



DMI Director's Report – December 2022

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI released the [2022 DMI State of the Downtown Report](#). This year's report includes data about live, work, and play downtown. There are several new additions to the report including stories and links allowing the reader to learn more about the current state of downtown Madison.
- The State of the Downtown Report was released with a large event attracting 250 people. The event included a speech by Mayor Satya Rhodes-Conway and a panel discussion with Ellie Westman Chin from Destination Madison, Chris McIntosh from UW Athletics, Anne Morrison from ULI and New Year Investments, and Mark Richardson from Unfinished Business. The event was [recorded](#).
- DMI hosted two New Faces, New Places events. In November, the Madison Youth Arts Center (MYARTS) hosted the event and gave a tour of the new facility. In December, US Bank hosted and welcomed the Madison Ballet for a performance during the event.
- DMI hosted a Nosh at Noon panel at the Hilton Garden Inn Madison Downtown. The panel discussion on housing in downtown Madison included Heather Stouder from the City of Madison, Joe Shumow from Reinhart, Rich Arneson from Stone House, and Nicole Solheim from Cinnaire.
- DMI hosted a new Downtown Happenings Podcast this month:
 - Ja' Malik and Jonathan Solari from the Madison Ballet – <https://www.youtube.com/watch?v=RkVWNqt-Rnw&t=341s>
- DMI released two new All Around Downtown videos:
 - [Breese Stevens/Forward Madison](#)
 - [Accessibility Downtown with Jane Nemke](#)

DMI Media Mentions:

- November 16 – WKOW-TV – [DMI Releases 12th Annual Report of the State of Downtown](#)
- November 16 – WISC-TV – [State of Downtown Report Shows Fall in Crime, Rise in Office Space Vacancy](#)
- November 17 – Daily Cardinal – [State Street Retains Local Culture Despite Rise in Commercial Chains](#)
- November 17 – Cap Times – [UW Madison Sports Nets \\$757 Million to State Economy, Up from 2019](#)
- November 24 – Wisconsin State Journal – [Kelly Lecker: Be Thankful for Wherever You Call Home](#)
- November 25 – Wisconsin State Journal – [Downtown Madison Bouncing Back from the Pandemic, but Office Vacancy a Concern](#)

- November 29 – InBusiness Magazine - [Report a Mixed Bag for Downtown Madison](#)
- November 30 – NBC15-TV – [Madison Officials Assure Downtown Is Safe After State Street Shooting](#)
- December 1 – WKOW-TV – [Proposed Amtrak Passenger Rail Station Looks to Connect Madison with Major Midwestern Cities](#)
- December 2 – Isthmus – [Next Stop: Madison](#)

DMI Presentations:

- Jason emceed the 2022 Association of Fundraising Professionals (AFP) National Philanthropy Day event.
- Jason discussed DMI’s State of the Downtown Report at the Greater Madison Chamber of Commerce’s Lunch (Up)Date program – <https://agreatermadison.wistia.com/medias/4x7j5k35b>
- Jason presented to a group of investors from Walter Wayne Investment on the current state of downtown Madison.
- Jason presented on the 2022 State of the Downtown Report to the Madison Breakfast Rotary Club.

Economic Development:

- Jason met several times with the team from UW Housing to discuss the current housing situation in downtown Madison.
- DMI hosted a meeting of the Regent Street Group to discuss the survey DMI and Vandewalle and Associates conducted with local property owners on the near-, mid- and long-term plans for their property.
- DMI supported Madison’s Central Business Improvement Districts position for the 2023 summer street vending map.

Challenge Committee:

- The Challenge Committee did not meet this month.

Membership Development:

- The Membership Development Committee met twice for one general meeting and one holiday party.
- DMI welcomes several new members:

#SmartCohort	David Capelli	www.smartcohort.org
AirDeck, Inc.	Jason Weaver	www.airdeck.co
Capital Valuation Group	David Mitten	https://www.capvalgroup.com/
Karyn Helin	Karyn Helin	N/A
LeGrand Real Estate Nest Realty Madison	Melissa LeGrand	www.nestmadison.com
Nickles Electric Construction	Josh Wahl	www.nickleselectric.com
OBJECTIVE: Veterans Smile	Kyle Arneson	N/A

Sand County Foundation	Holly Perrotti	https://sandcountyfoundation.org/
The Wilson	Julia Steege-Reimann	https://www.thewilsonmadison.com/

Transportation:

- The Transportation Committee hosted a joint meeting with the Economic Development and Government Relations Committee to hear a presentation from the Wisconsin Policy Forum’s Research Director Jason Stein to discuss their 2022 City of Madison Budget Brief report – https://www.youtube.com/watch?v=l1_oO8-5TVM&t=145s
- DMI issued a policy statement on the City’s Transportation Demand Management (TDM resolution) – <https://downtownmadison.org/dmi-position-statement-on-city-of-madisons-proposed-transportation-demand-management-tdm-program/>
- At their December meeting, the DMI Transportation Committee heard a presentation from City of Madison Planner Colin Punt on the City’s Transit Oriented Development (TOD) proposal. The DMI Economic Development Committee was invited to attend.
- The City is breaking ground on the new Bus Rapid Transit (BRT) system in December. Completion is scheduled for early summer of 2024.

Quality of Life:

- The University Relations Sub-Committee met and discussed how to use parts of the new DMI strategic plan to guide their work. The Committee wants to work on student affordable housing issues, creating inclusive spaces and create a student focus group.
- The DMI Homelessness Sub-Committee met to discuss the new men’s shelter and other homelessness related topics. The Committee is working on combining with Catholic Charities Community Advisory Committee.

Inclusiveness:

- The Inclusiveness Committee met to hear a presentation on the DMI strategic plan. The Committee also discussed their 2023 plans.
- The Beyond Compliance Task Force met to continue planning their work to assist the roll out of the 2023 Streatery program. The Task Force is also working on updating the 2018 Downtown Madison Accessibility Report.
- DMI assisted in hosting the December meeting of the Madison Area Diversity Roundtable (MADR).

Government Relations:

- The Government Relations Committee met to review and finalize the 2023 local election endorsement process.

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