



DMI Director's Report – August 2024

From Jason Ilstrup, DMI President

Creating Connections and Community

- DMI, along with their partners from Destination Madison, are hiring a new Senior Director of Placemaking and Economic Development. More information is located here: <https://downtownmadison.org/dmi-and-destination-madison-are-seeking-a-senior-director-of-placemaking-economic-development/>.
- Jason Co-Chaired the Vel Phillips sculpture unveiling event, part of the Boys and Girls Club of Dane County Annual Gala.
- DMI hosted several events in the past month including a Behind the Scenes at Olbrich Gardens and a New Faces, New Places at Huffman Keel Partners on West Main Street. DMI also hosted its first ever Past Chairs event at the new Embassy Suites; several past DMI Board Chairs attended the event and heard a DMI update.
- For the August DMI Advocacy Update, DMI welcomed City of Madison 8th District Alder MGR Govindarajan. The Alder discussed major City of Madison items, what's happening in the 8th district and the affordable student housing working group. Please find a recording here: <https://www.youtube.com/watch?v=bs1KZes64vQ>

DMI Media Mentions:

- June 12 – WISC - [Madison to Expect Some Economic Growth from the Republican National Convention](#)
- June 26 – Television Wisconsin – [Jason Ilstrup and Charles McLimans Discuss Madison Rotary](#)

Presentations:

- Jason and Heather presented a Downtown Madison update to leaders at Epic.
- Jason emceed the first event of the Vel Phillips sculpture unveiling at the Wisconsin State Capitol.
- Jason emceed the August 9th Dane Dances at the Monona Terrace.

Economic Development:

- The United States Congress introduced the Revitalization of Downtown and Main Streets Act. The Act creates a tax credit program to incentivize office building conversions into housing. Jason serves as the Co-Chair of International Downtown Association (IDA) US Government Relations Committee. The Committee was instrumental in helping ensure the introduction of the Act.

- DMI is working with the Williamson Street Business Association and the Regent Street Group on creating new business district entities in their respective areas. The City of Madison is offering grant funding to help start more neighborhood businesses associations (ARPA funding).
- The Economic Development Committee met in July and heard a presentation from Kate Dale from Destination Madison discussing the 2023 economic impact of tourism on Dane County and Downtown Madison.

Membership Development:

- DMI welcomed several new members:

Cara Petrie	https://www.linkedin.com/in/carapetrie/
CTaccess, Inc.	www.ctaccess.com
Damon Farber Landscape Architects	https://damonfarber.com
Kastle Systems	https://www.kastle.com
RDG Planning & Design	https://rdgusa.com/
Step Up: Equity Matters	https://www.stepupforequity.com/
The Neutral Project	https://www.theneutralproject.com/
Zodica Perfumery	www.zodicaperfumery.com

Transportation:

- The DMI Transportation Committee met in July to hear updates from their partner organizations. The Committee did not meet in August.

Quality of Life:

- Jason is working with UW’s Campus and Visitor Relations to assist with improving the Downtown sections of their campus tours.
- SafeGrowth continues working with four separate groups to create projects to help safety in the top of State Street, around Lisa Link Peace Park, and around the Beacon.
- The Quality of Life Committee met and heard a presentation from Jason and Peggy on the SafeGrowth projects.

Inclusiveness:

- The Inclusiveness Committee did not meet in August.
- DMI assisted in hosting the August Madison Area Diversity Roundtable (MADR) meeting. They used the meetings as a check-in for all their members.

Beyond Compliance:

- The DMI Board of Directors approved making the DMI Beyond Compliance Task Force into a full Sub-Committee.
- The Sub-Committee released their new accessible dining training videos. More information and the videos are here: <https://downtownmadison.org/accessible-outdoor-dining-in-madison-wi/>.

Government Relations:

- The DMI Government Relations Committee did not meet in August.
- DMI hosted a tourism leader roundtable for Dane County Executive candidate Melissa Agard.

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