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June 10, 2019

To: BID Property and Business owners

RE: Madison's Central Business Improvement District (BID)

At their June 20, 2019 meeting, the City of Madison's Downtown Coordinating Committee approved a motion to send a letter of support for the reauthorization of Madison's Central Business Improvement District (BID), and to encourage business and property owners to vote YES.

The Downtown Coordinating Committee's role established by Madison General Ordinance 8.41 is a forum for public information and stewardship regarding the use of public space in the Downtown Area as a high-quality urban space for pedestrians in an environment that promotes healthy businesses.

Over the past five years, the partnership and cooperation between the City and the BID has increased dramatically. The BID has been a willing and enthusiastic partner on several innovative, award winning projects and programs that have increased the vibrancy of the Downtown and raised the visibility and stature of State Street, the Capitol Square and Downtown Madison.

In their motion, the Committee expressed their gratitude for the work of the BID, especially its role as an ongoing partner with the City on the creation and implementation of the retail strategy report entitled *"Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison."* This report has been a vital road map for policies and programs to support our local business and property owners during dramatic and challenging changes to the larger retail economy.

The BID has been the primary leader behind many exciting Downtown programs, including Shine On! Holiday Lights, Wine & Cookie Walks, The Madison Night Market, Downtown Doors, as well as youth and inclusive programming at the Top of State Street. These programs aim to increase the vibrancy of the downtown, and invite people into our downtown businesses.

As the BID is a special assessment district requiring a five-year sunset, the DCC encourages the property owners to reauthorize the continuation of the BID to ensure that these essential services, programs and partnerships allow Madison's Downtown continue to be inclusive, innovative and thriving for the next five years.

Sincerely,

Rebecca S Cnare, PLA
City of Madison Planning Division – Staff to the Downtown Coordinating Committee

Cc: Alder Michael Verveer, Alder Patrick Heck, Alder Zachary Henak, Leslie Orrantia, Deputy Mayor Dan Kennelly, Economic Development Division

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