



Madison's Central Business Improvement District (BID)

Update, October 1

Today's Topics:

Downtown Family Trick or Treat Oct. 30 – Sign Up by Oct. 9!

Halloween “Freakfest” Meeting Oct. 7

Freakfest tickets go on sale Fri. Oct. 2

Peace Park Design Plans – Plan Commission Oct. 5

BID Ambassadors at World Dairy Expo Sep. 29-Oct. 3

Welcome New BID Businesses

Light the Town Pink downtown in October

MAC “Blink” art project in 200 block State St.

Downtown Holiday Open House – Sat., Nov. 28 – Sign up by Oct. 16

BID Marketing & Cooperative Advertising (updated for Holiday '09)

Holiday Trolley Welcome Bags - Provide Items - Confirm participation by October 30

Holiday Trolley Welcome Bag Sponsorship

Events & Dates

Downtown Family Trick or Treat Planned for Oct. 30 – Sign Up by Oct. 9

The BID will hold a “Downtown Madison Family Trick or Treat” event on Friday, October 30, 11am to 6pm (no school that day in Madison), in conjunction with the new “Beakers and Broomsticks” event at the Madison Children’s Museum the same day. Madison schools are out that day, so it’s a good time for a family-friendly event. Participating as a trick or treat stop would be a great way to bring families and kids into your business.

For more info and to sign up to participate as a trick or treating stop, see:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554

If you are participating, think about fun ways to convert trick or treating families to customers and encourage repeat visits to your store, such as having them sign up for your mailing list/raffle, or to receive a special coupon via email good for the following week.

Halloween “Freakfest” Meeting 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.

An informational meeting BID property and business owners is schedule as below. Your attendance is especially encouraged if you are located in greater State Street area:

Wednesday, October 7, 2009

2:00 – 3:30 pm

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

More info: http://www.visitdowntownmadison.com/uploads/media/BID_HalloweenMtng_Oct7.pdf

Please also see letter from Frank Productions on how downtown businesses can get involved as Freakfest Ticket Outlets and by donating prizes for the costume contest:

http://www.visitdowntownmadison.com/uploads/media/FranksLetter_09.doc

Freakfest official website: <http://www.channel3000.com/freakfest/index.html>

Freakfest tickets go on sale Fri. Oct. 2

Halloween Freakfest tickets for the public go on sale Friday, October 2. (This is different from the tickets provided to business and property owners within the gated area; see above).

Tickets for Madison Freakfest 2009 will go on sale to the public starting this Friday, October 2 at 10 AM. Tickets will once again be \$7 in advance and then available on the day of the event at \$10. Gates are at 7:00 PM as they were last year and entertainment will be starting around 7:30 PM in 3 stage areas. Third Eye Blind, Cage The Elephant, Push Play, Locksley, and The Nod along with DJ Will Calder will be featured on stages along State Street. Tickets will be available at the following locations and BID businesses beginning at 10 AM on Friday, October 2: Coliseum Box Office, All Ticketmaster Outlets, By phone at (800) 745-3000, Online at www.frankproductions.com, and at these BID Businesses: 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.

Peace Park Design Plans

Planning and design are underway for the Peace Park reconstruction with a visitor center which BID Ambassadors will staff year round, with construction expected to start at the end of this year. The schedule is for plans to be approved by the city this fall, and for construction to begin early next year and ending by late summer.

BID Board Letter of Support for the Plans & more info:

http://www.visitdowntownmadison.com/news/index.php?category_id=4394

Final design plans for the park and visitor center will be on the agendas of:

Plan Commission, Monday, Oct. 5, 5:30 pm. Public hearing at 6pm; Peace Park is 5th item

http://legistar.cityofmadison.com/meetings/2009/10/7204_A_PLAN_COMMISSION_09-10-05_Agenda.pdf

State Street Design Oversight Committee, October 22, 5:15 pm, MMB LL130

Check Legistar for agenda: <http://legistar.cityofmadison.com/calendar/#current>

BID Ambassadors at World Dairy Expo Sep. 29-Oct. 3

BID Ambassadors will staff a Downtown Information Table at the upcoming World Dairy Expo at Alliant Energy Center Sep. 29-Oct. 3 (www.worlddairyexpo.com). The WDE is Madison's largest annual convention, with 65,000 attendees expected. BID Ambassadors will be providing downtown directions, maps, and shopping and dining suggestions. Expect to see WDE attendees downtown! In the first two days of WDE, BID ambassadors have already helped 400 people become downtown customers!

Welcome New BID Businesses

The BID welcomes these new and recently opened businesses in the District:

Driftless Studio, 214 State Street, opening soon: <http://www.driftlessstudio.com/>

Fat Sandwich Company, 555 State Street, www.fatsandwichcompany.com

Josie's Studio One, 1 S. Pinckney Street

OPA, 558 State Street

Personalizing Shop, 513 State Street

Re-Threads, 410 State Street, opening today! <http://rethreadsclothing.com/>

State & Gilman Grocery & Take-Outs, 435 State Street

Sushi Hut, 505 State Street

Light the Town Pink downtown in October

The Madison Affiliate of Susan G. Komen for the Cure will help observe Breast Cancer Awareness Month in October with downtown events with business cross-promotion opportunities.

