



## **Madison's Central Business Improvement District (BID)**

Update, October 25, 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 27<sup>th</sup>). Tickets will be needed for access to the gated area 7:30pm – 1:30 am. Alternate traffic routing will start at 5:30 pm and you will start to see fencing go up and gates put in place starting around 6pm Sat.

The contact for complimentary tickets for business and property owners or residents is Kelli Lamberty, Community Events Coordinator, Parks Division, 215 MLK Jr. Blvd. Rm. 120, (608) 266-6033. You can also check with your landlord/property owner, as in some cases tickets may have been mailed to them.

A traffic and parking information sheet is attached. Please note:

- Alternate Traffic Routes used on Friday night (10/26) as needed
- No parking zones are in effect from 9am Sat. through 3am Sunday
- Alternate traffic routes are in effect from 5:30pm Sat through 3am Sunday
- Capitol Square inner ring is open Friday night but is closed on Saturday after 2pm.
- Traffic and parking plan is subject to change without notice.
- The Buckeye Lot will be closed for event staging from 6 a.m. Saturday to 6 a.m. Sunday.

TICKET FOR THE PUBLIC (info from Frank Productions): Madison Halloween Revelers have until the end of the day this coming Friday, October 26 to purchase their tickets to Freakfest on State Street at the discounted \$5 advance price. To insure that everyone gets an opportunity to enjoy this discount, there will be a ticket booth set up on the 700 Block of State Street (Library Mall area) from 5:00 PM – 10:00 PM on Friday night. People can also continue to purchase tickets during business hours at University Book Store (Library Mall), Ragstock, B-Side, Knuckleheads, State Street Cash Mart, Mallat's Pharmacy, Strictly Discs, Kaplan Test Prep & Admissions, the Soap Opera, Uno's Chicago Grill, Paciugo Italian Gelato & Caffe, and the Coliseum Box Office with no service charge. Tickets also available at Ticketmaster outlets including Boston Stores and Piggly Wiggly, by phone at (608) 255-4646, or online at [www.frankproductions.com](http://www.frankproductions.com). Starting on Saturday, Tickets will be \$7 and will be available from 10AM through the event at the ticket booth in the Library Mall. Additional ticket booths will be open from 2:00 PM through the event near the intersections of Henry & Gilman, Gorham & Broom, and in the Capitol Square area at the top of West Washington. All of these ticket booths are located near public entrances to the event. Gates to the event will open at 7:30 PM with festivities beginning on the stages at that time as well.

My notes from the BID Oct. 2 Halloween meeting are available at [http://www.visitdowntownmadison.com/uploads/media/HalloweenMeeting\\_Notes.pdf](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>.

### **Metro Transit Detours this Weekend – Homecoming Parade, Freakfest**

LOWER STATE ST. DETOUR: UW Homecoming Events

Friday, October 26; 3 PM - 7 PM

Due to UW Homecoming events, buses detour from Lake St. and lower State St. from 3 PM until 7 PM on Friday, October 26. Buses use Johnson St. and Gorham St. to detour from lower State St. Route 85 will detour via Lake St., turn left on University Ave., and right on Park St. during the detour.

<http://www.cityofmadison.com/metro/Detours/LowerStateSt/LowerStateSt.html>

DOWNTOWN DETOUR: Freakfest/Halloween Event

Starts Saturday, October 27 at 4 PM

Due to the Freakfest/Halloween event on State St., Routes 2, 4, 5, 6, 7 & 13 detour from the downtown area beginning Saturday, October 27 at 4 PM. Buses will detour through the end of the service day.

Delays should be expected during this time.

<http://www.cityofmadison.com/metro/Detours/DowntownDetour/DowntownDetour.html>

ROUTES 81 & 82 DETOUR: Freakfest/Halloween Event

Saturday, October 27

Due to the Freakfest/Halloween event on State St., Routes 81 & 82 will detour on Saturday, October 27. Route 81 Tripp Circle buses will serve the bus stop on Park St. at the Memorial Union. Langdon St. will be closed and will not receive service. The East Johnson/Gorham corridor will be served by Route 82 during the detour. Buses will serve the bus stop on southbound Park St. at Lathrop Dr. (across from the Humanities Bldg.). Delays should be expected during this time.

<http://www.cityofmadison.com/metro/Detours/SafeRide-Freakfest/81-82.html>

### **Holiday Shopping Trolley Gift Bags - Participation Deadline October 26**

Don't miss out on participating in this popular holiday promotion! 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](mailto:mfreund@downtownmadison.org) or 443-1976.

**Downtown Madison Market Analysis Study Results--Additional presentations Oct. 25 (today, 5pm) & 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 <http://www.visitdowntownmadison.com/business/index.php> for more information.

### **Bus Shelter Replacements/Capitol Loop Metro Transit Detour start Saturday, November 3**

Due to the construction and installation of new bus shelters on the Capitol Square, buses will follow the Capitol Loop Detour starting Saturday, November 3 through Sunday, November 18. Routes operate one block from the Capitol Square on Doty, Webster, Dayton and Fairchild streets. Buses are expected to return to the Capitol Square on Monday, November 19 once the installation is complete.

<http://www.cityofmadison.com/metro/Detours/CapLoop-Shelters/CapitolLoop-Shelters.html>

### **Alert: Updated Info on Counterfeit \$100 Bills**

This update from the US Secret Service was provided courtesy of our neighborhood MPD officer Linda Covert:

"The US Secret Service has noticed a recent rise in counterfeit \$100 FRN's. These are bleached genuine \$5 FRN's bearing the serial numbers DL89575116A and CB09228012C. The passing activity began on or about 10/13/07 through 10/16/07. The DL note was recovered in the Wisconsin Dells/Lake Delton area. There is also many passes in Madison and Janesville. There has been approximately 18 passes in Southern Wisconsin as of today. The USSS has no suspect information at this time. Typically bleached counterfeits originate in larger cities, i.e. Milwaukee or Chicago. However there is still the possibility that there is a new bleached manufacturing operation in Madison. These notes appear to be high quality counterfeits and most of the passes were discovered in bank deposits. The lower right denomination does not shift green to black. They contain the \$5 security thread and watermark. The passes have occurred near the I-90/94/39 route from Janesville to the Dells. Please maintain vigilance when dealing with suspect notes and contact law enforcement immediately if anyone has specific information (i.e. license plate, ID/DL, etc)."

The Secret Service link for how to detect counterfeit money is:

[http://www.secretservice.gov/money\\_detect.shtml](http://www.secretservice.gov/money_detect.shtml)

You can contact Officer Covert on her cell at 608-577-5731. If she is not available, you can call dispatch at 608-266-4275. In case of emergency, call 911.

### **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](mailto:smiller@madisonmagazine.com).

### **Events & Dates – October/November**

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](mailto: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](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.

Isthmus, Holiday "Giving" issue co-op / [thedaily.com](http://thedaily.com), Nov. 15                      Deadline: Oct. 26

Contact: Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@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](mailto: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](mailto: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](mailto:svanderwielen@madison.com)

Isthmus, Downtown holiday co-op / [thedaily.com](http://thedaily.com), Nov. 29                      Deadline: Nov. 23                      Contact:

Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto:rsallen@isthmus.com)

Isthmus, Downtown holiday co-op / [thedaily.com](http://thedaily.com), Dec. 6                      Deadline: Nov. 30                      Contact:

Rusty Shoemaker-Allen, 608-251-5627, [rsallen@isthmus.com](mailto: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](mailto:svanderwielen@madison.com)

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

See [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](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](mailto: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 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>