

# 2018 DMI BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Stacy Nemeth, Fiore Companies (Board Chair)  
 Doug Poland, Rathje & Woodward, LLC (Vice Chair)  
 Susan Springman, Mullins Group, LLC & Madison's Central BID (Secretary)  
 Jeff Newman, Madison Gas & Electric (Treasurer)  
 Angela Black, Husch Blackwell  
 Matt Carlson, Michael Best & Friedrich LLP  
 Megan Jerabek, von Briesen & Roper s.c.  
 Dan Lee, First Weber Group  
 Kathy Marks, TMA+Peritus  
 Anne Neujahr Morrison, Urban Land Interests  
 Janine Punzel, 360 Commercial Real Estate  
 Mark Richardson, Unfinished Business LLC  
 Margaret Watson, Steve Brown Apartments  
 Nathan Wautier, Reinhart Boerner Van Deuren s.c.

Tim Lightner, TWO MEN AND A TRUCK  
 Ron Luskin, non-business/resident member  
 Kathy Marks, TMA+Peritus  
 Jeff Maurer, Fresh Madison Market  
 Mayra Medrano, Latino Chamber of Commerce of Dane County  
 Peter Mortenson, US Bank  
 Stacy Nemeth, Fiore Companies, Inc.  
 Anne Neujahr Morrison, Urban Land Interests  
 Jeff Newman, Madison Gas & Electric  
 Tim O'Meara, Madison National Life Insurance Company  
 Doug Poland, Rathje & Woodward, LLC  
 Daniel Pophal, Wells Fargo  
 Beth Prochaska, Potter Lawson  
 Janine Punzel, 360 Commercial Real Estate  
 Mark Richardson, Unfinished Business LLC  
 Katherine Rist, Foley & Lardner LLP  
 Andrew Roethe, BMO Harris Bank, N.A.  
 Carole Schaeffer, Miron Construction  
 Chris Schell, Summit Credit Union  
 Steve Sosnowski, Associated Bank  
 Susan Springman, Mullins Group, LLC & Madison's Central BID  
 Craig Stanley, Broadwing Advisors, LLC  
 Jeff Tubbs, J.H. Findorff & Son Inc.  
 Eric Upchurch, Opportunity, Inc.  
 Jeff Vercauteren, Capitol Neighborhoods, Inc.  
 Ja'Mel Ware, Intellectual Ratchet, LLC  
 Margaret Watson, Steve Brown Apartments  
 Nathan Wautier, Reinhart Boerner Van Deuren s.c.

## BOARD OF DIRECTORS

Dr. Ruben Anthony, Urban League of Greater Madison  
 Juli Aulik, UW Health & Quartz  
 Randy Banks, Strang, Inc.  
 Sue Bauman, non-business/resident member  
 Betty Bergquist, American Family Insurance  
 Angela Black, Husch Blackwell  
 Curt Brink, Curt Vaughn Brink Companies  
 Matt Carlson, Michael Best & Friedrich LLP  
 Tim Casper, Madison College  
 Bob Cottingham, Wipfli LLP  
 Paul Cuta, C&S<sub>4</sub> Architecture, LLC  
 Ted DeDee, Overture Center for the Arts  
 Len Devaisher, Old National Bank  
 Brad Grzesiak, Bendyworks  
 Melissa Huggins, Urban Assets  
 Megan Jerabek, von Briesen & Roper s.c.  
 Steve Landry, JP Cullen  
 Dan Lee, First Weber Group

## EX OFFICIO MEMBERS

City of Madison, 4th District Alder: Mike Verveer  
 City of Madison, Office of the Mayor: Anne Monks  
 Madison Metropolitan School District: Kelly Ruppel  
 Monona Terrace Community & Convention Center: Gregg McManners  
 UW-Madison, Office of University Relations: Leslie Orrantia

\*as of October 20, 2017



## CONTACT



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 Madison, WI 53703  
 608-512-1331  
[www.downtownmadison.org](http://www.downtownmadison.org)

## DMI PARTNERS

\*Partners as of October 1, 2017

### PINNACLE PARTNERS



### COMMUNITY PARTNERS



### MADISON PARTNERS



### DOWNTOWN PARTNERS

American Family Insurance  
 BMO Harris Bank  
 Dental Health Associates of Madison  
 Fresh Madison Market  
 Ho-Chunk Gaming Madison  
 Johnson Bank  
 Mullins Group, LLC  
 National Guardian Life Insurance Company  
 Old National Bank  
 Park Bank  
 SSM Health St. Mary's Hospital  
 State Bank of Cross Plains  
 Strang Inc.  
 UnityPoint Health-Meriter  
 University Book Store  
 UW Health & Quartz  
 von Briesen & Roper, s.c.

### DMI Staff

Susan Schmitz, President  
 John Cerniglia, Senior Director, Programs & Communications  
 Carol Ann Hewitt, Director of Development  
 Madelyn Plummer, Office and Program Manager

### Madison's Central Business Improvement District (BID) Staff

Tiffany Kenney, BID Executive Director  
 Tim Jenquin, BID Operations Director  
 Jenny Sligh, BID Programming Coordinator  
 Jean Stover, BID Office Assistant



2017-2018

# ANNUAL REVIEW

Sponsored by:



Downtown Madison, Inc. (DMI) is a not-for-profit, membership organization and the voice of the central city. Formed more than 35 years ago, DMI advocates for the health and vitality of downtown Madison and exists because of and for our members. Businesses, residents, non-profit organizations and local government agencies provide their unique expertise to help us accomplish our mission and work on projects, initiatives and membership programs.

