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

**MEMO**

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Date: November 11, 2008

To: City of Madison Alders & Mayor Dave Cieslewicz

From: Mary Carbine  
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Re: Proposed 2009 Operating Budget Amendments

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On behalf of the Executive Committee of the Board of Madison's Central Business Improvement District (BID), which represents property and business owners in the greater State Street and Capitol Square area, I am writing about the following proposed 2009 Capital and Operating Budget Amendments:

Operating Budget Amendment #2: Miscellaneous Appropriations

The BID **opposes** elimination of the Façade Improvement Grant program. These grants are one of the few economic development tools available to the city for business recruitment and retention, and to spur private investment in commercial property. Removing this tool will further handicap the city's economic development efforts.

Operating Budget Amendment #14: New Program: Downtown Residential Exterior Lighting Enhancement Grant Program

The BID **supports** implementation of this grant program as a way to spur private investment in lighting improvement, which in turn will improve safety and the pedestrian environment. Because it involves the Capital Revolving Fund, it will not impact the levy. While details are not yet formalized, we hope that if approved, mixed-use properties would be eligible.

Capital Budget Amendment #22 & Operating Budget Amendment #33: Parking Utility

The BID **opposes** removal of funding for multi-space metering until cheaper rates for credit card charges have been achieved. The funding for the multi-space metering comes from the Parking Utility. Removal of this funding will not achieve savings in the city's general budget. Credit card fees are simply a cost of doing business. In addition, the modernization of parking meters in high-use downtown areas will likely increase parking revenues by allowing customers to pay with credit and debit cards. The downtown business community and their customers want the ease of use of multi-space meters which in turn supports the downtown economic climate.

Thank you, and please contact me if you have questions.