

Downtown Madison, Inc. (DMI) support of a Hotel as part of the JDS project

Downtown Madison, Inc. (DMI) has a long history of supporting a Community and Convention Center with a hotel(s) that is in close proximity to accommodate Madison's convention demand. DMI's support goes back to the 1995 Hotel Taskforce Report. DMI also strongly supported the building of Monona Terrace Community and Convention Center, knowing that a connected hotel that can provide the appropriate amenities and number of room block is vital to the health of Monona Terrace and its ability to generate the largest economic impact on downtown Madison and the rest of the city. When the Hilton Hotel was built, DMI knew that if the demand for conventions was to grow as projected, that an additional hotel would eventually be needed.

In 2008, DMI was part of a Madison Hotel Feasibility Study completed by Hunden Strategic Partners which reported the need for a closely located hotel that was a nationally recognized, convention brand with an appropriate level of services and amenities, but most important that it could provide a minimum of 250 room block. These findings were reinforced with a study by CH Johnson Consulting, Inc. in 2012.

DMI believes it is important to protect the City of Madison investment in Monona Terrace by moving forward with a hotel that accomplishes what has been recommended in the studies. At this time, we also believe that the best opportunity for a convention hotel is in the current Judge Doyle Square proposed project.