

June 14, 2021

Deborah C. Tomczyk
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Dear Service Provider:

Business Improvement District No. 21 ("BID21") has decided to solicit bids for contractors to administer its Landscape and Holiday Street Decor Programs. BID21 intends to follow the following bidding process:

- hosting a mandatory pre-qualification meeting on July 12;
- soliciting Requests for Qualifications by July 12;
- soliciting Requests for Proposals by August 16 only from selected bidders deemed qualified by BID21; and
- hosting interviews with selected bidders on August 23.

You and all other interested firms are invited to attend a **mandatory** pre-qualification meeting for prospective Landscape and Holiday Street Decor Program bidders:

Monday, July 12, 2021, 10-11:30 a.m.
Via Zoom

Any prospective bidder on BID21's Landscape and/or Holiday Street Decor Program(s) must attend this meeting to learn about the bid process. BID21 reserves the right to reject bids from any bidders who fail to attend this meeting. To receive a link to the Zoom meeting invitation, please email Carol Wirkkula (cwirkkula@reinhartlaw.com) not later than Monday, July 8, 2021.

To ensure that all bidders have the same information and to maintain the integrity of the bidding process, this meeting will provide the only opportunity for prospective bidders to ask BID21 officials questions about the bid process. Attempts

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to contact BID21 officials outside of this meeting will constitute a basis for BID21 to reject the bid.

A copy of the Request for Qualifications for BID21's Landscape and Holiday Street Decor Programs is enclosed for your reference. Additional copies of the Request for Qualifications and all other bidding materials also will be available on BID21's website www.milwaukeedowntown.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Deborah C. Tomczyk". The signature is fluid and cursive, written over a white background.

Deborah C. Tomczyk

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