



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

**OPERATING PLAN FOR CALENDAR YEAR 2007**

**BUSINESS IMPROVEMENT DISTRICT NO. 1  
OF THE CITY OF MADISON, WISCONSIN**

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**OPERATING PLAN FOR CALENDAR YEAR 2007  
BUSINESS IMPROVEMENT DISTRICT NO. 1  
OF THE CITY OF MADISON, WISCONSIN**

**I. INTRODUCTION**

Under Wisconsin Statute Section 66.1109, (the "BID Law") cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one owner of property used for commercial purposes within the District. The purpose of the BID Law is "...to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." 1983 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

BID assessments are similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike the traditional special assessments, however, BID assessments can be used to finance a wider range of activities, services and improvements such as business retention, expansion and recruitment; ambassadors; promotions and marketing and seasonal street decorations.

On December 7, 1999 the City of Madison created Business Improvement District #1. Pursuant to BID Law, this is the operating plan ("Operating Plan") for the District for the calendar year 2007, which has been prepared to establish the services to be offered by the District, expenditures by the District, the special assessment method applicable to properties within the District for the eighth year of the BID, and other requirements of the BID Law.

**II. DISTRICT BOUNDARIES**

The District will include the area in Madison that comprises Madison's Central Business District. The district includes the Capitol Square area and the State Street area extending west to Park Street. This entire area represents the heart of Madison's downtown, linking State Street with the businesses on the Square, the residential population in the downtown, the Monona Terrace Community and Convention Center's visitors and the UW-Madison Visitors Services. A listing of the properties included in the District is set forth in Appendix B, attached hereto and incorporated herein.

### III. OPERATING PLAN

#### A. Plan Objectives

In the year 2003, Madison's Central BID underwent a strategic planning process which led to the formulation and articulation of the District's vision and mission. In 2006, the BID Board revisited and updated the Strategic Plan. The VISION of Madison's Central BID is to be a powerful BID that is respected in the Community for getting things done. The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it. The AUDIENCE is CONSTITUENTS are the property and business owners within the district. The ACTION by the BID to achieve the goal is to advocate for business by enhancing the physical environment and supporting cooperative marketing efforts market the district as a whole, create a welcoming environment, develop community relations, and advocate for the needs and interests of the district.

#### B. Proposed Activities

~~Three~~ Four areas of strategic focus will move Madison's Central BID into the future. Specific objectives within each strategy state Madison's Central BID's priorities for the coming year. The ~~three~~ four strategic directions that will be pursued by Madison's Central BID are to Maximize Marketing and Promotion of Downtown, provide a Welcoming Environment, develop Community Relations, and Advocate for the district.

##### *Maximizing Marketing and Promotion of Downtown*

Promote the benefits of the Madison's Central BID area as an important community asset and a unique place to shop and recreate to residents and visitors.

This includes:

- Maintain Downtown Madison web-site: [www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)
- Develop and distribute Downtown Madison map and guide
- Provide positive downtown public relations
- Promotion of downtown as a great place to shop, dine, play, live and work.
- Creation of a consistent message between marketing strategies, public relations and programming
- Support for downtown events

### *Welcoming Environment*

Provide a friendly, welcoming, accessible and unique environment within the District through:

- The Ambassador program
- Holiday decorations
- Hanging flower baskets and planters

### *Community Relations*

Work in a leadership role to enable communications and maximize compatibility among user groups of the downtown. This includes:

- Communication with district property owners regarding BID involvement and initiatives
- Communication with business owners to keep them aware of issues and/or opportunities as they relate to their businesses
- Collaboration with the University of Wisconsin Campus Visitor and Information Center
- Attend and provide reports at the Downtown Coordinating Committee monthly meeting
- Work with the City of Madison Parks Department, Planning & Development, and Engineering for orchestration of physical environment programs and State Street reconstruction
- Coordinate efforts with Downtown Madison, Inc.
- Attend and provide reports at the Greater State Street Business Association monthly meetings
- Work with various downtown groups in event planning and joint partnerships, including arts and cultural groups, the Greater Madison Convention and Visitors Bureau, University of Wisconsin, Overture Center, BYOB-Fest, Jazz at 5, Farmer's Market, Capitol Sprints, Ironman, Dane Dances, etc.

The BID will conduct other activities similar to those above, to carry out the objectives identified above. The BID may not achieve full completion of all of the activities outlined above. In addition, the BID shall have all powers granted under the BID Law, including to collect the assessments provided herein, and to carry out the purposes of this Operating Plan.

### **C. Expenditures and Financing Method**

The Year Eight operating budget for the District is \$313,467 (see Appendix C). This includes \$242,217 collected through the BID assessment and an additional \$71,250

collected from other methods. The projected expenditures for year seven are also identified on Appendix D C, attached hereto and incorporated herein. The above budget is based upon a projection of revenue from several sources, including among others, contributions from tax-exempt property owners and outside sources. The actual budget will be adjusted if the actual revenue received is less than projected. The adjustments could include revising or eliminating individual budget line items as determined by the BID Board of Directors. Expenditures are intended to be made in a fair and equitable basis throughout and for the benefit of the entire District. In the event that a surplus exists at the end of any fiscal year, the monies may be carried over for expenditures in subsequent years.

