



Madison's Central Business Improvement District (BID)

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To: BID Business and Property Owners

From: Mary Carbine

Executive Director, Madison's Central Business Improvement District (BID)

122 W. Washington Ave. Ste. 250, Madison, WI 53703 (608) 512-1340 f (608) 204-9028

mcARBINE@visitdowntownmadison.com www.visitdowntownmadison.com

Halloween Freakfest on State Street 2012 – Saturday, October 27

Notes from Oct. 3 Business Information Meeting

Dear BID Members,

We look forward to another safe and successful Halloween "Freakfest." Here are notes from the Oct. 3 Halloween Information Meeting, with staff from the Mayor's Office, Frank Productions, the Parks Dept. and Central District Police. Please let me know if you have questions. **Any further updates will be sent by email; if you are not on the email list and want to be added, please contact me.**

– Mary Carbine

General:

- The official "Freakfest" event is the evening of Saturday, October 27.
Website: <http://www.freakfestlive.com>
- The whole length of State Street will be gated off from the evening of Sat. Oct. 27 to early morning, Sunday, Oct. 28. There will be entertainment and music stages. Some adjacent streets will be closed to traffic for set-up and during the event. I will forward link to Traffic & Parking map when available.
- A "glass free zone" will be in effect in the greater State Street area from 9:30 p.m. on Friday, Oct. 26 to 6 a.m. on Oct. 27, and from 9:30 p.m. on Saturday Oct. 27 to 6 a.m. on Oct. 28. If you sell carry-out beverages, please be aware that no one can have a glass container on public property within the glass-free zone during these times.
- Tickets will be needed for entry after 7:00 pm Oct. 27. Every person coming into the gated area during the event will need a ticket. Ticket holders' hands will be stamped for re-entry. The event will end at appx. 1:30 am on Sunday, Oct. 28. Between about 1:30 and 3:00 am, State Street will be cleared and cleaned. Normal access should resume as soon as possible after that.
- Food vendors will be in the 700 block of State Street (Library Mall) on the day of the event. There will be no food court or outside food vendors within the gated area, other than a few usual late night food cart vendors (not all late night food cart areas will be available as usual) and a Pepsi sampling tent on Frances between University Inn & State St. Brats.
- Outdoor cafés within the gated area should be brought by 7pm on Sat. Oct. 27.

- Three main entertainment stages will be part of the event, with bands Mac Miller and Big Gigantic headlining, plus other music and Madison's Biggest Costume Contest.
 - Capitol Stage (Corner of State Street and Capitol Square, until 1:30am)
 - Gilman St. stage (200 block Gilman, near Peace Park/Buckeye Lot, until 1:00 am)
 - Frances St. DJ stage (Concrete Park, Frances between Urban Outfitters & Potbelly until 1:30)
- Port-a-potties will be near the main stage at top of State St. and near other entrances/exits.
- Bike racks: Madison police no longer remove most bike racks on State St. for Halloween. The new bike racks are tall enough so they are not trip hazards, although bikes should be removed.

Event Gating

Link to Street Use Permit Application (gating map as of August permit application)

<http://madison.legistar.com/LegislationDetail.aspx?ID=1188824&GUID=62D5BF5D-0FBB-462E-AF40-AD7D898442B2>

The gating is basically the same as last year. Main entrance is at Lake St. There will be no entrances (only exits) on the Capitol Square or outer loop. Closest entrances to Cap Square are the Johnson St./Henry corridor (entrances and exits). Gorham will remain as exits only. Will be entrance/exit in the 400 block of W. Gilman near State St. Pedestrians will be able to enter Gilman St. from University Ave. Ticket holders will be able to enter and exit at Gilman to get to businesses on 400 block of Gilman.

Event gating will start to go up during the day on Saturday with gates up by 5:00 pm, although tickets are not needed to enter until 7:00 pm. Event ends at 1:30 am. Police will begin clearing the street starting with Gilman St. area when entertainment ends at that stage at 1:00 am, and then the two other stages when end at 1:30 am. After the street is clear, Mall Maintenance crews will go through. The cleaning usually takes 60 – 90 minutes, after which the street will be opened up as normal.

