



DMI Leadership Report – May 2021

From Jason Ilstrup, DMI President

Creating Connections and Community:

- The Downtown Group, a public/private partnership, created several initial ideas for strategies to create a vibrant and equitable downtown where everyone feels welcome. The Group will work with the community to ensure the strategies are implemented. The proposed strategies include:
 - Equity and Diversity Representation: In Events, In Business, In Housing, In Workforce
 - Downtown Demand Generators: Strategies for Tourism, Commercial Office Base, Resident Base, Programming
 - The Evolution of State Street & Public Improvements
 - State Street and Capitol Square Retail Anchor, In-Fill and Pop-Up Strategies
 - Economic Framework for a Healthy and Sustainable Downtown
 - Group Organization, Communication, Messaging, Consensus Building, Reporting
- DMI hosted several events including a Nosh at Noon panel discussion on the future of downtown commercial real estate, a What's Up Downtown Breakfast with Amy Supple and Joel Plant discussing the future of the hospitality downtown, and a New Member Coffee.
- DMI, with our partners from Milwaukee Downtown, hosted the first ever Madison + Milwaukee Downtown Exchange, a new quarterly event series where the two downtowns will share ideas on how the regions can work together for greater collaboration, growth, and investment.

Economic Development:

- The Economic Development Committee met several times over the last month. They held discussions and heard presentations from Heather Stouder, the City's Planning Director, Core Spaces on their proposed development for the 300 block of State Street, and an update on the COVID commercial real estate numbers downtown with Craig Stanley.

Challenge Committee:

- The Challenge Committee met to discuss statements from DMI, planning for the 2022 Civic Agenda and how to work with the Inclusiveness Committee (and their sub-committees).

Membership Development:

- The Membership Development Committee met to discuss their Committee goals, their actional items, the ambassador training program, a new account receivables program and hear updates from several organizations.
- The new members joining DMI this month include: Operation Fresh Start, the Bayview Foundation and Tiny Mighty Communications, Inc.

Transportation:

- The City of Madison became a gold level Walk Friendly Community. The America Walks group bestows the status on city's across America after meeting specific criteria. DMI, with help from our partners at Destination Madison, helped advocate for the City applying for the status.
- DMI is working with several community partners on our status as an AARP Age Friendly City. The Age Friendly Network serves as a catalyst to educate local leaders and encourage them to implement the types of changes that make communities more livable for people of all ages, especially older adults. Along with the City's work on Vision Zero, and the new Walk Friendly Community status, all help to create a more pedestrian friendly downtown.
- The Transportation Committee is meeting on May 14th to hear a presentation from the Greater Madison Metropolitan Planning Organization on the impacts from COVID on transportation in Madison.

Quality of Life:

- The Quality of Life Committee met last month and heard updates from several partners. They Committee also heard a presentation from John Adams and Michael Moody, the Founders Catalyst for Change, an organization impacting the community by offering quality compassionate services that promote the upliftment and humanity of the most vulnerable members of society.
- The Quality of Life Committee's sub-committee on homelessness met and heard an update on the proposed shelter.

Inclusiveness:

- The Beyond Compliance Task Force released their new Festivals and Events Accessibility Guide. The Guide will help festivals and events in Madison go beyond the ADA compliance in helping ensure their events are welcoming to everyone. The report will be released publicly in May and has already been distributed to all City event and festival permit holders. The Task Force is also hosting a training for interested organizers.
- The Committee created three separate work groups to help bring several statements within the Civic Agenda to life. The work groups are studying the feasibility of working with partner organizations to find more jobs/internships for youth this summer, a tool kit for DEI work within member organizations and an idea exchange around collective entrepreneurship.

Government Relations:

- The Government Relations Committee met to discuss and approve the new proposed 2021 DMI Civic Agenda. The committee also planned the next few months of meetings.

For questions and more information, contact Jason Ilstrup, DMI President at 608-512-1330 or jilstrup@downtownmadison.org.