



Madison's Central Business Improvement District (BID)

MEMO

Date: September 2, 2010

To: Mayor Dave Cieslewicz and members of the Common Council

From: Mary Carbine
Executive Director, Madison's Central Business Improvement District (BID)
P.O. Box 2136 Madison, WI 53701 t (608) 512-1340
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: BID 2011 Operating Plan

Thank you for taking the time to review and consider for approval the 2011 Operating Plan of Madison's Central Business Improvement District (BID), approved today by the BID Board.

The 2011 plan does not differ materially in nature from the 2010 plan. Changes are redlined and can be found as indicated 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 project 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," e.g., exempt or non-exempt)

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.