



Madison's Central Business Improvement District (BID)

April 9, 2008

TO: Mayor Dave Cieslewicz
City of Madison Alders

FROM: Board of Directors, Madison's Central Business Improvement District

CC: Mario Mendoza, Mayoral Aide
Susan Gleason, Acting Chair, Economic Development Commission
Matt Mikolajewski, Manager, Office of Business Resources
Susan Schmitz, President, Downtown Madison, Inc.

RE: City of Madison 3-5 Year Strategic Economic Development Implementation Plan

Madison's Central Business Improvement District (BID) encompasses properties and businesses in the greater State Street and Capitol Square area. The BID Board represents district property owners whose tenants are employers in fields such as financial services, technology, law, construction and engineering, conventions and visitors, as well as retail, restaurant and service businesses which serve both visitors and residents.

The BID Board expresses its support for the final draft of the proposed 3-5 Year Strategic Economic Development Implementation Plan, "Building Quality of Life through Strategic Economic Development," and urges the Common Council to adopt the plan as a much-needed framework for the city's economic development efforts.

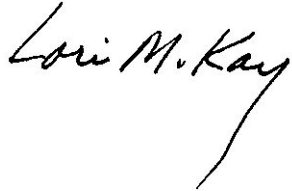
In particular, the BID Board supports:

- Elevating the importance of economic development as a key city priority for preserving a high quality of life and contributing to community development.
- Creating a climate supportive of business and employers, and making superior customer service a high priority among all municipal service providers.
- Expanding the city's economic development toolkit and making it more strategic.
- Building the public/private economic development team.

The BID Board stresses that effective implementation is of overriding importance. Without implementation and follow-through, the plan will not accomplish much or effect the needed changes.

The BID Board looks forward to contributing to refinement and implementation of the plan, and to continued partnership with the city on economic development.

On behalf of the BID Board of Directors,

A handwritten signature in black ink that reads "Lori M. Kay". The signature is written in a cursive style with a long, sweeping tail on the letter "y".

Lori Kay
Chair, BID Board of Directors

A handwritten signature in black ink that reads "Mary Carbine". The signature is written in a cursive style with a long, sweeping tail on the letter "e".

Mary Carbine
Executive Director
Madison's Central Business Improvement District (BID)
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