The Operating Budget for BID 2007 will be subject to the approval of the City of Madison, as set forth in Wisconsin Statutes section 66.1109. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. Any capital improvements costing more than \$10,000 each or \$30,000 in the aggregate for any one calendar year must be approved by a 2/3 majority of the entire District Board. For the purpose of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decoration. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for the following year.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

#### **D. Organization of the District Board**

The Mayor shall appoint members, who will culturally represent Madison's diverse communities, to the District Board (the "Board"), and the City Council of Madison will act on the confirmation of such appointments. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities, to aid compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3) (a) requires that the Board be composed of at least five members and that a majority of the Board members shall either own or occupy real property in the District. If the actual property or business owner is an entity, that entity shall designate a representative to act on its behalf.

The Board shall be structured and operate as follows:

1. Board Size—15 members
2. Composition—

**State Street Area**---four members, representing 2 owners of commercial property and 2 owners of a business in the “State Street Area”;

**West Main Area**—one member, owner of a business;

**University of Wisconsin-Madison**---one member, representing the Chancellor;

**Downtown Coordinating Committee**---one member, representing the Downtown Coordinating Committee;

**Capitol Square Area**---three members, representing 2 owners of commercial property and 1 owner of a business in the “Capitol Square Area”;

**The Great State Street Business Association (GSSBA)**--one member, represented by an officer of the organization;

**Tax Exempt Entity**---one member, representing a financially contributing tax-exempt entity;

**Downtown Madison, Inc. (DMI)**---one member, representing the DMI board of directors;

**University of Wisconsin-Madison student**---one member, representing Associated Students of Madison;

**Downtown Resident**---one member.

In addition, the following representatives shall be appointed by the Mayor who shall not be formal members of the Board and therefore cannot vote, but who will represent the following constituency, and advise the Board, and shall be notified of all Board meetings, shall be able to attend such Board meetings and give input to the Board:

**City of Madison**---one member (without vote), representing the City of Madison;

**The King Street Business Association**—one member (without vote), represented by an officer of the organization; and

**The 4<sup>th</sup> District Alderperson**---one member (without vote), representing the 4<sup>th</sup> District.

No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member's situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall continue to serve in that position until a replacement is appointed.

3. Term—Appointments to the Board shall be for a period of three years.
4. Compensation—None
5. Open Meetings Law—All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.
6. Record Keeping—Files and records of the Board's affairs shall be kept pursuant to the Wisconsin Public Records Law.
7. Staffing and Office—One BID Manager and one BID Programming Coordinator. Office expenses prorated by Downtown Madison, Inc.
8. Meetings—The Board shall meet regularly, at least once every three months. An annual meeting will be planned for all property/business owners.
9. Executive Committee—The Board shall elect from its members a chair, a vice-chair, a secretary, and a treasurer who shall comprise an Executive Committee of the Board. The Executive Committee shall be authorized to oversee the day to day operations of the District, including the execution of minor contracts, and the signing of checks, subject to the controls adopted by the Board.
10. Committees—Marketing Committee, Governance Committee, Liaison Committee, Fund Development Committee, Nominating Committee
11. Non-Voting Advisors— The Board will have three non-voting advisors, as identified above.
12. Powers—The Board shall have all powers necessary and convenient to implement the Operating Plan, including the power to contract.
13. Annual Report—The Board shall prepare and make available to the public annual reports, including an independent certified audit conducted by the City of Madison, as required by the BID Law.



## IV. METHOD OF ASSESSMENT

### A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be in direct proportion to the frontage lineal footage of that property within the District, as defined below.

The individual assessment is derived by figuring the property's primary lineal frontage at 100%, and the secondary lineal frontage, if applicable, at 50%. The total assessment for each assessed parcel is formulated by multiplying the total assessed lineal footage by \$15.00. The frontage measurements of each parcel of real estate, as identified in the records of the Building Inspector of the City of Madison, shall be the official measurement for purposes of this calculation. Notwithstanding the foregoing, the total assessment for each improved property shall not exceed an amount equal to \$0.30 per square foot of building area.

Use of the property as of January 1, 2007 shall control for purpose of the eighth year assessment.

Appendix B identifies each property included in the District and shows the proposed BID assessment for each property. A property shall be defined as a parcel of land subject to assessment hereunder, with a separate Tax Key Number, as identified in the City of Madison's Assessor's Office.

The BID assessment is hereby levied by the City of Madison, which shall be a lien against each of the tax parcels of real property contained in the District, unless exempted as identified herein, under the power of §66.604, Wis. Stats. Such special assessments are hereby levied by the City of Madison by adoption of this BID Plan. The city comptroller is authorized to include the BID assessment on bills for properties subject to the assessment within the designated Improvement District.

The City of Madison shall collect such BID assessments and shall provide to the BID Board an accounting of the amounts received and the tax key numbers for which they are collected. All assessments shall be placed in a segregated account in the City's treasury. The City shall disburse the funds when the BID Board requisitions payments for its expenses that are authorized by the BID Operating Plan. All interest earned by virtue of temporary investment of funds in the BID account shall remain in the account for activities delineated in the BID Operating Plan.

## **B. Excluded and Exempt Property**

The BID statute requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided.

1. Wisconsin Statutes section 66.1109(1)(f) 1m: The District will not contain property used exclusively for manufacturing purposes.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed.

