

2020 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 &
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Brad Grzesiak, Bendyworks
Megan Jerabek, von Briesen & Roper s.c.
Kathy Marks, TMA+Peritus
Stacy Nemeth, Fiore Companies, Inc.
Anne Neujahr Morrison, Urban Land Interests
Janine Punzel, 360 Commercial Real Estate
Mark Richardson, Unfinished Business LLC

BOARD OF DIRECTORS

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Madison
Juli Aulik, UW Health/UnityPoint Health-Meriter/
Quartz
Randy Banks, Strang, Inc.
Angie Black, Carlson Black O'Callaghan &
Battenberg LLP
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Bob Cottingham, Wipfli LLP
Paul Cuta, C&S Architecture, LLC
Len Devaisher, United Way of Dane County
Paul Dombrowski, Husch Blackwell
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
Melinda Heinritz, Foundation for Madison's Public
Schools
Alison Helland, Boardman & Clark LLP
Katie Hinkle, Michael Best & Friedrich LLP
Melissa Huggins, Urban Assets

Tania Ibarra, Latino Professionals Association, Inc.
Megan Jerabek, von Briesen & Roper s.c.
Eli Judge, Capitol Neighborhoods, Inc.
Winnie Karanja, Maydm Inc.
Steve Landry, JP Cullen
Ron Lusk, non-business/resident member
Traci Mann, Old National Bank
Kathy Marks, TMA+Peritus
Emily Mehl, Urban Land Interests & Madison's Central BID
Chandra Miller Fienen, StartingBlock Madison
Sandy Morales, Big Brothers Big Sisters of Dane County
Peter Mortenson, US Bank
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Anne Neujahr Morrison, Urban Land Interests
Jeff Newman, Madison Gas & Electric
Tim O'Meara, Madison National Life Insurance Company
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Beth Prochaska, Potter Lawson
Janine Punzel, 360 Commercial Real Estate
Mark Richardson, Unfinished Business LLC
Katie Rist, Foley & Lardner LLP
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Craig Stanley, Broadwing Advisors, LLC
Missy Tracy, Ho-Chunk Gaming Madison
Jeff Tubbs, J.H. Findorff & Son Inc.
Eric Upchurch, Opportunity, Inc.
Margaret Watson, Steve Brown Apartments
Nathan Wautier, Reinhart Boerner Van Deuren s.c.
Alex Ysquierdo, Associated Bank

EX OFFICIO MEMBERS

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

**as of Oct. 15, 2019*



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
Hannah Stewart / Policy Researcher
Lil Larson / Administrative Assistant

DMI PARTNERS

**Partners as of Oct. 7, 2019*

PINNACLE PARTNERS



COMMUNITY PARTNERS



DOWNTOWN PARTNERS

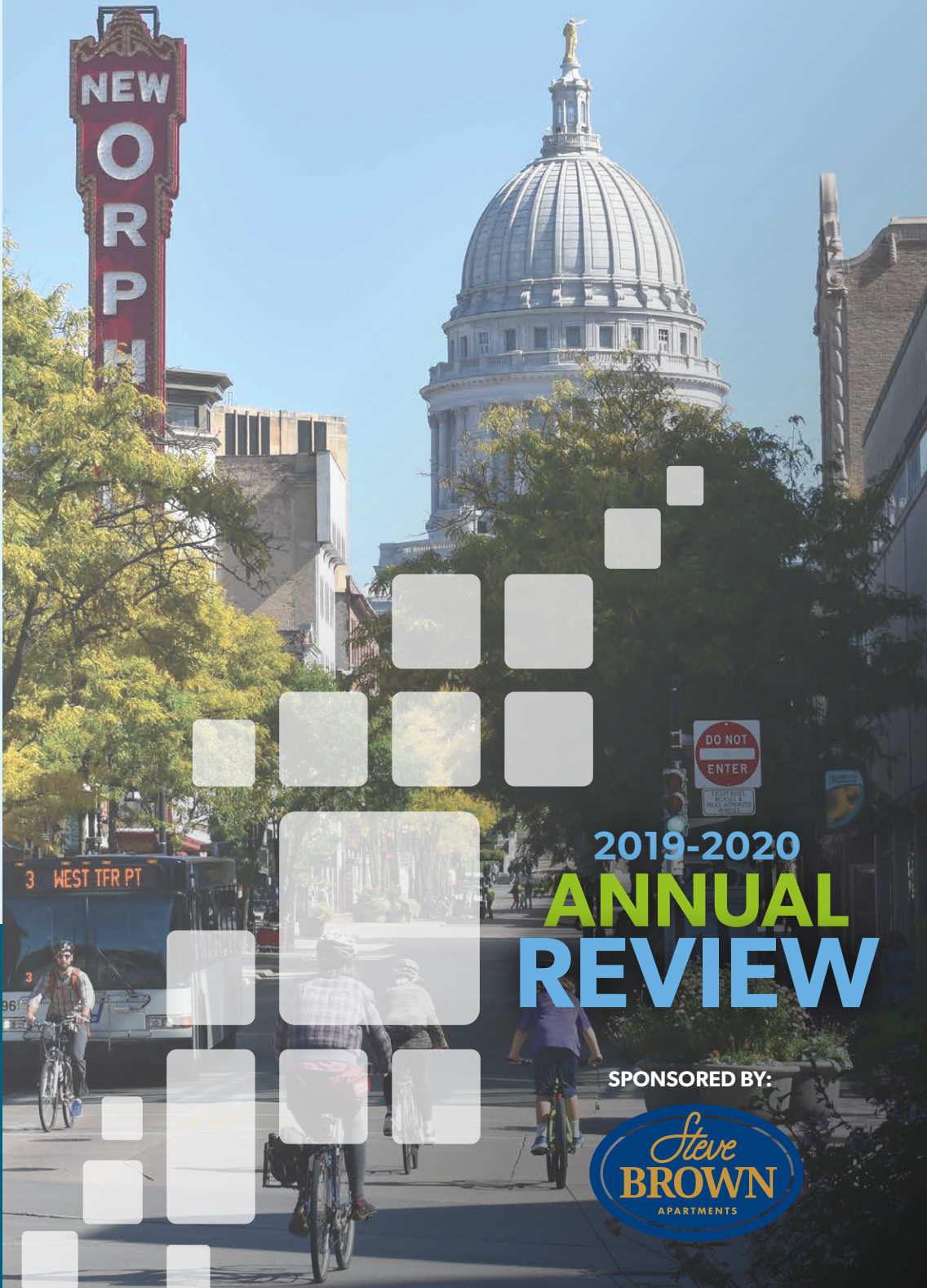
American Family Insurance
BMO Harris Bank
C.D. Smith Construction
Johnson Financial Group

