

June 2, 2008



Dear Property Owner,

On behalf of the Lincoln Village Business Association I would like to express our recognition to your entrepreneurial efforts and support for the Lincoln Village Business District.

To further support the economic development of Lincoln Village, including the property that you own, a committee to evaluate the potential implementation of a BID district has been established with me as its chairman. This committee was formed by LVBA and our Executive Director Neil White, with historical knowledge of the prior efforts undertaken in relation to the creation of a BID.

Clearly, a well conceptualized, planned, and implemented BID project can generate great benefits to you and the community. However, it must be clear that such project has many moving parts and logistical steps. Of particular interest is that given that a BID requires that property owners agree to a pre-specified increase in the tax rate of the property, it is clear that such project must generate the maximum benefit to all the property owners and community in general. This implies that we all need to agree on development priorities to maximize the use of funds, identify potential matching funds, specify potential tax rates and amounts based on assessed property values, estimate the benefit to you and the community, establish beginning and end dates for the project, and agree on how to measure and report performance.

On behalf of the LVBA and the BID committee, I would like to express to you our sincere commitment to partner with you in evaluating this project, ensuring that all opinions are reflected in the process, and ensuring that the project if it moves forward, generates benefits for all as eventually agreed by all during the evaluation process.

During the next few weeks, several members of the Lincoln Village Main Street BID Committee will establish contact with you to hear your opinions and answer questions, concerns, and objectives you may wish to express. In the meantime, please find enclosed a "Frequently Asked Questions" document outlining answers to such questions as, "What is a BID?", "What are the benefits to you?", and "How does it work?" In my personal opinion the BID must serve us and the community with measurable results. Your review of the BID documents and opinions about the project will support that as we move forward the project is truly reflective of our and the community needs and concerns as well as help improve the business climate of Lincoln Avenue.

Please note that you can view documentation, project outline and progress, as well as other related information online at the LVBA webpage at LincolnVillageMilwaukee.org.

Regards,

Manuel Perez,
President, Co-owner JNA Staffing
Lincoln Village Main Street BID Committee Chair