In accordance with the interpretation of the City Attorney regarding Wisconsin Statute section 66.608(1)(b), property exempt from general real estate taxes, for the calendar year in which the BID Operating Plan is adopted, are hereby excluded from the District by definition, even though the boundaries of the District would otherwise include them. Owners of tax exempt property adjoining the District and expected to benefit from District activities will be asked to make a financial contribution to the District on a voluntary basis. In addition, those tax exempt properties adjoining the District which are later determined no longer to be exempt from general property taxes, and tax exempt properties whose owners consent in writing to be assessed, shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

## **V PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY**

Under Wisconsin Statutes section 66.1109(1)(f) 4, this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will increase the vitality of the central Business District and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

### **City Role in District Operation**

The City has committed to assisting owners and occupants in the District to promote its objectives. The creation of the BID District is in compliance with the City's Master Plan. To this end, the City has played a significant role in creation of the District and in

the implementation of the Operating Plan. In furtherance of its commitment, the City shall:

1. maintain services to the District at their current levels.
2. maintain the City's current financial commitment to downtown.
3. maintain deployment of foot patrol officers.
4. handle the billing and collection of the BID assessment as provided herein.
5. have the City Attorney make a legal opinion, attached hereto as Appendix D, that the BID Operating Plan complies with the requirements of the BID Law.

## **VI. PLAN APPROVAL PROCESS**

### **A. Public Review Process**

The BID Law establishes a specific process for reviewing and approving operating plans. The statutory requirements will be followed, including the following process:

1. The District shall submit its proposed operating plan to the City of Madison Department of Planning and Development.
2. The Downtown Coordinating Committee will review the proposed Operating Plan and after notice in the manner required by the BID Law, will adopt the Plan and make a recommendation to the full Common Council.
3. The Common Council will adopt the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor, who will appoint, in accordance with Article III.D., members to the Board, and the non-voting advisors.

## VII FUTURE YEAR OPERATING PLANS

### A. Changes

This Operating Plan is designed to authorize and control the BID for only its Year Seven activities. It is anticipated that the District will continue to be renewed by the City after this Year Seven Operating Plan, and in such renewals the District will revise and develop this Operating Plan annually, in response to changing needs and opportunities in the District, in accordance with the purposes and objectives defined in this Operating Plan. Future issues under consideration include expanding the district boundaries and evaluating various methods of assessment.

Wisconsin Statutes Section 66.1109 (3)(b) requires the Board and the City to annually review, approve, and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms proposed activities, information on specific properties, budget amounts and expenditures are based solely upon current conditions. Subsequent years' activities, budget, and assessments will be provided in the required annual plan updates, and approval by the Common Council of such plan updates shall be conclusive evidence of compliance with this Operating Plan and the BID Law.

### B. Termination of the District

The District may be terminated as provided by law. At the end of each five year term of the district (the next five year term ends December 31, 2010), the District will automatically terminate unless there is a majority vote for the continuation of the BID. The next vote will be in year 2010. The vote will be conducted by sending a ballot to every property owner within the BID District. Based on the returned ballots, an aggregate frontage will be calculated. The owners of over 50% of that aggregate frontage must vote affirmatively for the continuation of the BID. The ballots will be submitted to the City and will be counted by the City Clerk only after the voting deadline has passed.

### C. Amendment, Severability and Expansion

The District has been created under authority of Wisconsin Statutes Section 66.608. Except as set forth in the next sentence, should any court find any portion of this Operating Plan, or the BID Law invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment

**D. Automatic Termination Unless Affirmatively Extended**

The District is being adopted by the City of Madison for one additional year only, and must be renewed each year to remain effective.

**VIII. GENERAL**

All exhibits referenced herein are incorporated herein by reference.

DRAFT August 28, 2006

## **AMENDMENT TO OPERATING PLAN, Nov. 4, 2005**

### **In reference to Sec. IV METHOD OF ASSESSMENT, Section A Annual Assessment Rate and Method, Paragraph 3**

Shall be changed from: The assessment of unimproved property including, but not limited to, surface parking lots not otherwise exempt shall not exceed \$665.50 (a 10% increase over the year 2005). Each year, there will be an additional 10% increase in the cost maximum, culminating in these parcels being charged full frontage in the same year that the City of Madison's two downtown parking initiatives are built in a manner which has a sufficient number of stalls to replace the surface parking. The above parking initiatives refer to the development of the Mid-State Street Parking Ramp and the West Washington Avenue Parking Ramp.

And amended to be stricken from the operating plan in its entirety.

