

DMI 2017 Civic Agenda

Economic Development

- Job growth, employment opportunities, retail & entertainment and housing options are crucial to the health of our region and downtown Madison.
 - *Retain and encourage people to locate a variety of commercial uses in downtown Madison.*
 - *Support greater downtown housing densities, diversity, parks, mixed-use, work force housing and sustainability to serve all socio-economic groups.*
 - *Encourage businesses to locate and expand employment opportunities in downtown Madison.*
 - *Value and support an increase in quality downtown childcare as it is important to the economic well-being of the community and to its quality of life.*
 - *Support the efforts of the Business Improvement District (BID) on the downtown Market and Retail analysis.*
- New business formations are important to the health of downtown Madison.
 - *Interact and support incubator/entrepreneurial centers to encourage new business formation with a particular focus on minority owned businesses.*
 - *Work with the city of Madison to empower and expand the City's Economic Development Committee and to find ways the City can assist with minority owned businesses.*
- Improvements are needed in the greater State Street area especially where State Street intersects with the Capitol Square.
 - *Support the Wisconsin Historical Museum/Veterans Museum efforts to create a combined new space on block #75 that will be part of a larger public private project that will include housing, office and retail.*
- It is important that the City address the needs of the downtown and continuing urbanization in their updating efforts of the city of Madison Comprehensive Plan.
 - *Use and communicate the "State of the Downtown" report to support/assist with the city process.*
- The aggressive use of TIF and TIF increment needs to continue as it is the best economic development tool that the city has.
 - *Encourage and incentivize the City to creatively use its resources/tools (TIF) to support development and encourage the risk-taking needed for complex mixed-use infill projects.*
- As a welcoming/inclusive City and downtown, investing in the future of Monona Terrace Community & Convention Center is important because of the economic impact that conventions/conferences have on the city of Madison and downtown.
 - *Work with city of Madison and GMCVB to support strategies to retain and increase the quantity of conferences and conventions at Monona Terrace and all downtown meeting facilities.*

Supporting an Inclusive Downtown

- DMI’s mission is to offer a “best-in-class quality of life” for the businesses and residents who populate our city and our downtown now and in the future.
 - *Broaden the appeal of the downtown as a place where residents of all races, cultures, and ethnicities feel welcome to live, visit, work and locate their businesses and where a best-in-class quality of life is available to all.*
- To “plan for” and “grow” downtown Madison’s economy means increasing the opportunities for the segments of our population that not only do not currently feel welcome downtown, but are the fastest growing.
 - *Invest in this future population by identifying, confronting, and dismantling the structural and cultural barriers that deprive current communities of color of meaningful opportunities to fully participate in life downtown, and threaten to do the same to future generations.*
 - *Develop a commitment among the downtown business community that focuses on: **Listen, Learn and Leverage.** **Listen** to communities and leaders who have experience and equity in our mission, including engaging with our partners and members to better understand our challenges and opportunities. **Learn** about organizations, programs and people immersed in communities of color in an effort to understand existing efforts and how downtown leaders can leverage considerable civic and political capital. **Leverage** the voice, membership and influence of the downtown to contribute to solutions in the areas of race relations, diversity and inclusion, and communicate the importance of this issue both internally and externally.*
- DMI is uniquely positioned to be a leader in our community on inclusiveness given its strong ties to the downtown business community, its excellent working relationships with City staff, and its deep relationships with its partners throughout the city.
 - *Reach out and partner/collaborate with other organizations such as the Latino Chamber of Commerce, Madison Black Chamber of Commerce, Urban League of Greater Madison, YWCA Madison, Centro Hispano, Network of Black Professionals, 100 Black Men of Madison, Inc., Latino Professionals Association, Latino Academy of Workforce Development, the Ho-Chunk Nation and many others.*

Enabling Viable Options Among All Modes of Transportation & Parking

- With the changes in technology, demographics, density, and landscape of the downtown and the greater metropolitan area, our region needs transportation policies that respect and legitimize all modes of transportation including the transit demands coming from the burgeoning nighttime economy.
 - *Participate in and actively support the work and recommendations of the City-wide transportation master plan (Madison in Motion).*
 - *Work with DMI partners (in particular the City) to continue to develop and promote the use of innovative technological tools for managing traffic and parking, such as smartphone apps that make transportation and parking to and throughout the downtown area easier, faster, less expensive, and more convenient.*
 - *Increase access to point-of-sale and digital options to access purchasing of public transit farecards.*
 - *Work with our partners on a strategy that will increase the bike commuter mode share by 2030 (% TBD) and the transit mode share to 30% by 2030.*

