



Madison's Central Business Improvement District (BID)

Update, October 18, 2007

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Halloween Freakfest Oct. 27

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). If you are inside the gated area and have not yet received a mailing about getting complimentary tickets, call Parks at 608-266-4711 or Joel Plant in the Mayor's Office, 266-4611.

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).

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>. I have not yet received the 2007 Halloween traffic / parking map and information. I will circulate it as soon as I get it.

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.

Madison Magazine Shopping Blog

Shayna Miller, Associate/Style Editor, Madison Magazine, invites BID retailers to contact her about "cool products and upcoming events and sales" for her shopping blog at <http://madisonmagazine-shopping.blogspot.com>. She says, "I update it every week and it's a mix of Q&As with local retailers, product features and exciting events and sales that are going on in the area." You can contact Shayna at 608.270.3627 or smiller@madisonmagazine.com.

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.

Welcome New Businesses

The BID welcomes these new businesses which opened in the district in late summer and fall

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| Fromagination | 12 S. Carroll St. |
| Global Cellular Company | 545 State Street |
| Mad Dog's Chicago Style Bistro | 309 N. Henry Street |
| Samba Brazilian Grill | 240 W. Gilman St. |
| Taco Bell (re-opened as Taco Bell/KFC) | 534 State Street |
| United States Post Office | 441 N. Lake Street |

Coming Soon:

| | |
|---------------------------------|----------------------|
| D.P. Dough | 244 W. Gilman Street |
| Pinnacle Health & Fitness | 44 E. Mifflin Street |
| The Icon Restaurant & Tapas Bar | 206 State Street |

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555 State Street
20 W. Mifflin Street

Events & Dates – October/November

Komen Foundation Passionately Pink for the Cure, Oct. 19-21, downtown & city-wide
<http://www.komenmadison.org/helpingUs/playYourPart.php>

Badger home football game, Sat. Oct. 20, Wisconsin vs. Northern Illinois. Camp Randall, 11 a.m.

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

BID Board Meeting Thursday, Nov. 1, Noon-1:30 pm, 615 East Washington Ave., 2nd Floor conference room, http://www.visitdowntownmadison.com/about/index.php?category_id=2494

First Fridays at the Madison Museum of Contemporary Art. Nov. 2: Wig Out!,

<http://www.mmoca.org/events/firstfridays/index.html>

Tales from Planet Earth Film Festival, Nov. 2-4, <http://www.nelson.wisc.edu/tales/>

Capitol Neighborhoods Dialogue on Homelessness, Nov. 3,

<http://www.capitolneighborhoods.org/resources/events.html>

Winter Art Festival, Monona Terrace, Nov. 10-11, <http://www.artcraftwis.org/winter.html>

Holiday Art Fair, Madison Museum of Contemporary Art, Nov. 16-18,

<http://www.mmoca.org/events/holidayartfair/index.html>

Winter Farmers Market (indoors), Saturdays, 7:30am - noon, Monona Terrace, Nov. 10-Dec. 22,

<http://www.madfarmmkt.org/>

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

Co-Op Advertising Opportunities – October-December deadlines

Don't miss your chance to take advantage of these BID-subsidized cooperative advertising opportunities. Please note that the Capitol Newspapers and Isthmus representatives have changed; new contacts are listed below.

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 / thedailypage.com, Nov. 15
Contact: Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Deadline: Oct. 26

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

Madison.com (Capital Newspapers), holiday online banner, Thurs-Fri's in late Nov., Dec. Deadline: Nov. 1.
Contact: Santino VanDerWielen , Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Capital Newspapers, downtown holiday co-op flight, week of Nov. 25. Deadline: Nov. 12 Contact:
Santino VanDerWielen , Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Downtown holiday co-op / thedaily page.com, Nov. 29 Deadline: Nov. 23 Contact:
Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Isthmus, Downtown holiday co-op / thedaily page.com, Dec. 6 Deadline: Nov. 30 Contact:
Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

Capital Newspapers, downtown holiday co-op flight, week of Dec. 9. Deadline: Dec. 3 Contact:
Santino VanDerWielen , Capital Newspapers, 608-252-6083, svanderwielen@madison.com

Isthmus, Downtown holiday co-op / thedaily page.com, Dec. 13 Deadline: Dec. 7 Contact:
Rusty Shoemaker-Allen, 608-251-5627, rsallen@isthmus.com

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.

Thanksgiving Week – Trash pickup reminder

A reminder from Mall Maintenance – the week of Thanksgiving, please be sure to set out trash & recycling on Tuesday night (Nov. 20) for pickup on the morning of Wednesday Nov. 21. Mall Maintenance and Streets Division will be off Thursday and Friday of that week, so if trash is not out Tuesday evening, it will sit out on the street during the post-Thanksgiving weekend. Please pass this along to your residential and commercial tenants.

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, [mfrend@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>