

To Whom It May Concern,

As the owner of Little Luxuries, a locally owned business operating for more than 30 years on the 200 block of State Street, I want to express my support of the Madison's Central Business Improvement District's (BID's) recent proposal. This plan would temporarily convert State Street into a pedestrian mall on Saturdays and Sundays from May to August, ideally rerouting all buses and vehicle traffic from the entire street. A large percentage of our locally owned and active business owners on the street are located on the top of State Street between the 100-400 blocks. To not include this business community would be a mistake, as other recent proposals only included closure of the bottom half of State Street.

This past year has inspired a lot of clarity regarding where we need to focus our efforts as a community. Three specific areas of focus need to be on inclusivity, maintaining safe environments as we continue to navigate this pandemic, and the importance of supporting small, locally owned businesses. Effectively accomplishing all of this in an effective way requires incorporating innovative ideas different from what we have done in the past. In my opinion, this decision is necessary despite the difficulty of executing such an endeavor.

Here is what I see will be the benefits of executing this proposal this summer:

- A high-quality pedestrian environment will enhance the sense of community by increasing opportunities for interaction among neighbors.
- It will improve overall safety by offering the space necessary to maintain during this pandemic.
- It will naturally boost sales, allowing existing businesses the opportunity to stay in business and hopefully encourage new businesses to occupy currently vacant spaces.
- It will improve the overall ambiance of the downtown community.

We need the support of the city on this subject now more than ever. The downtowns of all capital cities play a very important role, and that is what sets us apart from the rest of the streets within the state.

I truly appreciate you considering my concerns and suggestions.

Sincerely,

Amy Moore

Owner of Little Luxuries