Street #	Dirac	Street	Parcel Number	1st Front	2nd Front	(1st+1/2 2nd) Billable Frontage	Yes	No	Votes	Class	Code	Surface	Total Square Footage	Proposal/ Billable Frontage	Proposal/ Square Footage	Parcel Number
111 S		Hamilton St	70924209038	71	0	71	0	71	71	Com		no	9,900			70924209038
126 S		Carroll St	70924209020	132	128	196	196	0	196	Com		no	93,669			70924209020
121 S		Hamilton St	70924209012	0	29	12.5	13	0	13	Com		no	17,405			70924209012
115 S		Carroll St	70924206167	132	125	194.5	37	0	37	Com		yes				70924206167
17 W		Main St	70924206109	93.09	141	163.59	0	0	164	Com		no				70924206109
25 W		Main St	70924206076	125	132	191	191	0	191	Com		no	120,060			70924206076
7 W		Main St	70924206026	39	19	48.5	0	0	49	Com		no	8,658			70924206026
1 W		Main St	70924206018	73.15	123.4	134.85	135	0	135	Com		no	59,304			70924206018
10 E		Doty St	70924204161	198.76	107.43	252.48	0	252	252	Com		no				70924204161
21 E		Main St	70924204153	142.23	0	142.23	0	142	142	Com		no	43,149			70924204153
119		Martin Luther King	70924204070	66	132	132	0	132	132	Com		no	59,612			70924204070
1 E		Main St	70924204046	90	198.66	189.33	0	189	189	Com		no	98,944			70924204046
29 E		Main St	70924204012	99	132	165	0	165	165	Com		no				70924204012
701		State St	70923204203	120	39	139.5	140	0	140	Com		no	57,388			70923204203
704		University Ave	70923204146	41.2	52	67.2	67	0	67	Com		no				70923204146
728		University Ave	70923204104	6.3	0	6.3	6	0	6	Com		no				70923204104
438 N		Frances St	70923203346	44	0	44	0	0	44	Com		no	5,325			70923203346
441 N		Lake St	70923203081	44	0	44	0	0	44	Com		no	5,166			70923203081
673		State St	70923203073	53	88	97	0	97	97	Com		no	12,334			70923203073
661		State St	70923203065	33	0	33	0	0	33	Com		no	5,148			70923203065
639		State St	70923203057	86	0	86	0	0	86	Com		no	24,361			70923203057
627		State St	70923203049	42.5	0	42.5	43	0	43	Com		no	10,032			70923203049
619		State St	70923203031	40	0	40	0	0	40	Com		no	5,995			70923203031
613		State St	70923203023	43	0	43	43	0	43	Com		no	4,672			70923203023
601		State St	70923203015	46	88	90	0	90	90	Com		no	6,624			70923203015
422 W		Gilman St	70923202215	38	0	38	0	0	38	Com		no	2,594			70923202215
428 W		Gilman St	70923202207	4	0	4	0	4	4	Com		no	2,800			70923202207
430 W		Gilman St	70923202190	23	0	23	0	23	23	Com		no	2,800			70923202190
432 W		Gilman St	70923202182	50	0	50	37	0	37	Com		yes	0			70923202182
441 N		Frances St	70923202116	222	150	297	297	0	297	Com		no	34,034			70923202116
531		State St	70923202108	50	117	108.5	37	0	37	Com		yes	0			70923202108
529		State St	70923202091	25	0	25	25	0	25	Com		yes	0			70923202091
529		State St	70923202083	25	0	25	25	0	25	Com		no	3,825			70923202083
523		State St	70923202075	50	0	50	50	0	50	Com		no	9,000			70923202075
521		State St	70923202067	25	0	25	0	0	25	Com		no	2,898			70923202067
519		State St	70923202059	25	19	34.5	0	35	35	Com		no	6,094			70923202059
515		State St	70923202041	50	44	72	0	72	72	Com		no	20,917			70923202041
507		State St	70923202033	44	65	76.5	77	0	77	Com		no	10,833			70923202033
505		State St	70923202025	16.66	16.66	24.99	0	0	25	Com		no	1,840			70923202025
501		State St	70923202017	52	70	87	0	53	53	Com	Limit	no	2,632			70923202017
402 W		Gorham St	70923201291	94	132	160	160	0	160	Com		no	8,224			70923201291
433 W		Gilman St	70923201085	66	0	66	0	0	66	Com		no	25,468			70923201085
425 W		Gilman St	70923201077	66	0	66	66	0	66	Com		yes	0			70923201077
411 W		Gilman St	70923201043	33	0	33	0	33	33	Com		no	2,175			70923201043
449		State St	70923201019	33	132	99	0	0	99	Com		no	15,318			70923201019
126 S		Hamilton St	70923119080	148.5	105	201	201	0	201	Com		no	15,594			70923119080
121 W		Main St	70923119072	21.5	0	21.5	0	22	22	Com		no	4,140			70923119072
123 W		Main St	70923119064	20	0	20	0	20	20	Com		no	3,600			70923119064
119 W		Main St	70923119056	21	0	21	0	21	21	Com		no	3,528			70923119056
117 W		Main St	70923119048	21	0	21	0	21	21	Com		no	4,200			70923119048

Special Assessment District  
Madison's Central Business Improvement District (BID)

