



DMI Director's Report – December 2023

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI released the 2023 State of the Downtown Report, our 13th annual edition - [2023 DMI State of the Downtown Report](#).
- The release of the 2023 State of the Downtown Report was accompanied by an event featuring a panel discussion focusing on the future of Downtown Madison with ULI's Bob Bruni, UW Madison's Kirstin DeMartino, the City of Madison's Heather Stouder, and Destination Madison's Ellie Westman Chin - <https://www.youtube.com/watch?v=h9av5ruxBHM&t=816s>. Over 400 people attended this year's event at the Edgewater Hotel.
- The November Advocacy Update featured a presentation and discussion with Emily Mehl from Broadwing Advisors on the current and future states of the commercial office sector in Downtown Madison - https://www.youtube.com/watch?v=zJ4Z5_x8sEc&t=638s
- At the November DMI Board meeting, the Urban League of Greater Madison hosted several Board members for a tour of the new Black Business Hub.

DMI Media Mentions:

- November 28 – In Business Magazine – [DMI to Release 2023 State of the Downtown Report This Thursday](#)
- November 30 – Wisconsin State Journal - [Downtown Madison Sees Uptick in Visitors and Spending, but Not Workers](#)
- November 30 – In Business Magazine - [DMI's State of the Downtown Report Shows Increase in Tourism, Resident Costs](#)
- November 30 – NBC15 - [Downtown Madison Foot Traffic Exceeds Pre-Pandemic Levels as Shops Decline](#)
- November 30 – WISC - [Downtown Madison Jobs and Businesses Rebound to Near Pre-Pandemic Numbers, Report Finds](#)
- November 30 – WKOW - [State of Downtown Report Shows Growth and Resilience for Downtown Madison](#)
- December 6 – Isthmus - [Downtown Madison Rebound?](#)

Presentations:

- Jason presented a Downtown Madison update to the Monona Terrace Board of Directors.
- Jason participated in Leadership Greater Madison's (LGM) mock City Council meeting.
- Jason presented a Downtown Madison update to UW's University Religious Workers group.

- Jason participated in several events surrounding the visit of two Brookings Institute researchers, Hanna Love and Tracy Hadden Loh. Jason toured Hanna, Tracy, and Trudy Watt (UW’s School of Human Ecology) around Downtown Madison
- Jason participated in the Greater Madison Chamber of Commerce’s Lunch (UP)Date event to discuss the 2023 State of the Downtown Report - [Lunch \(UP\)Date](#)

Economic Development:

- The Madison City Council approved two special map notes adding additional density (above the current limits set by the Regent Street Plan) in and around the Regent Street area. The map notes, included as part of the City’s update to their Comprehensive Plan, increase density by 2 floors throughout the area.

Membership Development:

- The Membership Development Committee hosted their annual holiday party at Lola’s this year.
- DMI welcomed several new members in November:

Parker Coaching & Consulting Inc	Frances Parker	www.parkercoachingconsulting.com
Groundwork Events	Libby Gerds	https://groundworkevents.org/

Transportation:

- The DMI Transportation Committee met in December to hear updates from Committee partners. The meeting also featured a presentation from State Smart Transportation Initiative (SSTI) Managing Director, Chris McCahill.

Quality of Life:

- DMI and Catholic Charities hosted our quarterly Homelessness Issues Committee. The meeting included updates from several community partners.
- The DMI Quality of Life Committee met in November and heard a presentation on Madison’s Central Business Improvement District (BID) from their Executive Director, Matt Tramel.

Inclusiveness:

- The Inclusiveness Committee did not meet in November; however, they will meet in January. At the January meeting, DMI will preview our new DEIA series.

Government Relations:

- The DMI Government Relations Committee met with City of Madison 8th District Alder MGR Govindarajan to discuss Downtown and DMI.

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