



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

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July 12, 2010

Dear Valued BID Member,

Thank you for the opportunity to work on your behalf to support the health and vitality of the central Business Improvement District (BID). Enclosed is the report from the BID Annual Meeting, summarizing BID work: marketing, Ambassador and planting programs, and advocacy in areas such as construction, parking, alcohol license density plan, and safety.

The BID Board and staff are working on the Operating Plan and budget for 2011.

The annual BID special assessment rate (\$15 per lineal foot of frontage) has not been increased in eleven years. During this time, the assessed value of commercial property in Madison increased more than 80%, and the Consumer Price Index (CPI) increased 21%.

Over the years, the BID Board and staff worked to increase the BID budget without raising the BID assessment rate. Outside funding (sponsorships, map advertising, donated services, volunteer hours) now makes up 30% of the BID annual budget. For example, the BID winter holiday lights and hanging basket program have received generous support from MGE.

In 2009 and 2010, we made strategic budget and program cuts, and worked to increase the value delivered for the same assessment level. For example, to fund Ambassador staffing of the new downtown Visitor Center (opening fall 2010), the BID will pare down or eliminate this winter's holiday evergreen decorations in the street planters.

However, we project that we cannot continue the same level of services in 2011 as in 2010. We need either to cut services, raise the assessment, or find additional outside funds.

**It's your BID, and the Board of Directors and staff would like to hear from you** as we consider budget and assessment options for 2011. **Enclosed is a BID Member survey.** Please take a few minutes to complete the survey. You can also complete the survey online. We look forward to hearing from you by **July 30** so that your voice counts.

Member feedback will be discussed at the next BID Board Meeting, Thursday, August 5, noon-1:30pm, 122 W. Washington Ave., 1<sup>st</sup> floor conference room. Meetings are open to the public, and BID property and business owners are welcome to attend.

Sincerely,

A handwritten signature in cursive script that reads "Jeanette Riechers".

Jeanette Riechers  
Chair, BID Board of Directors

A handwritten signature in cursive script that reads "Mary Carbine".

Mary Carbine  
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Business Improvement District (BID)  
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