The third annual Light the Town Pink for the Cure event begins on Monday, October 19, 2009 as the State Capitol building is bathed in pink light. BID Ambassadors will distribute pink light strings to businesses that want to participate. That same weekend the second annual Women Rock for the Cure will take place at music and restaurant venues throughout the city. For more information see:

http://www.visitdowntownmadison.com/uploads/media/Light_the_town_pink.doc

MAC "Blink" art project in 200 block State St.

Local artist Caroline Hoffman's "Flower Flags" will be installed in the granite planters on the south side of the 200 block of State Street from October 2, 2009 through October 20, 2009. More than 300 4 by 4 inch flags display vibrant images of more than 75 different flowers. More information is at:

http://www.cityofmadison.com/news/view.cfm?news_id=1680

Downtown Holiday Open House – Sat., Nov. 28 – Sign up by Oct. 16

Jump-start your holiday sales & draw customers into your business. Special Offers & Complimentary Refreshments at Participating Merchants - Activities for Kids & Families - Trolley Rides & Gift Bags - Holiday Lights - Carolers. Last year, the Holiday Open House drew thousands of trolley riders and strong foot traffic in the district. Participation is free of charge for BID member businesses & organizations.

Brought to you by the BID with Overture Center for the Arts, the Greater State Street Business Association (GSSBA), and Isthmus. Sign up by Oct. 16!

Info & link to sign up form:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56128

BID Marketing & Cooperative Advertising (updated for Holiday '09)

The slate of BID-subsidized holiday advertising opportunities with Isthmus/thedailypage.com, the Wisconsin State Journal/Madison.com, the Onion, Madison Magazine, and NEW – the MMoCA Holiday Art Fair program (Holiday Art Fair will be Nov. 20-22 at the Madison Museum of Contemporary Art & Overture Center).

Download info at: http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142

Upcoming Deadlines:

MMoCA Holiday Art Fair Program Space reservations deadline: Oct. 9. Contact: Elizabeth Tucker, 608.257.0158 x231 elizabeth@mmoca.org

Madison Magazine –Dec. issue holiday co-op Deadline: Oct. 13. Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com

Capital Newspapers – Around Downtown holiday insert (Sun. Nov. 15). Deadline: Oct. 19. Contact: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Holiday Trolley Welcome Bags - Provide Items - Confirm participation by October 30

Providing coupons or brochures for the Holiday Trolley gift bags is a great way to drive downtown shoppers into your business or organization. BID Ambassadors hand out the free bags to riders on the Downtown Holiday Shopping Trolley, which runs weekends Nov. 28-Dec. 20 on State Street and around the Capitol Square, attracting several thousand riders per season. Participation is free of charge for BID member businesses & organizations. Sign up by Oct. 30.

Info on how to participate:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56135

Holiday Trolley Welcome Bag Sponsorship

BID member businesses & organizations - Reach appreciative State Street and Capitol Square shoppers, visitors, families, UW-Madison students, and Downtown Holiday Open House participants by sponsoring the downtown Holiday Trolley Welcome Bags (i.e., get your logo on the outside of the bags). Sponsorship confirmation deadline: Oct. 16
More info: http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56131

Events, Dates:

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Madison Trust for Historic Preservation Walking Tours, May 23-Sep. 26,
<http://www.madisontrust.org/tours/index.html>

MMoCA First Fridays and Fall Gallery Night, Oct. 2, www.mmoca.org

Madison Solar Street Fair, Oct. 3, <http://madisonpeakoil-blog.blogspot.com/2009/09/madison-solar-street-fair-oct-3.html>

Downtown Living Tour, Oct. 4, http://www.downtownmadison.org/programs/index.php?category_id=1597

Literacy Network Run/Walk, Oct. 4, <http://www.litnetwork.org/rw/index.html>

Fire Truck Parade, Oct. 4, http://www.visitdowntownmadison.com/uploads/media/Parade_Flyer.pdf

Wisconsin Book Festival, Oct. 7-11, <http://www.wisconsinbookfestival.org/>

UW Madison Homecoming, Oct. 9-17. Parade Oct. 16, game Oct. 17,
<http://www.uwalumni.com/home/students/homecoming/homecoming.aspx>

Downtown Madison Family Trick or Treat, Fri. Oct. 30,
http://www.visitdowntownmadison.com/events/index.php?category_id=4572

Beakers & Broomsticks, Madison Children's Museum's, Fri. Oct. 30,
<http://www.madisonchildrensmuseum.org/>

Halloween Freakfest on State St., Sat., Oct. 31, <http://www.channel3000.com/freakfest/index.html>

Wisconsin Original Cheese Festival , Nov. 6-7, <http://www.wisconsincheeseoriginals.com/>

Winter Art Festival, Nov. 14-15, <http://www.artcraftwis.org/winter.html>

MMoCA Holiday Art Fair, Nov. 20-22, <http://www.mmoca.org/events/holidayartfair/index.php>

Downtown Holiday Open House, Nov. 28,
http://www.visitdowntownmadison.com/events/index.php?category_id=4578

Monona Terrace Events Calendar: <http://www.mononaterrace.com/events/eventsearch.php>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

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

2009 BID Board Meeting Schedule

The 2009 BID Board Meeting schedule is posted on the BID website at http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along with meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 615 East Washington Ave. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. The BID Board meetings follow city of Madison committee meeting procedures. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

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>