Mullins Group, LLC
National Guardian Life
Insurance Company
Park Bank

MADISON PARTNERS



SSM Health St. Mary's Hospital
State Bank of Cross Plains
Strang Inc.
TCF Bank



2019-2020 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

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.

VALUES STATEMENT

DMI strives to be an inclusive organization committed to respect and generosity of spirit. We believe that diversity strengthens downtown Madison and our entire community and encourage our members to engage with, learn from, and develop an understanding of others. We expect behavior that exhibits respect for all people and supports these values at DMI gatherings.

MEMBERSHIP

**members as of Oct. 7, 2019*

NUMBER OF MEMBERS:
484



NUMBER OF INDIVIDUAL MEMBER CONTACTS:
1,959 PEOPLE

MEMBERS BY LOCATION:

Downtown: **49.4%**
Outside of downtown: **50.6%**
Outside of Madison: **13.6%**

(Downtown defined as zip codes: 53703, 53706, 53715)

TOP 10 MEMBERSHIP CATEGORIES:

Not for Profit (107)
Real Estate (41)
Financial Institutions (34)
Non-Business/Resident (34)
Construction (24)
Investments (24)
Law Firms (22)
Architects (21)
Developers – Commercial (20)
Engineering Firms (20)

MEMBERS BY SIZE:

Non-Business/Resident: **34**
Non-Profit/Government/Associations: **123**
Sole Proprietor (1 employee): **25**
2-10 Employees: **138**
11-25 Employees: **68**
26-50 Employees: **35**
51-99 Employees: **22**
100 or More Employees: **39**

COMMUNICATIONS

DOWNTOWN DOWN-LOW PODCAST
Episodes: **12**

DMI SOCIAL MEDIA
Facebook likes: **2,330**
Twitter followers: **1,606**
Instagram followers: **784**
LinkedIn group members: **2,048**
(as of Oct. 7, 2019)

DMI WEBSITE

Users: **12,474**
Pageviews: **56,959**
(from Jan. 23-Oct. 7, 2019)

DOWNTOWN BRIEFLY E-NEWSLETTER
Issues: **12**
Opens: **5,570**
(opens as of Oct. 2019)

For a full DMI membership directory, visit:
www.downtownmadison.org

EVENTS

2019 HIGHLIGHTS:

What's Up Downtown Breakfast

■ 12 informative networking events featured speakers on major programs, projects and initiatives impacting downtown

New Faces, New Places

■ 12 social networking events featured new and existing member businesses in and around downtown

New Member Coffee

■ 4 morning coffee events helped welcome and engage new and existing members

Behind the Scenes

■ 4 special tours provided a glimpse inside some of downtown's most unique venues

Nosh at Noon

■ 3 panel discussions held on topical downtown issues, initiatives and programs

Special Events

■ 7 one-time partnership events featured panel discussions, socials and community-building activities

Member Meetups

■ 30+ social, civic and professional interest-based gatherings organized by members

State of the Downtown

■ Annual event featured release of the State of the Downtown metrics report and panel discussion on major downtown issues and opportunities

DMI Annual Dinner

■ Annual membership and awards dinner held to celebrate DMI and downtown Madison

TOTAL ATTENDANCE AT DMI EVENTS:
4,682
(Oct. 1, 2018-Sep. 30, 2019, not including Member Meetups and Special Events)

NUMBER OF EVENTS IN 2019:

74

(not including Member Meetups from Nov.-Dec. 2019)

ADVOCACY

The DMI Board of Directors annually approves a Civic Agenda that drives DMI's advocacy and committee work. With the aid of major downtown stakeholders and partners, below is a list of issues and projects worked on by DMI in 2019*:

- Affordable housing
- Age-Friendly Community distinction
- Alcohol density
- Arts and culture
- Bicycle infrastructure
- Bicycle Friendly Business
- Bus Rapid Transit
- Elected official interviews
- Downtown Accessibility Report
- Homeless resources and services
- Inclusiveness values statement
- Law Park/Nolen Waterfront plans
- Mifflandia Neighborhood Plan
- Membership ambassador program
- Model for Change-Top of State Street
- Multi-Disciplinary Safety Team
- Opportunity Zones
- Panhandling
- Parking
- Public art
- Real estate development
- Regent and Vilas revitalization
- Safety
- Tourism and hospitality
- Transit budget funding
- Walk-friendly Community distinction
- Wilson and Bassett St. corridor studies

**as of Oct. 7, 2019, not a comprehensive list*

STANDING COMMITTEES

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

NUMBER OF STANDING COMMITTEE MEETINGS IN 2019:
83

