



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

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July 5, 2007

### BID Board Position on Halloween 2007 Resolutions

Regarding the three resolutions introduced at City Council on 6/13/07:

06757 - Halloween 2007 Costs

<http://legistar.cityofmadison.com/DetailReport/matter.aspx?key=7783&mode=print>

06759 - Halloween State Street Glass-Free Zone 2007

<http://legistar.cityofmadison.com/DetailReport/matter.aspx?key=7785&mode=print>

06760 - Amending Budgets for Halloween 2007 Expenses

<http://legistar.cityofmadison.com/DetailReport/matter.aspx?key=7786&mode=print>

The BID Board supports the 2007 Halloween resolutions 06759, 06760, and 06757 to build upon the successful model for 2006 Halloween, enabling a gated, ticketed event with live entertainment and security, and moving forward with current plans for a professional promoter to handle entertainment, publicity, fundraising, and ticketing, and to allow the city to focus on maintaining public safety and to offset event costs through ticket fees charged to the users.

The BID Board voted (13-0 on July 5, 2007) to support these resolutions and to offer its continued support of the event plans contingent upon:

- Continuation of provision of free tickets to businesses, property owner, employees, tenants and residents within the gated area;
- Continued communication and partnership with the BID in event planning, as the liaison to district business and property owners;
- Continued collaboration with city agencies and police in planning to improve:
  - Event parking access and parking signage, especially in the Buckeye Lot;
  - Access to adjacent businesses on cross streets (e.g., W. Johnson, W. Gilman) during event;
  - Management of Hawthorne Ct. area;
  - Collaboration with downtown businesses on consignment ticket selling;
  - Unified, comprehensive event marketing and communications plan involving the city, promoter, BID and other business and visitor service organizations;
  - Quality and appeal of entertainment, student input into entertainment selection.

**Recommended Amendment** to 06757: The BID Board recommends the following amendment to resolution 06757 (body, last paragraph, add underlined text re: property owners): "BE IT FURTHER RESOLVED, that admission tickets will be distributed free of charge to residents whose residential entrance is inside the gated area, property owners and employees whose properties are inside the gated area, and employers and employees whose places of employment inside the gated area."