- Regional solutions are vital to the transportation and parking challenges that inhibit movement into, around, and out of the City and the downtown. And regional solutions need sustainable funding.
 - *Continue working with our partners to find sustainable funding for a regional transportation system that serves the Dane County area.*
- A forward-thinking strategy is needed to support the parking demands in downtown Madison in order to meet the needs of merchants, customers, visitors, and employers/employees now and in the future.
 - *Continue to work with (and support) the City's efforts to evaluate and adjust parking rates and offer increased flexibility with enforcement of hours and street parking.*
 - *Work with the City Transit & Parking Commission to maximize the number of available parking spaces in the downtown and areas surrounding new/in-fill development.*

Enhancing Quality of Life Downtown

- Downtown Madison needs to be an inclusive welcoming place for all people to live, work, play, learn and visit.
 - *Working through the DMI Inclusiveness Initiative and with all partners, including city of Madison and Dane County, create a downtown that offers housing options, retail, entertainment venues and public spaces/parks that create a welcoming environment for everyone.*
 - *Work with partners (Catholic Charities, City of Madison, Dane County, United Way, homeless consortium, downtown churches and the private sector) to build/create/sustain a Day Resource Center at 615 E. Washington Ave.*
- The quality of life in our community (with a focus on downtown) is vital to retaining and attracting people (and families) to live, work, learn and play in Madison. The key elements are beauty, lakes, parks, recreation, arts & culture, safety, cleanliness, good schools & quality day care centers, job opportunities and ease of movement.
 - *Work to identify and retain amenities that are needed for an attractive work/live/learn/play downtown environment with an emphasis on parks, childcare facilities, schools, services, parks, etc.*
 - *Work with all partners to create and maintain a green, clean, safe and sustainable downtown Madison.*
- Madison lakes are a major economic asset to downtown and the region and increased public access was listed as the #1 priority by the public in the 2012 Downtown Plan.
 - *Partner and work with the city of Madison and its policy makers to make this a top priority for future development such as John Nolen Drive to East Washington and Lake Mendota between the Edgewater to the Union Terrace.*
- Downtown Madison has long been an attraction for people looking to move to Madison and to visitors, conferences and conventions because of our many assets.
 - *Work with and encourage synergy with our many partners to maximize opportunities that downtown Madison has to offer to people wanting to visit and engage in our major destinations and institutions.*
- It is vital that people who live/visit downtown Madison feel safe and welcome. Cooperation among our partners including Madison police, Madison Fire Department, UW police, Capitol police, downtown

neighborhoods, downtown property owners, business operators and social service providers is key to a safe downtown Madison.

- *Work with our partners using community policing so that the streets and public areas of downtown Madison are safe at all times and criminal behavior is eliminated.*
- *Support the Madison Police in their efforts to identify and deter individuals who are causing repetitive, negative and unacceptable behaviors.*
- The role of Arts/Culture/Culinary; Arts/Sports & Recreation are a major factor in the health and inclusiveness of downtown Madison and our community as a whole.
 - *Continue to grow arts and culture in cooperation with the Overture Center (and its resident organizations) and UW-Madison.*
 - *Work with partners to support and encourage the use of downtown sports and recreation venues.*
 - *Support the use of private galleries, theaters, museums and music venues along with the use of public spaces and facilities such as the Madison Central Library.*

World Class University and First Class Public Education System

- Investment in/support of a first class City-wide pre-K, primary, secondary and postsecondary educational system is imperative for a healthy downtown, city and region.
 - *Enhance and maintain cooperative and expeditious reviews of projects and partnerships between the City and UW-Madison on land use, safety and transportation.*
 - *Support the Madison Metro School District's (MMSD) "Personalized Pathways" high school education program. The voluntary program, which involves Madison-area employers, provides opportunities for participating high school students to be exposed to real-world learning experiences in a broad industry area*
 - *Support Madison College and their "Scholars of Promise" initiative that will help motivated low-income students pursue their education.*
 - *Continue to support UW-Madison whenever needed.*