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# GSSBA NEWS

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6/25/2009

Dear BID property owners and businesses,

The Greater State Street Business Association (GSSBA) strongly encourages property owners to vote to continue the BID for another five years.

Many of you know the benefits of the BID such as the Downtown Map & Guide, flowers and hanging baskets, special rate media buys, holiday lighting and advertising, financial and staff support for events like Maxwell Street Days and Cars on State, updates for the never ending construction zones, and the ever helpful crew of Ambassadors who welcome visitors—our customers.

One of the most important roles the BID plays is to serve as our voice and eyes at City Hall. By attending countless hours of hearings and city meetings, the BID keeps us close to the issues and changes that occur at City Committee and Council meetings. The BID is proactive, and plays a key role in solving tough issues like the Halloween event, liquor and drinking ordinance changes or returning parking on the Square. The BID also keeps us informed through consistent and inclusive BID email updates. Many items concern GSSBA and is one of our major forms of communication.

Frankly, BID does the work that small businesses and many property owners just don't have the time to do!

As for the cost (assessment) of the BID to the property and business owners, it is one of the best deals going. We all receive a tremendous value! The BID gets so much done on a very tight budget. Compared to other BIDS our cost is extremely low.

The business leaders of the GSSBA believe that the BID gives downtown businesses a competitive advantage, and help keep the district a vibrant and attractive area of the city.

The dividing line between engaging shopping, dining and tourist destination, and sterile downtown environment, is subtle. Ending the BID would be taking a giant step backwards and would be very short-sighted. It would result in reduced retail traffic, and have a negative effect on businesses large or small.

If you are a building owner interested in making an investment to maintain and grow your property value, we urge you to vote to continue the BID for another five years.

If you are a tenant who is interested in continuing to attract customers and operate in a vibrant and growing economic area, please tell your landlord to vote to continue the BID.

Vote YES for the BID.

Thank you for your consideration.

The Board of the Greater State Street Business Association (GSSBA)

John B. Hutchinson – Fontana Sports
Hawk Schenkel – Hawk's Bar and Grill
Sandra Torklidson – A Room of One's Own
Mary Lang Sollinger – property owner
Don Beauchamp – University Book Store

Larry Van Epps – M & I Bank
Timothy Schell – Land's End
Chuck Haug – Potbelly's
Sachi Komai - Anthology