



Madison's Central Business Improvement District (BID)

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**Halloween on State Street ("Freakfest") will be Saturday, Oct. 31, 2009**

**Informational Meeting for BID Businesses/Property Owners on Oct. 7**

Halloween on State Street will be a gated, ticketed event with entertainment on State Street on the evening of Saturday, Oct. 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 stages within the gated area, and tickets will be sold for admission. Frank Productions is handling entertainment, marketing, and ticketing for the public. City agencies are handling the fencing, public safety, and traffic and parking plans.

Everyone—including business and property owners and employees—coming into the gated area during the event must have a ticket.

Business, property owners, employees and residents will be provided with free, complimentary tickets to access businesses, properties, and residences during the event.

**Halloween is a major event for the district. The BID has coordinated this informational meeting for business and property owners. Your attendance is especially encouraged if you are located in greater State Street area.**

Meeting Date: Wednesday, October 7, 2009

Time: 2:00 – 3:30 pm

Location: Central Library, 201 W. Mifflin St, Rm. 202

Presenters:

Mayor's Office – Joel Plant  
Central Madison Police District – Capt. Mary Schauf  
Parks staff  
Frank Productions

Agenda

1. Overview of:  
Logistics (fencing, parking, traffic, access, timing)  
Entertainment, publicity  
Public ticketing  
Complimentary ticketing for property and business owners, employees, tenants, and residents
2. Question & Answer

*If you need an interpreter, material in alternate formats or other accommodations to access this service, activity or program, please contact the BID office at 608-443-1973 at least 48 hours in advance.*