

BID 2011 Operating Plan Changes

BID Board Meeting, Sep. 2, 2010

Operating Plan Changes redlined and noted below:

Page 4: "Maximizing Marketing and Promotion of Downtown"

- Marketing activities description updated to include cooperative advertising

Page 5: "Welcoming Environment

- Ambassador program description updated to include staffing Visitor Center

"Community Relations"

- Coordination with DMI updated to include participation in relevant committees
- Hospitality Zone Assessment deleted as assessment is completed

Page 6: "Advocate for the District"

- Updated to include Downtown Plan and Development Review Process

"Expenditures and Financing"

- Budget figures updated for 2011

Page 10: "Assessment"

- Assessment rate per foot of lineal frontage is increased 4% from \$15 to \$15.60.

- Square footage "cap" rate is increased 4% from \$0.30 to \$0.312 per square foot of building area.

- Controlling date for use of property changed to align with city's controlling date.

("Use of property," i.e., commercial or residential, exempt or non-exempt)