



Madison's Central Business Improvement District (BID)

MEMO

Date: September 5, 2014

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 2015 Operating Plan

Thank you for taking the time to review and consider for approval the 2015 Operating Plan of Madison's Central Business Improvement District (BID), approved by the BID Board on September 4, 2014.

The 2015 plan does not differ materially in nature from the 2014 plan. Changes are redlined and can be found as indicated below:

- Page 5
Community Relations: Updated list of city agencies to include Traffic Engineering, and added clause "within and affecting the District."
- Page 6
Advocate for the District: Added "street closures and access to Downtown" and "downtown business development."
For other activities, added "The BID Board also intends to engage in a Strategic Planning Process in 2015."
Expenditures and Financing Method: Update budget figures and clarified that the budget is based on a projection of both expenditures and revenue.
- Page 10
Annual Assessment Rate and Method: Updated the name of the city source of the frontage measurement as the "Commercial Property Record."
- Page 14
Automatic Termination Unless Affirmatively Extended: Clarified that the District must be renewed each year by Common Council approval of the annual Operating Plan.

The City Attorney's Office has reviewed the 2015 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.