Street #	Dirac	Street	Parcel Number	1st Front.	2nd Front.	(1st+1/2 2nd) Billable Frontage	Yes	No	Votes	Class	Code	Surface Lot	Total Square Footage	Proposal/ Billable Frontage	Proposal/ Square Footage	Parcel Number
115 W		Main St	70923119030	42	0	42	0	42	42	Com		no	8,501			70923119030
111 W		Main St	70923119022	44	0	44	0	44	44	Com		no	8,895			70923119022
105 W		Main St	70923119014	47.5	67.16	81.08	0	44	44	Com	Limit	no	2,220			70923119014
123 W		Washington Ave	70923110062	198	132	264	0	0	264	Com		no	5,458			70923110062
2 S		Carroll St	70923110054	44.96	66	77.96	78	0	78	Com		no	6,098			70923110054
6 S		Carroll St	70923110046	45.83	0	45.83	46	0	46	Com		no	7,746			70923110046
12 S		Carroll St	70923110038	42.92	0	42.92	43	0	43	Com		no	0			70923110038
16 S		Carroll St	70923110020	66	0	66	66	0	66	Com		yes	145,297			70923110020
22 S		Carroll St	70923110012	132	192.06	228.03	228	0	228	Com		no	79,110			70923110012
122 W		Washington Ave	70923109130	66	132	132	132	0	132	Com		no	1,760			70923109130
125 W		Mifflin St	70923109122	20.92	99	70.42	35	0	35	Com	Limit	no	1,760			70923109122
123 W		Mifflin St	70923109114	20.2	0	20.2	20	0	20	Com		no	1,760			70923109114
121 W		Mifflin St	70923109106	20	0	20	20	0	20	Com		no	1,760			70923109106
119 W		Mifflin St	70923109099	20	0	20	20	0	20	Com		no	1,842			70923109099
117 W		Mifflin St	70923109081	20.93	0	20.93	0	21	21	Com		no	13,552			70923109081
22 N		Carroll St	70923109049	43.92	0	43.92	44	0	44	Com		no	16,326			70923109049
20 N		Carroll St	70923109031	44.9	0	44.9	45	0	45	Com		no	44,352			70923109031
16 N		Carroll St	70923109023	44	0	44	44	0	44	Com		no	184,896			70923109023
222 W		Washington Ave	70923108017	363	0	363	363	0	363	Com		no	6,578			70923108017
210 N		Henry St	70923106128	198	66	231	0	132	132	Com	Limit	no	140,290			70923106128
333 W		Johnson St	70923106079	234.37	235.03	351.89	352	0	352	Com		no	29,832			70923106079
309 W		Johnson St	70923106045	132.22	99	181.72	182	0	182	Com		no	11,452			70923106045
305 W		Johnson St	70923106037	49	33	65.5	66	0	66	Com		no	10,900			70923106037
301 W		Johnson St	70923106029	50	66	83	0	0	83	Com		no	2,988			70923106029
437		State St	70923104106	55.6	78	94.6	60	0	60	Com	Limit	no	9,423			70923104106
433		State St	70923104099	44.16	39	63.66	64	0	64	Com		no	8,452			70923104099
425		State St	70923104081	42	30	57	57	0	57	Com		no	4,352			70923104081
419		State St	70923104073	34	0	34	0	34	34	Com		no	3,990			70923104073
417		State St	70923104065	35.5	24	47.5	48	0	48	Com		no	6,990			70923104065
411		State St	70923104057	26	27.4	39.7	40	0	40	Com		no	3,733			70923104057
409		State St	70923104049	24	26.3	38.15	0	38	38	Com		no	5,463			70923104049
403		State St	70923104031	61.5	71.5	97.25	97	0	97	Com		no	11,622			70923104031
328 W		Gorham St	70923104015	50	80	90	0	0	90	Com		no	9,783			70923104015
322 W		Johnson St	70923103124	132	0	132	0	132	132	Com		no	271,000			70923103124
321 W		Johnson St	70923103108	72	66	105	0	105	105	Com		yes	15,972			70923103108
317 W		Gorham St	70923103091	66	132	132	0	0	37	Com		no	20,479			70923103091
315 W		Gorham St	70923103083	100.83	0	100.83	148	0	101	Com		no	36,073			70923103083
341		State St	70923103075	95.3	100	148.3	148	0	148	Com		no	6,200			70923103075
327		State St	70923103067	56	56.54	84.27	84	0	84	Com		no	1,453			70923103067
319		State St	70923103059	34	34.3	51.15	29	0	29	Com	Limit	no	4,292			70923103059
317		State St	70923103041	24.35	6.9	28.8	0	29	29	Com		no	14,534			70923103041
311		State St	70923103033	62	69.3	96.65	0	0	97	Com		no	4,865			70923103033
307		State St	70923103025	40	47	63.5	64	0	64	Com		no	6,680			70923103025
301		State St	70923103017	60	84.85	102.43	0	102	102	Com		no	2,394			70923103017
122 W		Mifflin St	70923101102	19.5	0	19.5	20	0	20	Com		no	5,693			70923101102
120 W		Mifflin St	70923101095	35.5	74	76.5	77	0	77	Com		no	765			70923101095
129		State St	70923101087	41	54	68	0	15	15	Com	Limit	no	1,976			70923101087
125		State St	70923101079	20	28	34	0	34	34	Com		no	7,862			70923101079
121		State St	70923101061	44	20	54	0	0	54	Com		no	15,916			70923101061
119		State St	70923101053	44	44	66	0	0	66	Com		no				70923101053



Special Assessment District  
Madison's Central Business Improvement District (BID)

