



DMI Director's Report – July 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted several events this month including the first installment of 2023 of our MSN+MKE Downtown Exchange series, featuring a discussion on the importance of housing to the vibrancy of downtowns. We also hosted a Behind the Scenes event at the new South End Zone at Camp Randall Stadium.
- DMI is excited to welcome [Matt Tramel](#) as the new Executive Director of Madison's Central Business Improvement District!
- DMI recorded two Downtown Happenings Podcast this month:
 - [Lauren Toler, Senior Market Director for Madison, FPC Live](#)
 - [Janice Durand, Author of "Magic Hour; A Very Personal History of State Street"](#)
- Karla Thennes, Executive Director of Porchlight, joined us for the latest edition of the [DMI Advocacy Update](#) series. The Update also include news and information about DMI's recent advocacy work including around land-use downtown (Brayton Lot, GEF 2 and 3, and Regent Street), the future of the 400-600 blocks of State Street, the Lake Monona Waterfront project, and the work of the DMI Beyond Compliance Task Force.

DMI Media Mentions:

- June 20 – Wisconsin State Journal - [Madison Inches Closer to Testing Park of State Street as a Pedestrian Mall](#)
- June 23 – Cap Times - [Opinion - Gen Z Is Choosing Madison in Surprisingly Large Numbers](#)
- June 28 – Madison Magazine - [33 Development Projects Coming to Madison's Skyline](#)

Presentations:

- Jason co-emceed Madison Reading Project's Read(y) to Wear event, a paper-inspired fashion show and fundraiser.
- Jason and Heather presented a DMI and Downtown Madison update to Godfrey & Kahn law firm.
- As Chair of the Dane County Airport Commission, Jason welcomed the opening of a new art exhibit, the Frank Lloyd Wright Trail, to the Airport.

Economic Development:

- The DMI Economic Development Committee met and heard a presentation on the [DMI Downtown Development Tracker](#) and all of the various development projects currently happening in Downtown Madison right now.

Challenge Committee:

- The Challenge Committee and Inclusiveness Committee leaderships met to discuss the future of both Committees and find ways to work more together.

Membership Development:

- The Membership Development Committee's outing, a downtown tour on e-bikes with [Madison Adventure Tours](#) was cancelled due to poor air quality.
- DMI welcomes several new members this month:

Compass Properties, LLC	Matthew Murtos	www.compassproperties.com
Hoan Group	Ian Abston	www.hoangroup.com
Sprinter Business Solutions	Trever Klein	https://sprinterit.com/
Thrive Architects LLC	Jeff Stowe	https://thrive-architects.com/
University Audio	Ben Gottlieb	www.universityaudio.com
Urban Triage	Brandi Grayson	https://urbantriage.org/

Transportation:

- Members of the DMI Transportation Committee attended the opening of the new wing at the Dane County Regional Airport.

Quality of Life:

- The DMI Quality of Life Committee did not meet this month, however the Downtown Madison Collaborative Marketing Committee met and discussed several topics including the Madison Night Market, introduced Matt Tramel, heard an update on the Rave alert system and discussed how to better share marketing assets and resources.

Inclusiveness:

- The DMI Inclusiveness Committee did not meet this month, however leadership worked with the Challenge Committee on the future of the Committee.

Government Relations:

- As part of DMI's role in the International Downtown Association (IDA) US Public Policy Committee (Jason serves a Co-Chair), DMI is advocating for the Downtown Revitalization Act, a potential federal legislation creating tax incentives for building conversions from office to housing (including affordable housing).

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