## MISSION STATEMENT

Downtown Madison, Inc. is committed to planning for, sustaining and growing downtown Madison as a thriving regional economic engine that offers a best-in-class quality of life for businesses, residents and visitors.

## MEMBERSHIP

\*members as of October 1, 2017

**NUMBER OF MEMBERS:**  
**459**

**MEMBER BUSINESS CATEGORIES:**  
**85**

**NUMBER OF INDIVIDUAL MEMBER CONTACTS:**  
**1,803 PEOPLE**

### MEMBERS BY SIZE:

Non-Business/Resident: **37**  
 Non-Profit/Government/Associations: **111**  
 Sole Proprietor (1 employee): **21**  
 2-10 Employees: **126**  
 11-25 Employees: **67**  
 26-50 Employees: **35**  
 51-99 Employees: **22**  
 100 or More Employees: **40**

### MEMBERS BY LOCATION:

Downtown: **50.3%**  
 Outside of downtown: **49.7%**  
 Outside of Madison: **12.6%**  
(Downtown defined as zip codes: 53703, 53706, 53715)

## TOP 10 BUSINESS CATEGORIES:

- 1 Not for Profit (97)
- 2 Financial Institutions (32)
- 3 Real Estate (29)
- 4 Investments (23)
- 5 Architects (22)
- 6 Engineering Firms (21)
- 7 Law Firms (20)
- 8 Meeting & Event Planners (19)
- 9 (tie) Developers - Commercial (18)
- (tie) Marketing (18)

For a full DMI membership directory, visit:  
[www.downtownmadison.org/members](http://www.downtownmadison.org/members)

## DMI SOCIAL MEDIA

Facebook likes: **2,241**  
 Twitter followers: **1,211**  
 LinkedIn group members: **2,080**  
(as of Oct. 1, 2017)

## DMI WEBSITE

Number of visits:  
**91,402**  
 Number of page views:  
**334,882**  
(year to date through Oct. 1, 2017)

**NUMBER OF PROGRAMS IN 2017:**  
**38**

**TOTAL ATTENDANCE AT DMI PROGRAMS:**  
**3,360**  
(year to date as of October 1, 2017, excluding Doors Open Madison)

## ADVOCACY

The DMI Board of Directors annually approves a Civic Agenda that drives DMI's advocacy and committee work for the year. With the aid of major downtown stakeholders and partners, below is a list of issues, projects and activities worked on by the DMI committees and its members in 2017\*:

- Bicycle infrastructure improvements
- Capitol East District development and parking
- Connect Madison: Economic Development Strategy
- Deferred Action for Childhood Arrivals (DACA)
- Diversity and inclusion efforts
- Downtown Retail Market Analysis
- Imagine Madison: Comprehensive Plan
- Judge Doyle Square project and bicycle center
- Madison B-Cycle support and expansion
- Madison College downtown campus redevelopment
- Madison Common Council candidate endorsements
- Madison in Motion: Sustainable Transportation Master Plan
- Membership recruitment and retention
- Message against acts of hate
- Nolen Waterfront Vision
- Parking rates and improvements
- Regional transportation solutions
- Safe Bicycle Routes to School
- Tax Incremental Financing District 32 white paper
- The Beacon, Madison's first day resource center
- Transportation Modes white paper
- Upper State Street improvements



## STANDING COMMITTEES

Economic Development  
 Government Relations  
 Inclusiveness  
 Membership Development  
 Quality of Life and Safety  
 Transportation and Parking  
 Bicycle Sub-committee

**NUMBER OF STANDING COMMITTEE MEETINGS IN 2017:**  
**75**

## PROGRAMS

### 2017 HIGHLIGHTS:

#### What's Up Downtown Breakfast

• 12 informative networking programs held at The Edgewater, averaging 180 attendees/month with a record 260 attendees in January 2017

#### New Faces, New Places

• 12 networking programs featured new or existing member businesses, averaging 130 attendees/month

#### New Member Coffee

• 4 programs held at von Briesen & Roper, s.c., welcoming 45+ new members to DMI

#### Behind the Scenes

• 3 programs featured tours of The Cap Times, Camp Randall Stadium and Wisconsin Public Radio, all locations celebrating 100-year anniversaries

#### Nosh at Noon

• 3 programs held at Fresh Madison Market with panel discussions on downtown retail, TIF and transportation & parking technology

#### Inclusiveness Social

• 2nd annual event held at HotelRED with partner organizations as part of DMI's diversity and inclusion efforts

#### Doors Open Madison

• 2nd annual event featured 24 sites, attracting an estimated 2,800 attendees

#### State of the Downtown

• 7th annual metrics report released to a record crowd of 300+ attendees

#### DMI Annual Dinner

• Annual event held at Monona Terrace with a record crowd of 650+ attendees

