



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

### MEMO

---

Date: September 4, 2015

To: Mayor Paul Soglin and members of the Common Council

From: Mary Carbine, Executive Director  
Madison's Central Business Improvement District (BID)  
122 W. Washington Ave., Ste. 250, Madison, WI 53703 (608) 512-1240 f (608) 204-9028  
mcarbine@visitdowntownmadison.com www.visitdowntownmadison.com

Re: BID 2016 Operating Plan

---

Thank you for taking the time to review and consider for approval the 2016 Operating Plan of Madison's Central Business Improvement District (BID), approved by the BID Board on September 3, 2015.

The 2016 plan does not differ materially in nature from the 2015 plan. Changes are redlined and can be found as indicated below:

- Page 4  
Plan Objectives and Proposed Activities: Updated to add programming, and replaced advocacy with outreach.
- Page 5  
Added Programming section under "Planned Activities"
- Page 6  
Outreach to the District: Updated activity description, and deleted 2015-specific items.
- Page 7  
Updated budgetary figures for 2016.

The City Attorney's Office has reviewed the 2016 Operating Plan and found it to be in compliance with the State Statute (see Appendix G).

BID operations have no direct budgetary impact on the City.

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