

May 22, 2009



Madison's Central Business Improvement District (BID)

Dear fellow downtown business owner:

We have been involved with Madison's Central Business Improvement District (BID) since it was formed in December of 1999, and have watched the BID grow and mature. The first five years of the BID were years of growing and learning. The last five have been years of increasing effectiveness.

The BID operating plan includes a sunset clause that requires an affirmative vote of the property owners every five years to continue the District. We are quickly approaching the next property owner vote in July, which will authorize the BID, its programs and services to continue 2010-2014.

Using the "but for the BID" test, our list of accomplishments is very long.

Value-added programs and services that would *disappear* if the BID were not re-authorized include:

- Downtown Map & Guide – 200,000+ distributed annually.
- Information Ambassador Program – 28,000 downtown customers helped in 2008
- BID Construction Update, liaison and advocacy with city
- Subsidized cooperative advertising that saves businesses money (avg. \$375/ad)
- Downtown Madison Gift Certificate Program – Avg. annual sales: \$67,000
- Planting Program, Hanging Baskets, Holiday Lights, Decorations

The BID has been successful in increasing the level and effectiveness of services *without increasing the assessment rate* since the inception of the district (10 years). Please see the enclosed summary of BID accomplishments in the last five years.

At this time in our city and economy, local businesses need the support of the BID more than ever. Because of our involvement on the BID Board, we have seen the strength of working together, and the value and results that the BID delivers.

We encourage you to talk with property owners about the value the BID brings to your business.

We ask you to support affirmative property owner vote this July to continue the BID for another 5 years.

Please to contact us or anyone else on the BID Board if you have input or questions, and please attend the BID annual meeting on June 16 to offer your views and input. We are all in this together, and remember—this is OUR BID!

On behalf of the BID Board,

A handwritten signature in black ink that reads "Brian Mullins".

Brian Mullins
Co-Chair, BID Renewal Subcommittee
Axley Brynerson, LLP
2 East Mifflin St., Ste. 200
Madison, WI 53703
bmullins@axley.com

A handwritten signature in blue ink that reads "John Hutchinson".

John Hutchinson
Co-Chair, BID Renewal Subcommittee
Fontana Sports Specialties
251 State Street
Madison, WI 53703
(608) 257-5043
jhutch@fontanasports.com