Street #	Dirac	Street	Parcel Number	1st Front	2nd Front	(1st+1/2 2nd) Billable Frontage	Yes	No	Votes	Class	Code	Surface Lot	Total Square Footage	Proposal/ Billable Frontage	Proposal/ Square Footage	Parcel Number
115	State St	State St	70923101045	20	15	27.5	28	0	28	Com		no	1,606			70923101045
113	State St	State St	70923101037	33.2	20.85	43.63	44	0	44	Com		no	3,074			70923101037
109	State St	State St	70923101029	44.3	29.75	59.18	59	0	59	Com		no	8,042			70923101029
302	State St	State St	70914428086	67.58	0	67.58	68	0	68	Com		no	6,651			70914428086
310	State St	State St	70914428086	40	53.65	66.83	0	31	31	Com	Limit	no	1,548			70914428086
316	State St	State St	70914428078	50	43.55	71.78	0	59	59	Com	Limit	no	2,970			70914428078
320	State St	State St	70914428052	25	31	40.5	0	41	41	Com	Limit	no	2,776			70914428052
326	State St	State St	70914428044	49	0	49	0	43	43	Com	Limit	no	2,156			70914428044
332	State St	State St	70914428036	29.75	0	29.75	0	30	30	Com		no	2,856			70914428036
346	State St	State St	70914428028	22	0	22	0	22	22	Com		no	2,532			70914428028
201 W	Gotham St	Gotham St	70914428010	85	116	143	0	143	143	Com		no	8,202			70914428010
202	State St	State St	70914427137	96	42.5	117.25	0	117	117	Com		no	32,576			70914427137
208	State St	State St	70914427111	66	93.25	112.63	0	113	113	Com		no	10,748			70914427111
214	State St	State St	70914427103	44	0	44	0	44	44	Com		no	10,748			70914427103
222	State St	State St	70914427096	22	0	22	0	22	22	Com		no	4,026			70914427096
226	State St	State St	70914427088	47	0	47	0	47	47	Com		no	17,981			70914427088
228	State St	State St	70914427082	21.15	9.5	25.9	0	26	26	Com	Limit	no	4,688			70914427082
234	State St	State St	70914427070	60	66	93	70	0	70	Com	Limit	no	3,502			70914427070
228	State St	State St	70914427062	44.15	46.5	67.4	0	67	67	Com		no	8,108			70914427062
137 W	Johnson St	Johnson St	70914427054	23	0	23	0	23	23	Com		no	1,880			70914427054
135 W	Johnson St	Johnson St	70914427046	27	0	27	0	27	27	Com		yes	0			70914427046
133 W	Johnson St	Johnson St	70914427038	27	35	44.5	0	45	45	Com		no	9,392			70914427038
216	State St	State St	70914427020	35	132	101	0	101	101	Com		no	35,515			70914427020
100	State St	State St	70914426800	113	0	113	113	0	113	Com		no	20,744			70914426800
114	State St	State St	70914426802	23	23	34.5	0	35	35	Com		no	7,450			70914426802
118	State St	State St	70914426804	20	0	37	38.5	0	39	Com		no	5,626			70914426804
122	State St	State St	70914426806	42	97	90.5	0	91	91	Com		no	41,070			70914426806
124	State St	State St	70914426808	20	0	20	0	20	20	Com		no	2,334			70914426808
126	State St	State St	70914426830	18	24	30	0	30	30	Com		no	6,024			70914426830
128	State St	State St	70914426822	23	0	23	0	23	23	Com	Limit	no	2,542			70914426822
130	State St	State St	70914426814	35	57	63.5	0	64	64	Com	Limit	no	1,932			70914426814
2 W	Mifflin St	Mifflin St	70914425090	124	134	185	185	0	185	Com		no	24,517			70914425090
10 W	Mifflin St	Mifflin St	70914425082	void	void	void	0	0	void	Com		no	void			70914425082
14 W	Mifflin St	Mifflin St	70914425074	80	0	80	80	0	80	Com		no	31,740			70914425074
20 W	Mifflin St	Mifflin St	70914425066	22	0	22	22	0	22	Com		no	4,276			70914425066
30 W	Mifflin St	Mifflin St	70914425040	110	132	176	176	0	176	Com		no	90,006			70914425040
1 W	Dayton St	Dayton St	70914425016	330	128	394	0	394	394	Com		no	289,098			70914425016
50 E	Mifflin St	Mifflin St	70914424993	131.61	0	131.61	0	132	132	Com		no	101,180			70914424993
22 E	Mifflin St	Mifflin St	70914424092	128.44	0	128.44	128	0	128	Com		no	101,180			70914424092
2 E	Mifflin St	Mifflin St	70914424042	132	284	264	0	264	264	Com		no	89,712			70914424042
146 W	Johnson St	Johnson St	70914422137	33	0	33	33	0	33	Com		yes	0			70914422137
152 W	Johnson St	Johnson St	70914422129	33	0	33	33	0	33	Com		yes	0			70914422129
156 W	Johnson St	Johnson St	70914422111	66	90	111	111	0	111	Com		no	17,152			70914422111
309 N	Henry St	Henry St	70914422103	18	0	18	0	5	5	Com	Limit	no	270			70914422103
315 N	Henry St	Henry St	70914422096	88.5	0	88.5	0	89	89	Com	Limit	no	19,821			70914422096
151 W	Gotham St	Gotham St	70914422088	99	44	121	0	34	34	Com	Limit	no	1,676			70914422088
202 W	Gotham St	Gotham St	70914421204	33	44	121	0	121	121	Com		no	10,413			70914421204
212 W	Gotham St	Gotham St	70914421197	66	0	66	66	0	66	Com		no	8,925			70914421197
222 W	Gotham St	Gotham St	70914421189	22	11	27.5	28	0	28	Com		no	1,324			70914421189
404	State St	State St	70914421171	25	0	25	0	25	25	Com		no	2,684			70914421171

