



2020 CIVIC AGENDA

print sponsor:

CARLSON BLACK

The DMI Civic Agenda is a set of civic priorities that helps guide



ECONOMIC DEVELOPMENT



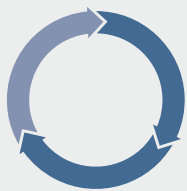
Downtown must provide employment opportunities, business growth, and education and housing options for all current and future residents, employees, and businesses.

- » Retain, encourage, and promote a variety of commercial uses and employment opportunities impacting downtown.
- » Support greater downtown housing densities and diversity, including affordable and accessible housing to serve all socioeconomic groups.
- » Encourage the creative use of tax increment financing (TIF) and other economic incentives for projects in and around downtown.
- » Help with efforts to sustain UW-Madison as an economic driver, and support all higher education partners to advance learning, research, development of talent, and economic growth in the downtown.

- » Advocate for quality schools and downtown childcare which are important to the economic well-being of the community and to equity in educational achievement and income potential.
- » Support Madison's Central Business Improvement District (BID) and any future BIDs in their efforts to promote business in downtown.

Downtown must provide world-class attractions for visitors, conferences, and conventions that support our area's economy.

- » Work with our partners to maintain and enhance the major downtown destinations.
- » Support efforts to maintain and grow activity at all downtown meeting facilities.
- » Support efforts to attract visitors and residents to downtown.



INCLUSIVENESS



Downtown must be a place where all people are invited and feel welcome to live, work, shop, learn, and visit.

- » Identify, confront, and dismantle the structural and cultural barriers that deprive any individual of meaningful opportunities to fully participate in life downtown.
- » Attract current and future businesses owned by members of historically underrepresented groups to join DMI and locate in downtown.
- » Encourage the creation and availability of internships and job opportunities available to all youth in Madison.

- » Educate our membership on opportunities and best practices in diversity and inclusion, and lead by example in meeting people from diverse communities.
- » Support cultural celebrations and diverse entertainment options.
- » Develop a commitment among DMI members and the downtown business community to diversity, equity, and inclusion.
- » Create a more accessible downtown to ensure that everyone feels invited and welcome.
- » Actively listen, learn, and leverage to impart positive change and to encourage and invite diversity.

and drive DMI's work over the course of the year and beyond.



QUALITY OF LIFE



Downtown must be welcoming, safe and inclusive; providing opportunities for all people to thrive economically, emotionally, physically, spiritually, and culturally.

- » Identify and retain amenities and services for a vibrant and sustainable downtown, with an emphasis on housing, jobs, retail, schools, childcare, and healthcare options.
- » Support local law enforcement, neighborhood associations, and other partners in their efforts to keep downtown safe.
- » Participate in efforts to maintain and improve the cleanliness, accessibility, health, and beauty of our parks, public spaces, and lakes.
- » Encourage public art and the use of galleries, theaters, museums, and music venues.
- » Work with partners to support and develop opportunities for sports and recreation venues.
- » Support Madison's Central BID's programming in the greater State Street and Capitol Square areas, especially where they intersect.
- » Collaborate with community partners to reduce homelessness, and advocate for services for those experiencing homelessness.



TRANSPORTATION



The Madison area must have transportation policies and sustainable funding that encourage a multi-modal transportation system providing solutions vital to the transportation and parking challenges facing our region, city, and downtown.

- » Actively support city-wide multi-modal transportation by advocating for and supporting greater access to all modes, including pedestrians, bikes, transit, and cars.
- » Work with our partners to find and encourage sustainable funding for a regional transportation system in the Dane County area.
- » Support Bus Rapid Transit (BRT) System for Madison and other multi-modal transportation infrastructure.
- » Encourage the formation of public/private partnerships needed to fund, sustain, and grow Metro Transit.
- » Collaborate with businesses and the City of Madison to identify and promote incentives that encourage employees, customers, and clients to use sustainable multi-modal transportation options.
- » Work with the City of Madison and the private sector to complete a bike network that allows people of all ages and abilities to get to their destinations downtown and throughout the city on low-stress routes.
- » Support technological advancements for enhancements of transportation.
- » Support efforts to ensure adequate parking downtown and promote new parking technologies and features.

MISSION STATEMENT

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

VALUES STATEMENT

Downtown Madison, Inc. 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 Downtown Madison, Inc. gatherings.



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