



Madison's Central Business Improvement District (BID)

MEMO

Date: September 3, 2009

To: Mayor Dave Cieslewicz and members of the Common Council

From: Mary Carbine
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Re: BID 2010 Operating Plan

Thank you for taking the time to review and consider for approval the 2010 Operating Plan of Madison's Central Business Improvement District (BID), approved by the BID Board on September 3, 2009.

The 2010 plan does not differ materially in nature from the 2009 plan. Changes are redlined and can be found as indicated below:

- Page 3: Description of District Boundaries updated; District map now included as Appendix C, updated to add two parcels to the District: 408 W. Gorham St. and 201 W. Mifflin St. (currently exempt).
- Page 5: Under Community Relations, partner organization names updated.
- Page 6:
 - Under "Advocate for the District," "services" added after Mall Maintenance to clarify the area of BID advocacy
 - Under "Expenditures and Financing Methods," Budget and Assessment updated.
 - Notes: Budget figures reflect some adjustments in properties determined to be exempt and removed from BID assessment list; properties determined to be no longer exempt and added to BID assessment list (Appendix B); and anticipated \$12,500 reduction in external funding for the hanging basket program. Net assessment income remains basically the same. Budget expenditure categories (Appendix D) allocate staff time to program areas.
- Page 8: Description of BID Board resident clarified.

- Page 9: Position of “immediate past chair” added to make up of Executive Committee.
- Page 10: Pro-rating of King St. assessments is deleted [was applicable only for 2009].
- Page 13: Under “Termination of the District,” the year of the next vote is updated, and notation added that the voting process and ballot (Appendices E and F) may be modified by the Board as appropriate for the 2014 Operating Plan.

The City Attorney’s Office has reviewed the revised Operating Plan and found it to be in compliance with the State Statute.

If you have any questions or concerns, please do not hesitate to contact me.

Attached:

2010 BID Operating Plan

Appendices

- 1983 Wisconsin Act 184, Section 1, legislative declaration
- Listing of Properties Included in the District
- District Map
- 2010 budget
- Voting Process
- Sample Ballot
- City Attorney Opinion