



DMI Director's Report – June 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI launched the Downtown Development Tracker as a stand-alone platform. After several years of tracking all downtown development projects on our economic development page, we created a separate platform and link. The Development Tracker lists all downtown projects in the public eye, including in development, pre-construction, construction and several months after completion. <https://downtownmadison.org/downtown-madison-development-tracker/>. Thank you to [Reinhart](#) for the partnership.
- In partnership with [Exact Sciences](#), DMI started the All Around Downtown video series, highlighting great places, spaces and events downtown. We featured the Wisconsin State Capitol's observation deck in our first video: <https://www.youtube.com/watch?v=0II4rz85fug>
- DMI hosted several events this month including New Faces, New Places at both the Latino Academy of Workforce Development and the University of Wisconsin Memorial Union. We also welcomed Destination Madison President and CEO, Ellie Westman Chin, as our May What's Up Downtown speaker (<https://www.youtube.com/watch?v=S8v0S62IirM&t=16s>). We welcome [Carlson Black](#) as our new What's Up Downtown major series sponsor.
- Two episodes of the Downtown Madison Happening Podcast we're released. Thanks to [American Family Insurance](#) for all their support.
 - Progress Center for Black Women – Sabrina Madison and Jazmynn Appleton - <https://www.youtube.com/watch?v=EgGyhIIX0WE&t=10s>
 - Alder Mike Verveer - <https://www.youtube.com/watch?v=beulJ255oao&t=7s>

DMI Media Mentions:

- May 13 – WKOW – [Graduation Weekend Brings Economic Boost to Downtown Madison](#)
- May 19 – Wisconsin State Journal – [National Design Heavyweights Want to Help Reimagine the Lake Monona Waterfront](#)
- June – InBusiness Magazine – [New Day on State Street](#)
- June 5 – Spectrum News 1 – [In Focus: Downtown Madison Continues to Rebound](#)
- June 9 - WISC – [Tourism Rebounding in Dane County](#)

DMI Presentations:

- Jason presented on the importance of tourism to downtowns at the Wisconsin Downtown Action Council Downtown Summit in Appleton.
- DMI presented downtown updates to ESPN Madison, Epic and Wisconsin Bank and Trust.

Economic Development:

- The DMI Economic Development Committee welcomed City of Madison Economic Development Director Matt Mikolajewski to discuss several tax increment districts (TID) being created/amended in downtown. The new districts are centered around State Street, Regent Street and potentially East Wilson. The City is also amending the boundary of TID 45 to add parts of West Wilson (<https://www.youtube.com/watch?v=1XQubtw9kXE>).
- The Committee recommended DMI support the repealing of the protest petition with the City of Madison's entitlement process. After DMI Executive Committee approval, DMI submitted position statements to both the Plan Commission and the City Council. The City Council voted to approve Alder Bennett's alternative version, thereby repealing the protest petition.
- The Regent Street revitalization group meet in June. The group heard a presentation by UW's Aaron Williams on the University's built environment work in the area. The group also discussed their upcoming initiatives.

Challenge Committee:

- The DMI Challenge Committee met in May and continued their work on the new DMI strategic plan.

Membership Development:

- The Membership Development Committee met in May and discussed their new member ambassador assignments, prospective members, and the Committee's wins. The new members in May include:
 - Smith Company LLC - <https://www.smithcous.com/>
 - OWN IT - <https://ownitbbw.com/>
 - Center for Community Stewardship, Inc. - <https://www.community-stewardship.org/>

Transportation:

- The DMI Transportation Committee meet twice in the last month. In May, the Committee heard a presentation from Brandon Bordenkircher from Innova EV car share program (<https://www.innovaevcarshare.com/>). In June, the Committee met with Philip Gritzmacher to discuss Madison's work on passenger trains - <https://www.youtube.com/watch?v=7Yr3yKyZg6c&t=16s>
- In June, the Madison City Council approved Metro Transit's Network Redesign plan. The new plan includes several changes downtown namely removing all buses on the 400, 500 and 600 blocks of State Street.

Quality of Life:

- At the May DMI Quality of Life Committee meeting, the members heard updates on their various sub-committees, partner news and participated in a discussion on resident life downtown.

Inclusiveness:

- The DMI Inclusiveness Committee met in early June to hear a presentation from Sara Alvarado on OWN IT, an organization seeking to empower, educate and guide communities of color towards homeownership, wealth, and financial freedom - <https://ownitbbw.com/>. Presentation - <https://www.youtube.com/watch?v=WrfmupPzSWU>.

- The Beyond Compliance Task Force continues working on their July 26th accessible design forum. The forum will include three, morning, virtual sessions, and an afternoon live happy hour at the Ovation Sky Club.
- The Madison Area Diversity Roundtable (MADR) met in June. The meeting included a discussion on how MADR members are approaching legislation being passed in difference states. The organization also welcomed a new Co-Chair, Jihan Bekiri. DMI continues to provide administrative support to the organization.

Government Relations:

- The DMI Government Relations Committee did not meet this month.

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