

# 2019 DMI BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Doug Poland, Rathje & Woodward, LLC (Chair)  
 Nathan Wautier, Reinhart Boerner Van Deuren s.c.  
 (Vice Chair)  
 Margaret Watson, Steve Brown Apartments (Secretary)  
 Jeff Newman, Madison Gas & Electric (Treasurer)  
 Angie Black, Carlson Black O'Callaghan & Battenberg LLP  
 Brad Grzesiak, Bendyworks  
 Megan Jerabek, von Briesen & Roper s.c.  
 Kathy Marks, TMA+Peritus  
 Stacy Nemeth, Fiore Companies  
 Anne Neujahr Morrison, Urban Land Interests  
 Janine Punzel, 360 Commercial Real Estate  
 Mark Richardson, Unfinished Business LLC

Ron Luskin, non-business/resident member  
 Kathy Marks, TMA+Peritus  
 Chandra Miller Fienen, StartingBlock Madison  
 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  
 Leslie Orrantia, UW-Madison Community Relations  
 Doug Poland, Rathje & Woodward, LLC  
 Daniel Pophal, Wells Fargo  
 Beth Prochaska, Potter Lawson  
 Janine Punzel, 360 Commercial Real Estate  
 Mark Richardson, Unfinished Business LLC  
 Katie 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  
 Missy Tracy, Ho-Chunk Gaming Madison  
 Jeff Tubbs, J.H. Findorff & Son Inc.  
 Eric Upchurch, Opportunity, Inc.  
 Jeff Vercauteren, Husch Blackwell  
 Margaret Watson, Steve Brown Apartments  
 Nathan Wautier, Reinhart Boerner Van Deuren s.c.  
 Alex Ysquierdo, Latino Chamber of Commerce of Dane County

## BOARD OF DIRECTORS

Dr. Ruben Anthony, Urban League of Greater Madison  
 Juli Aulik, UW Health & Quartz  
 Randy Banks, Strang, Inc.  
 Angie Black, Carlson Black O'Callaghan & Battenberg LLP  
 Tim Casper, Madison College  
 Bob Cottingham, Wipfli LLP  
 Paul Cuta, CaS, Architecture, LLC  
 Len Devaisher, Old National Bank  
 Jackson Fonder, Catholic Charities of Madison  
 Larry Frank, Frank Productions, Inc.  
 Sandra Gajic, Overture Center for the Arts  
 Kari Grasee, American Family Insurance  
 Brad Grzesiak, Bendyworks  
 Alison Helland, Boardman & Clark LLP  
 Katie Hinkle, Michael Best & Friedrich LLP  
 Melissa Huggins, Urban Assets  
 Megan Jerabek, von Briesen & Roper s.c.  
 Eli Judge, Capitol Neighborhoods, Inc.  
 Steve Landry, JP Cullen  
 Tim Lightner, TWO MEN AND A TRUCK

## 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  
 \*as of October 16, 2018



## CONTACT



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## DMI Staff

Jason Ilstrup, President  
 John Cerniglia, Senior Director, Programs & Communications  
 Carol Ann Hewitt, Director of Development  
 Madelyn Plummer, Office and Program Manager  
 Liz White, Research and Policy Intern

## DMI PARTNERS

\*Partners as of October 1, 2018

### PINNACLE PARTNERS



### COMMUNITY PARTNERS



### MADISON PARTNERS



### DOWNTOWN PARTNERS

American Family Insurance  
 BMO Harris Bank  
 Carlson Black O'Callaghan & Battenberg LLP  
 First Weber Group  
 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  
 UW Health & Quartz  
 von Briesen & Roper, s.c.



