



D O W N T O W N M A D I S O N I N C

June 25, 2009

Dear BID Property and Business owners:

The Downtown Madison, Inc. (DMI) Board of Directors strongly supports the work and renewal of Madison's Central Business Improvement District (BID). Since DMI was formed in 1974, our mission has been the health and vitality of downtown Madison and that mission has not changed. As our central city evolved, we saw the need for improvements on State Street—which led to the State Street Strategic plan in the mid 90's. We worked with the downtown property/businesses, the City of Madison, UW-Madison (and all other citizens who care about the health of our downtown) to take on the work of this important plan for the future of our central retail district.

A central piece of the State Street Strategic Plan called for the formation of a Business Improvement District (that would also include the Capitol Square). DMI is proud to say that we worked for over two years gathering information on BIDs, talking with the business/property owners and eventually going to the City of Madison to form Madison's first BID. We were also very pleased to see the BID expand to the King Street area in 2009. DMI is very fortunate to have had a contract to administer the work of the BID since it was formed in 1999 and we very much value this contract—it is a key to our mission.

In the last 10 years we have watched the BID grow and mature into a group that has created a central retail district that is the finest in the Midwest. And to do anything but to support the excellent work of the BID would set our downtown back more than 10 years.

We strongly and enthusiastically support the renewal of Madison's Central Business Improvement District for five more years.

Sincerely,

A handwritten signature in cursive script that reads "Susan Schmitz".

Susan Schmitz
DMI President

Cc: DMI Board of Directors (see the attached)

DMI Board of Directors

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