

May 22, 2009



Madison's Central Business Improvement District (BID)

Dear fellow downtown property 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 in order to continue the work of 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:

- Advocating for the district on construction, parking and Halloween.
- Marketing the district to customers and visitors
- Serving as liaison to the city
- Supporting business recruitment and retention

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.

Our most important message to you concerns the future of our District.

At this time in our city and our 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. For the central downtown to stay competitive, we need to continue to work together to invest in the health and vitality of the District.

We strongly urge you to vote affirmatively to continue the BID for another 5 years when you receive your ballot in the mail this July.

We encourage you to contact us or anyone else on the BID Board if you have feedback or questions, and to attend the BID annual meeting June 16 to share your views. 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
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A handwritten signature in blue ink that reads "John Hutchinson".

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