2018-2019  
**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 45 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 September 26, 2018

NUMBER OF MEMBERS:  
**458**

MEMBER BUSINESS CATEGORIES:  
**81**

NUMBER OF INDIVIDUAL MEMBER CONTACTS:  
**1,860 PEOPLE**

### MEMBERS BY SIZE:

Non-Business/Resident: **31**  
 Non-Profit/Government/Associations: **118**  
 Sole Proprietor (1 employee): **29**  
 2-10 Employees: **121**  
 11-25 Employees: **64**  
 26-50 Employees: **33**  
 51-99 Employees: **23**  
 100 or More Employees: **39**

### MEMBERS BY LOCATION:

Downtown: **49%**  
 Outside of downtown: **51%**  
 Outside of Madison: **13.5%**  
(Downtown defined as zip codes: 53703, 53706, 53715)

## TOP 10 BUSINESS CATEGORIES:

- 1 Not for Profit (110)
- 2 Financial Institutions (32)  
Real Estate (32)
- 4 Non-Business/Residents (31)
- 5 Architects (23)  
Investments (23)
- 7 Engineering Firms (21)
- 8 Construction (20)
- 9 Law Firms (19)
- 10 Developers - Commercial (18)  
Property Management (18)

## DMI WEBSITE

Number of unique visitors:  
**96,293**  
 Number of valid hits:  
**1,071,546**  
(year to date through Oct. 2, 2018)

## DMI SOCIAL MEDIA

Facebook likes: **2,321**  
 Twitter followers: **1,448**  
 LinkedIn group members: **2,058**  
(as of Sep. 26, 2018)

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

## PROGRAMS

2018 HIGHLIGHTS:

### What's Up Downtown Breakfast

● 12 informative networking programs held at The Edgewater featured topics such as downtown development, diversity and inclusion, tourism, the lakes, homelessness, and bicycling

### New Faces, New Places

● 12 networking programs featured new and existing member businesses in and around downtown Madison

### New Member Coffee

● 4 programs held at von Briesen & Roper, s.c., helped welcome 60+ new members to DMI

### Behind the Scenes

● 4 programs featured special tours of the Wisconsin Veterans Museum, Wisconsin State Capitol, Madison Municipal Building, and Memorial Union and Alumni Park

### Nosh at Noon

● 3 programs held at Fresh Madison Market featured panel discussions on topics such as office and workplace trends, downtown housing and the Madison Public Market

### StartingBlock Sneak-Peek

● One-time reception and tour held at the new home of StartingBlock Madison

### State of the Downtown

● Annual event held at Overture Center included the release of the 8th State of the Downtown metrics report and a panel discussion with community experts

### DMI Annual Dinner

● Annual networking event and Community Asset Awards held at Monona Terrace to celebrate DMI and downtown Madison

NUMBER OF PROGRAMS IN 2018:  
**38**

TOTAL ATTENDANCE AT DMI PROGRAMS:  
**4,886**  
(October 1, 2017-September 30, 2018)

## 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 or discussed by the DMI committees and its members in 2018\*:

- Accessibility in downtown
- Bicycle equity and infrastructure
- Bus Rapid Transit and Transit Planning
- City of Madison candidate endorsements
- City of Madison Comprehensive Plan
- City of Madison Historic Preservation Plan
- City of Madison parking facilities
- City of Madison Retail Study
- Clean Lakes beach inventory
- Dane County Regional Airport plans
- Diversity and inclusion values statement
- DMI member ambassador assignments
- Drury Hotel project
- Homeless resources and services
- Inclusiveness tool-kit
- James Madison Park Master Plan
- Judge Doyle Square bicycle center
- Madison area rideshare program
- Madison B-Cycle plans
- Membership engagement tool-kit
- MMSD Adopt a School Program and Supported Employment Program
- Opportunity Zones
- Platinum Bike reapplication/signature route
- State Street Hotel project
- Tax Incremental Financing (TIF)
- Top of State Street improvements
- Tourism and Bucky on Parade

\*as of October 1, 2018

## STANDING COMMITTEES

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

NUMBER OF STANDING COMMITTEE MEETINGS IN 2018:  
**106**