION of Walgreens at 676 State Street which is now outside, and – as best I can determine - the addition of 225, 234, 240, 244, the Gilman St. side of Peace Park plus 406, 414, 422, 426 and 430 W. Gilman St., which are now inside). If you are not sure if you are in or out of the gated area, contact me (mcarbine@downtownmadison.org or 443-1973) & I'll try to help you figure it out. If you are inside the gated area and don't get a letter by Tuesday 10/16, call Parks at 608-266-4711 or Joel Plant in the Mayor's Office, 266-4611. The process announced at the Oct. 2 Halloween meeting and in my notes (below) is being streamlined even further. If you got tickets last year, you will be mailed same number of tickets, along with an order form in case you need to get more. If you didn't get tickets last year, or are a new business, you should receive an order form with instructions on how to get tickets.

My notes from the BID Oct. 2 Halloween meeting are available at

http://www.visitdowntownmadison.com/uploads/media/HalloweenMeeting_Notes.pdf

The Halloween Freakfest official website is now live at: <http://www.channel3000.com/freakfest/index.html>

Information for the public in how to get tickets (including at the service-charge-free local BID businesses) is at: <http://www.channel3000.com/freakfest/14278690/detail.html>

Good information on parking, traffic, transportation and taxi stands is at:

<http://www.channel3000.com/freakfest/14278785/detail.html>. As soon as I receive the 2007 traffic / parking map and information, I will circulate it. I will forward additional information as soon as it is available—stay tuned.

Downtown Ambassador Appreciation/Season-End Party Oct. 17

The Downtown Information Booth season is coming to an end with the booths closing Sunday, October 14. We thought this would be a great time to thank the many community members who volunteer their time and efforts to the Downtown Information Ambassador program.

You and a guest are invited to help us show our appreciation to these community members who promote the central downtown in the Downtown Information Booths. This event is a great way to network with other downtown business and property owners, the BID staff and Board of Directors, and Madison's Central BID Information Ambassadors. If you and guest are interested in attending, **RSVP by Friday, October 12 to mfreund@downtownmadison.org or (608) 443-1976.**

Downtown Ambassador Appreciation/Season-End Party Oct. 17

Location: State Street Brats 603 State Street

Date: Wednesday, October 17

Time: 5:00pm-7:00pm

Food and non-alcoholic beverages will be provided.

“Passionately Pink for the Cure”-downtown Oct. 19-21, how to participate

“Passionately Pink for the Cure” is a breast cancer awareness event that will take place downtown and city-wide Oct. 19-21. Downtown aspects include lighting the State Capitol and some downtown buildings pink, and opportunities for businesses to display pink lights in their windows. See attached flyers for details. BID Ambassadors have finished distributing participation kits (with pink mini-lights, etc.) for businesses. If you want a kit and don't have one, please contact those listed on the attached info sheet.

Downtown Madison Market Analysis Study Results--Additional presentations Oct. 25 & 30

We've scheduled some additional sessions for BID business and property owners to hear and discuss the results of the Downtown Market Analysis Study, just completed last month, and co-funded by the BID.

Would you like to learn:

- Who are the downtown Madison customers?
- How many are there, where do they live, and what is their spending potential?
- When and where do they like to shop, dine, or go out?
- How can downtown businesses better market to and capture their business?
- What were the results of the Business Operator Survey?
- What are opportunities for business niches and clusters in the central downtown?
- What can Madison learn from Austin, Ann Arbor, and Boulder's downtown business districts?

You can find out the answers to these questions and more at these meetings:

Thursday, Oct. 25, 5-7 pm, Overture Center, 201 State Street, Wisconsin Studio, 3rd Floor, or
Tuesday, Oct. 30, 2-4 pm, Mimosa Books & Gifts (2nd floor activity room), 260 W. Gilman St.

If you were not able to attend the Sep. 27 DMI “What's Up Downtown” breakfast, these presentations are for you! See attached or <http://www.visitdowntownmadison.com/business/index.php> for more information.

Holiday Shopping Trolley Gift Bags - Participation Deadline October 26

Madison's Central BID will again offer a free Holiday Shopping Trolley on Saturdays and Sundays from November 24-December 23 from Noon to 4:00pm. The trolley travels around the Capitol Square and up and down State Street stopping at all Metro bus stops. Our Downtown Ambassadors will again staff this year's trolley handing out gift bags filled with your promotional items. Last year, the Ambassadors handed out over 900 bags filled with promotional items from downtown businesses to over 2,200 trolley riders.

