

## Summary of Changes in 2012 Operating Plan

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| Sections I and III(A)<br>(Pages 1-2) | – Incorporate 2011 strategic planning initiatives, including (a) enhancing BID 21's role in Downtown economic development, (b) implementing Responsible Hospitality recommendations and (c) investing in expanded staff/resources. |
| Section III(B)(1)<br>(Pages 3-4)     | – Acknowledge redeployment of PSAs to manage night time economy.   |
| Section III(B)(3)<br>(Pages 6-7)     | – Expand retail recruiting to recruiting synergistic businesses of all types.  |
| Section III(C)<br>(Pages 8-10)       | – Update proposed expenditures and assessments.  |
| Section III(D)<br>(Page 11)          | – Update board member categories (Federal Plaza dropped out of 4th-9th largest buildings).   |
| Appendix D                           | – Update budget information. 2012 mill rate is \$1.52 per \$1,000 of assessed value.   |