



## Madison's Central Business Improvement District (BID)

### MEMO

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Date: September 1, 2011

To: Mayor Paul Soglin and members of the Common Council

From: Mary Carbine  
Executive Director, Madison's Central Business Improvement District (BID)  
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Re: BID 2012 Operating Plan

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Thank you for taking the time to review and consider for approval the 2012 Operating Plan of Madison's Central Business Improvement District (BID), approved by the BID Board on September 1, 2011.

The 2012 plan does not differ materially in nature from the 2011 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 social media presence.
- Page 5: "Welcoming Environment"  
-Updated description of planting program
- Page 6: "Advocate for the District"  
-Advocacy areas updated to include parking, the downtown alcohol license management and business development plan (per recent Council resolution), updated name of Development Process Improvement Initiative.

#### "Expenditure and Financing"

-Updated to reflect early 2012 budget projections.

Assessment revenue reduced to reflect that one parcel that cannot be occupied due to a fire. Per policy approved by Board in 2009 clarifying the method of assessment, that parcel will not be subject to the BID assessment until it regains a certificate of occupancy.

"Additional revenue" reduced due to conclusion of multi-year grant to fund the hanging basket program. Planting program expenses will be adjusted accordingly.

- Page 9: “Organization of the District Board”

Under 7, updated BID staff title

Under 10, noted that Board Subcommittees may include both Board members and other District representatives.

- Appendix C (Map): Updated to include 215 S Pinckney St., parcel 070924202090, City of Madison Parking Government East Ramp (currently exempt) within the District, for future planning purposes. Note: Since this parcel is currently tax exempt and thus not subject to the BID assessment, it is not included in the parcel list. There is no cost to the city for inclusion of this parcel. The Parking Utility (“owner” of the parcel) has been consulted indicated no concerns about this inclusion from the Parking Utility perspective, and the Director of Planning & Community & Economic Development and Director of Economic Development have also been consulted and are supportive.

The City Attorney’s Office has reviewed the 2012 Operating Plan and found it to be in compliance with the State Statute.

BID operations have no direct budgetary impact on the City.

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

Attached:

2012 BID Operating Plan

Appendices

- 1983 Wisconsin Act 184, Section 1, legislative declaration
- List of assessed properties included in the District
- District Map
- 2012 budget
- Voting Process
- Sample Ballot
- City Attorney Opinion