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. Due to feedback from trolley passengers, the Ambassadors, and downtown business owners, we will be streamlining this year's gift bag promotion with smaller size bags and giving businesses the option to participate with as few as 100 items.

What to provide: Anywhere from 100-500+ coupons or brochures from your business or organization. Please note: Small items preferred (no larger than 8.5" x 11"); large items will not be suitable.

Participation confirmation deadline: October 26, 2007

Item pickup dates: Ambassadors will collect items from your business November 12-16.

Contact: Mitch Freund, BID Programming Coordinator, at mfreund@downtownmadison.org or 443-1976.

City announces new Alcohol Policy Coordinator and new Mayoral Aide

Mayor Dave Cieslewicz has named Katherine Plominski as the new Alcohol Policy Coordinator, replacing Joel Plant who was recently named as a Mayoral Aide. She will start October 29. For more information, see http://www.cityofmadison.com/news/view.cfm?news_id=588. Today, the Mayor named Ray Harmon to his staff, replacing Enis Ragland, who was appointed by the Mayor to be Interim Director of the Office of Community Services. Harmon will start in his new position on November 12. For more information, see http://www.cityofmadison.com/news/view.cfm?news_id=589.

Neighborhood Officer on vacation Oct. 13-23

Our State Street/Capitol Square Neighborhood Police Officer (Linda Covert) will be on vacation Oct. 13-23. During this time, please call police dispatch at 608-266-4275 for things for which you might normally call Officer Covert's cell phone. In case of emergency, call 911. For more information, see the BID website Downtown Safety page at http://www.visitdowntownmadison.com/news/index.php?category_id=2553.

Events & Dates – October

Wisconsin Book Festival, Oct. 10-14 <http://www.wisconsinbookfestival.org/>

Arts Night Out, Sat. Oct. 13, University of Wisconsin campus, <http://www.arts.wisc.edu/ano/>

Barack Obama, Oct. 15, Monona Terrace, 11 am

Madison is Lighting the Town Passionately Pink! , Oct. 19-21, downtown & city-wide
<http://www.komenmadison.org/madisonpp.html>

Halloween Freakfest 2007, Oct. 27 - <http://www.channel3000.com/freakfest/index.html>

University of Wisconsin-Madison Homecoming. Events Oct. 19-27.

<http://waa.uwalumni.com/homecoming/>

Parade Oct. 26, 5 pm (see below). Football Game, 11 am, Oct. 27.

Friday, Oct. 26:

Homecoming Parade

Time: 5:00 p.m. (Please note the time change from last year's parade)

Location: Langdon, Wisconsin, Gilman and State streets

For more information: parade@uwalumni.com.

Homecoming Rally/Awards and Fireworks

Time: 7:30 p.m.

Location: Memorial Union Terrace

More events at <http://www.visitdowntownmadison.com/events/index.php>

Co-Op Advertising Opportunities - October deadlines

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities.

Madison Magazine – Nov. “Downtown Hot Off the Shelf” pages Deadline: Oct. 15 Contact:
Connie Lanter, 608.270.3616, clanter@madisonmagazine.com

Wisconsin State Journal, “Around Downtown” Holiday advertising supplement. Nov. 11. BID member discount. Deadline: Oct. 22
Contact: Santino VanDerWielen , Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Holiday “Giving” issue co-op / thedaily page.com, Nov. 15 Deadline: Oct. 26
Contact: Melissa Badini, 608-251-5627, mbadini@isthmus.com

Travelhost of Greater Madison, Dec/Jan issue Deadline: Oct. 26 Contact: Betty Marquardt,
Travelhost of Greater Madison/South WI, (608) 669-8478, trvlhst@centurytel.net

See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a full list of co-op opportunities, ad rep contacts, media kits and more information. The BID is pleased to subsidize 34+ cooperative advertising opportunities this year, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

BID Holiday Kickoff Nov. 14 – You're Invited

You're invited to help to kick off the holiday season in downtown Madison's shopping and entertainment district, and to meet and mingle with BID Members, Ambassadors, downtown neighbors, and colleagues.

Wednesday, November 14, 2007, 5:00 – 7:00 pm
The Sidecar at Café Montmartre, 127 East Mifflin St.

Reception, refreshments, and gift basket drawings. Entertainment provided by Tangled Up in Blue. Cash bar.

Please RSVP by Friday, Nov. 9 to mcarbine@downtownmadison.org.

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>