



Madison's Central Business Improvement District (BID)

August 11, 2010

Dear Valued BID Member,

We'd like to thank those who took the time to respond to the recent survey on BID program areas and assessment, as the BID Board and staff work. The BID Board and staff appreciate you taking the time to share your thoughts, priorities and feedback.

To recap, the annual BID special assessment rate has not been increased in eleven years. Despite strategic cuts and working to increase value, we project that we cannot continue the same level of services in 2011 as in 2010 without cutting services, raising the assessment, or finding additional outside funds. As the BID will be providing year-round Ambassador staffing for the downtown Visitor Center slated to open this fall, which will benefit the entire district, it is especially important that the BID be on sound financial footing for 2011 and beyond.

At its August 5 meeting, the Board reviewed and discussed the survey results as part of drafting the Operating Plan and budget for 2011. The survey results did not indicate any clear mandate among those who responded for budget cuts in any specific area. Among those who responded, the results indicated majority agreement to a one-time increase to the special assessment not to exceed 4%.

The Board approved a one-time 4% increase to the BID special assessment—the first increase in 11 years. This will result in a \$36 increase to the average annual special assessment. The Board and staff will continue to look at ways to trim costs across all programs without compromising services delivered.

The increase will be incorporated into the BID 2011 Operating Plan and Budget, scheduled for at the next BID Board Meeting, Thursday, September 2 noon-1:30pm, 122 W. Washington Ave., 1st floor conference room. Meetings are open to the public, and BID property and business owners are welcome to attend.

BID staff also continue to respond to individual requests and questions raised in the surveys. As one of more than 80 BID's throughout Wisconsin, we are pleased to work on your behalf to increase the health and vitality of the district and promote business within it. We look forward to your continued engagement.

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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