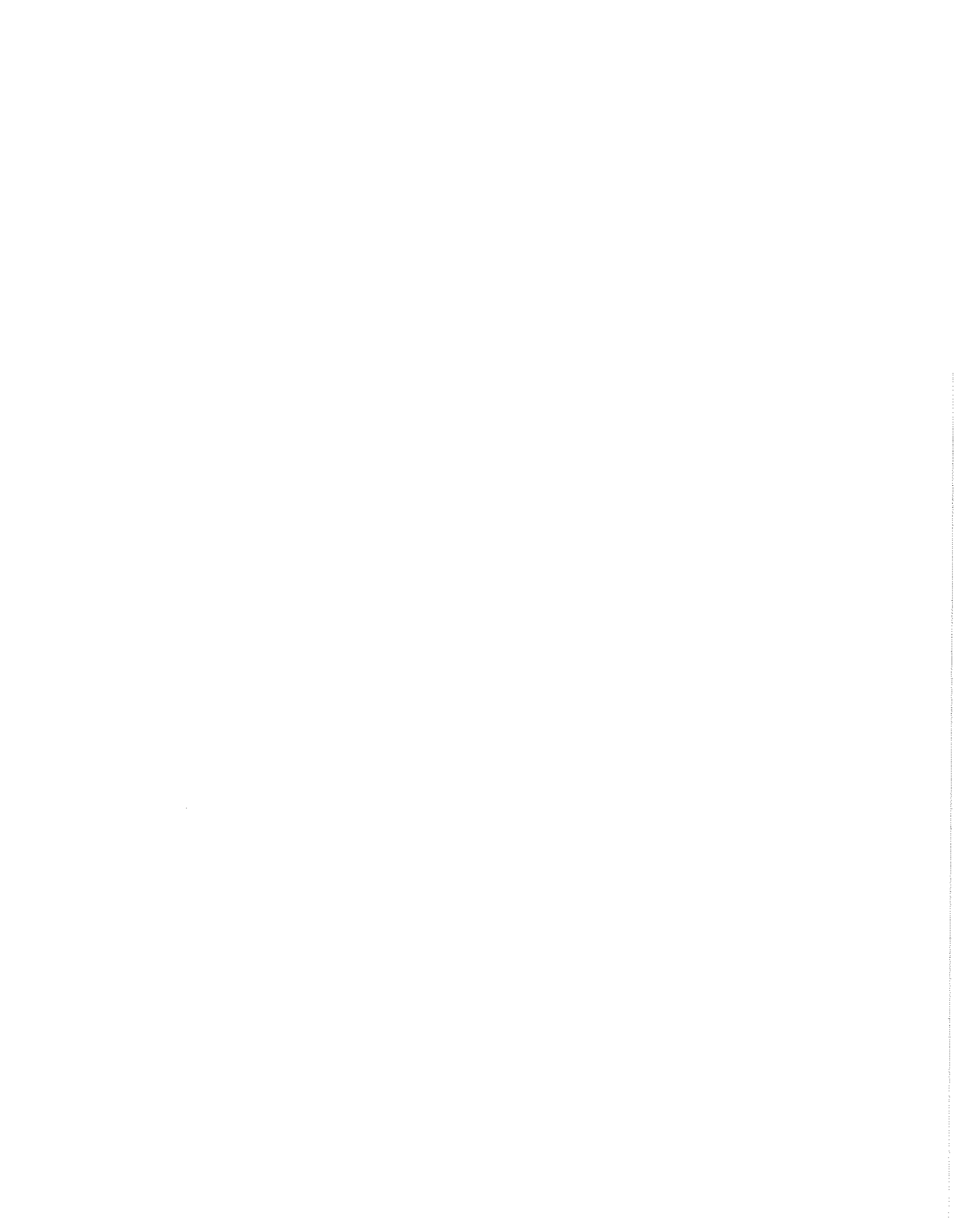
Special Assessment District  
Madison's Central Business Improvement District (BID)

