

Why is Halloween being changed?

For the past several years, Halloween on State Street has occurred as an un-sponsored, relatively un-structured, event. Since 2002, this annual “party” has ended with some level of violence and property damage, requiring law enforcement personnel to deploy pepper spray in an effort to quell the disturbance. Additionally, the public cost of the Halloween events continues to rise. In 2005, nearly \$600,000 was spent by government agencies that assist in the policing of the event.

After Halloween 2005, the Mayor and city staff began considering alternative approaches to address the problematic aspects. The Mayor identified three principal goals: (1) improve the safety of the event; (2) recover some portion of the public cost; (3) address the over-consumption of alcohol and the use of illicit drugs.

What’s different?

- **Participants share in the cost.** This year, participants will share the Ticket burden of the expense by paying \$5 for admission to the State Street area on Saturday night. This measure could cover about one third of the costs that would otherwise be paid by taxpayers.
- **Offer constructive alternatives to alcohol.** This year’s event will feature music and food offerings, to create alternative, constructive activities for participants. There will be two stages inside the State Street area, and food vendors on Library Mall.
- **Re-brand the event.** Thanks to the generosity of *Ad2 Madison*, an organization of young advertising professionals, and the work of the Halloween Action Committee, a student organization from UW-Madison, the City will work to re-brand Halloween as a safe, positive, festive event.

How does the plan work?

State Street will be fenced off beginning at 7:30 p.m. on Saturday, October 28. Between the hours of 7:30 p.m. on October 28 and 1:30 a.m. on October 29, anyone wishing to enter the fenced area will need to show a ticket and have their hand stamped. Once your hand is stamped, you may exit the fenced area and then re-enter up until 1:30 a.m. on Sunday, October 29 by showing your hand stamp to the gate attendants. Access into the event will be available through nine gates located from the Capitol Square to Lake Street.

How do I get a ticket?

Beginning October 2, tickets can be purchased for \$5 at a ticket trailer located on the 700 block of State Street (Library Mall) and at the Parks Office, 215 MLK Jr. Blvd.

Advance ticket sales:

October 2 – October 27: In Parks Office during work hours, Mon-Fri, 8a.m.-4:30p.m.

October 2 – October 25: In booth on 700 Block of State Street, daily 3p.m.-9p.m.

October 26-27: In booth on 700 Block of State Street, 1p.m. – 9p.m.

Day of event sales: October 28, from 1p.m.-close at the 700 Block Booth plus 3 additional booth locations along State Street.

Ticket booths will be taking cash and local checks only.

Additionally, a number of local businesses will have tickets available for purchase beginning October 2.

How many tickets can I buy?

You may purchase up to four tickets.

What if I live on State Street?

Residents whose residential entrance is located within the fenced area will be provided a complimentary ticket. Simply fill out the form located on this website, submit it AND your lease that lists everyone who resides in your apartment/residence to the Parks Department by noon, and your ticket will be ready for pick-up at the 700 Block ticket trailer by 3:00 p.m. the following day. All tickets must be picked up by Oct. 27. There will be NO comp tickets available on Saturday, October 28.

What if I work on State Street?

Employees and owners of businesses within the fenced area will be provided a complimentary ticket. The business owner will simply fill out the form located on this website, submit it along with copy of lease or license and list of employees to the Parks Department by noon, and the tickets will be ready for pick-up at the 700 Block ticket trailer or the Parks Office by 3:00 p.m. the following day. All tickets must be picked up by Oct. 27. There will be NO comp tickets available on Saturday, October 28.

What kind of entertainment will there be? Where will it be?

The entertainment stages will be located near the Capitol Square and near the intersection of Gorham Street and State Street. There will be a variety of entertainment on the two stages.

Where is the food court going to be set up?

Food vendors will be available on the 700 block of State Street (Library Mall) on the day of the event.

How has the City prepared for the possibility of displacing the problem?

The re-branding of Halloween plays a significant role in addressing the concern of displacement. It is expected that people will continue to make State Street the “place to be” on Halloween, especially given the efforts to make the area both safer and more inviting.

Everyday, public safety personnel are prepared to address problems throughout the City of Madison. On Halloween, additional law enforcement resources will be dedicated to the downtown area, enabling a timely response to events requiring police assistance both inside and outside the event area.