Complimentary Tickets for Business and Property Owner Access

- Complimentary ticketing for business & property owner access is handled by **City of Madison Parks**.
- Business and property owners, employees and residents with addresses/main entrances within the gated area will receive free regular tickets to access businesses, properties, and residences during the event. These tickets are for business and property owners and employees to provide necessary access after 7pm. If you want tickets for other purposes or want VIP tickets, see "Tickets for Sale" info below. (Tickets for residents will be mailed directly to "occupant" at residential addresses).
- **Watch for a mailing from City of Madison Parks** to business, property owners, and residential addresses within the gated area. If you believe you are within the gated area and do not receive a mailing by Tuesday, Oct. 16, contact the Parks Division at (608) 261-9100.
 - If your business or property received tickets last year, the mailing will include the same # of tickets, along with an instruction letter and form for you to order additional tickets if necessary.
 - If you are a new business or did not get tickets last year, the mailing will include an instruction letter and form for you to order tickets.
- To receive your tickets by mail, **your order must be received by Monday, October 22.**
- **Orders received October 23-24 will not be mailed.** They must be picked up in person at the Parks Office, City-County Building, 210 Martin Luther King Jr. Blvd., Room 104.
- **October 24 is the final day to request and pick up complimentary tickets (and pickup must be done in person at the Parks Office).** Orders for complimentary tickets received after October 24 CANNOT BE PROCESSED. If you don't place your order by October 24, you will need to buy tickets.

Tickets for Sale

- Tickets are currently on sale (\$8/ea advance, through Fri. Oct. 26) at the Coliseum Box Office, Ticketmaster, by phone at (800) 745-3000 or at www.frankproductions.com, or at several businesses in the State Street area: University Book Store, B Side Records, Land End Canvas, Ragstock, Sunshine Daydream, Community Pharmacy, Mad Dogs, Goodwill and Knuckleheads. VIP tickets are also on sale for \$35/ea. online or in person at the Coliseum Box Office only.
- Day of tickets (\$12) will be available at booths near the entrances on Sat. Oct. 26 and continuing through the end of the event or when the street reaches capacity. Gates will open at 7 p.m. Booths will be at State & Lake Sts. (opening around noon on Oct. 26), and at these locations starting mid-afternoon: University & Gilman (near Bill's Key Shop) and W. Johnson St. at either side of State St.

Public Parking, Alternate Traffic Routes, Street closures

- Street Closures will be similar to last year, and will be in effect from appx. 5:00 pm Saturday Oct. 27 through 3:00 am Sunday Oct. 28. In brief, streets that cross State St. (including Johnson and Gorham) will be closed; Langdon and University Ave. will remain open. There will be contingency traffic control plans for Friday night, to be implemented only if needed.
- Because of a 2:30 pm Badger home football game at Camp Randall Stadium (Homecoming) at 2:30 pm on Sat. Oct. 27, there will be a 2-stage Alternate Traffic route.
 - A) 5:00 – 8:00 pm: Johnson St. detour:
http://www.visitdowntownmadison.com/uploads/media/Johnson_St_Detour.pdf
 - B) 8:00 pm – 3:00 am: "Usual" Freakfest alternate traffic route: (Map coming)
- Signage announcing Saturday Oct. 27 parking restrictions will go up Thurs./Fri. before. Parking restrictions are NOT planned for Thursday & Friday – signs will announce the Saturday restrictions.
- Parking will be restricted in certain areas around State Street (i.e, about one block off State) on Saturday, Oct. 29, probably starting around 4pm. Portions of East Mifflin Street, North Carroll Street, Wisconsin Avenue, North Henry Street, West Gorham Street, West Johnson Street, 400 block W. Gilman Street, North Lake Street and North Broom Street will be declared no parking zones.
- Buckeye Lot (214 W. Gorham): The Gorham St. half will be **open until 4:30 pm** on Saturday, Oct. 27. The Gilman St. half and entrance/exit will close at 9am Sat. Oct. 27 for event stage setup. Starting Tues or Wed. before (Oct. 24 or 25), a few spaces in the Buckeye Lot will be taken for setting up a cell phone tower to enable the area to handle capacity during Freakfest.
- All city parking garages in the area will remain open during the event.
- 200 block W. Gilman St. (between State & Henry) closure & parking restrictions will start 8am on Saturday for stage setup.
- On the Capitol Square, Mifflin between Pinckney & State, and Carroll between West Washington & State, will be closed to traffic and parking starting Friday at 6pm for stage setup. Will allow Farmers Market to come in Saturday, and close again after the market.
- NOTE to 500 block State St. business and property owners: If you park in the lot off 500 State that has entrances/exits only on State St., please plan to exit by 5:00pm on the 27th; exit via Broom St.

Transportation Information

- Police recommend using John Nolen Drive for access to and through downtown.
- Authorities recommend attendees use taxis and public transportation as parking will be very limited.
- Madison Metro bus routes will detour around the downtown area starting for the event.