Street #	Dirac	Street	Parcel Number	1st Front	2nd Front	(1st+1/2 2nd) Billable Frontage	Yes	No	Votes	Class	Code	Surface Lot	Total Square Footage	Proposal/ Billable Frontage	Proposal/ Square Footage	Parcel Number
414		State St	70914421163	24	0	24	0	0	24	Com		no	3,880			70914421163
418		State St	70914421156	20	0	20	0	20	20	Com		no	4,406			70914421156
422		State St	70914421147	34	0	34	0	34	34	Com		no	4,592			70914421147
428		State St	70914421139	20	0	20	0	0	20	Com		no	1,928			70914421139
434		State St	70914421121	33	0	33	0	0	33	Com		no	3,120			70914421121
440		State St	70914421113	41	0	41	0	0	41	Com		no	3,322			70914421113
466		State St	70914421105	80	90	125	0	0	108	Com	Limit	no	5,396			70914421105
244 W		Gilman St	70914420389	73	0	73	73	0	73	Com		no	9,636			70914420389
234 W		Gilman St	70914420272	62	0	62	62	0	62	Com		yes	12,827			70914420272
240 W		Gilman St	70914420264	70	0	70	70	0	70	Com		no	6,867			70914420264
502		State St	70914420230	22	71	57.5	0	58	58	Com		no	11,311			70914420230
506		State St	70914420222	64	0	64	0	64	64	Com		no	3,838			70914420222
514		State St	70914420214	50	0	50	0	50	50	Com		no	8,190			70914420214
520		State St	70914420206	32	0	32	0	32	32	Com		no	3,621			70914420206
528		State St	70914420199	28	0	28	0	28	28	Com		no	17,500			70914420199
534		State St	70914420181	35	0	35	0	35	35	Com		no	4,784			70914420181
540		State St	70914420173	30	0	30	0	30	30	Com		no	6,058			70914420173
544		State St	70914420165	33	0	33	0	33	33	Com		no	6,956			70914420165
548		State St	70914420157	33	0	33	0	33	33	Com		no	14,813			70914420157
552		State St	70914420149	44	0	44	0	44	44	Com		no	6,454			70914420149
558		State St	70914420131	22	0	22	0	0	22	Com		no	59,837			70914420131
505 N		Frances St	70914420123	132	66	165	165	0	165	Com		no	67,651			70914420123
100 N		Hamilton St	70914415017	307.5	0	307.5	0	308	308	Com		no	146,165			70914415017
502 N		Frances St	70914302131	132	162.5	213.25	213	0	213	Com		no	14,341			70914302131
638		State St	70914302123	35.5	0	35.5	36	0	36	Com		no	14,082			70914302123
648		State St	70914302115	66	0	66	0	0	66	Com		no	7,824			70914302115
652		State St	70914302107	66	0	66	66	0	66	Com		no	15,135			70914302107
662		State St	70914302090	45	0	45	0	45	45	Com		no	29,516			70914302090
670		State St	70914302082	21	0	21	21	0	21	Com		no	11,664			70914302082
509 N		Lake St	70914302074	110	66	143	0	143	143	Com		no	44,677			70914302074
633		Langdon St	70914302066	67.8	0	67.8	0	68	68	Com		no	32,653			70914302066
601		Langdon St	70914302058	132	88	176	0	0	176	Com		no	3,108			70914302058
112 E		Mifflin St	70913345033	91	132	157	0	0	157	Com		no	7,568			70913345033
101 N		Hamilton St	70913332155	44	0	44	44	0	44	Com	Limit	no	7,326			70913332155
116 E		Washington Ave	70913330183	34	90	79	0	0	62	Com		yes	18,872			70913330183
118 E		Washington Ave	70913330175	10	52	36	0	36	36	Com		yes	10,246			70913330175
120 E		Washington Ave	70913330167	22	0	22	0	22	22	Com		yes	28,644			70913330167
124 E		Washington Ave	70913330159	44	92	90	0	0	37	Com		yes	4,488			70913330159
12 N		Webster St	70913330141	40	46	63	63	0	63	Com		no	4,140			70913330141
123 E		Mifflin St	70913330117	62	99	111.5	112	0	112	Com		no	7,326			70913330117
117 E		Mifflin St	70913330109	26	0	26	0	0	26	Com		no	7,568			70913330109
113 E		Mifflin St	70913330092	44	0	44	0	44	44	Com		no	18,872			70913330092
25 N		Pinckney St	70913330076	22	0	22	22	0	22	Com		no	6,680			70913330076
23 N		Pinckney St	70913330068	66	0	66	66	0	66	Com		no	10,246			70913330068
19 N		Pinckney St	70913330050	19	0	19	19	0	19	Com		no	28,644			70913330050
15 N		Pinckney St	70913330042	47	0	47	0	47	47	Com		no	9,896			70913330042
11 N		Pinckney St	70913330034	66	0	66	0	66	66	Com		no	13,402			70913330034
5 N		Pinckney St	70913330026	44	0	44	44	0	44	Com		no	361,773			70913330026
1 N		Pinckney St	70913330018	22	154	99	99	0	99	Com		no				70913330018
1 S		Pinckney St	70913329037	264	264	396	396	0	396	Com		no				70913329037

9/7/2006

Special Assessment District  
 Madison's Central Business Improvement District (BID)

Street #	Direction	Street	Parcel Number	1st Front	2nd Front	(1st+1/2 2nd) Billable Frontage	Yes	No	Votes	Class	Code	Surface Lot	Total Square Footage	Proposal/ Billable Frontage	Proposal/ Square Footage	Parcel Number
110	E	Main St	70913329011	66	264	198	0	198	198	Com		no	191,013			70913329011
				12,399.28	8,321.54	16,554.09	7171	4856	15637							
			Billable Parcels in BID	210												
			Total 1st	12,393.28												
			Total 2nd	8,321.54												
			Total Billable	16,554.09												



Underscored, stricken, and vetoed text may not be searchable.  
If you do not see text of the Act, SCROLL DOWN.

1983 Assembly Bill 405

Date of enactment: **April 1, 1984**  
Date of publication: **April 5, 1984**

**1983 Wisconsin Act 184**

AN ACT *to create 66.608 of the statutes, relating to business improvement districts.*

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1. Legislative declaration.** It is declared that:

(1) The continued vitality of the commercial business districts of this state, especially those in downtown and central city areas, is necessary to retain existing businesses in and attract new businesses to this state.

(2) Declining public revenues emphasize the importance of assembling viable public-private partnerships to undertake revitalization of these districts.

(3) The establishment of a business improvement district system benefits the health, safety, welfare and prosperity of the people of this state.

(4) It is the purpose of this act to authorize cities, villages and towns to create one or more business improvement districts to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.

SECTION 2. 66.608 of the statutes is created to read:

**66.608 Business improvement districts.** (1) In this section:

(a) "Board" means a business improvement district board appointed under sub. (3)

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels subject to general real estate taxes, other than railroad rights-of-way, and may include railroad rights-of-way, rivers or highways continuously bounded by the parcels on at least one side.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairman.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subs. 1 to 4 have been complied with.

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3) (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, shall have all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under sub. (3) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be dis-

bursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5) (a) Real property used exclusively for residential purposes may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

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**Madison Central Business Improvement District (BID)**  
**2007 Proposed Operating Budget**  
 Sep. 7, 2006

	<b>2007 Proposed</b>
<b>Income</b>	
Special Assessment	\$242,217
Donations/Sponsorships	\$30,000
Map Advertising	\$35,000
Interest/Other	\$6,250
<b>Total Revenue</b>	<b>\$313,467</b>

<b>Expenses</b>	
Administrative	\$121,925
Maximizing Marketing	\$93,000
Welcoming Environment	\$86,580
Business Development	\$9,562
Community Relations/Other	\$2,400
<b>Total Expenses</b>	<b>\$313,467</b>

