



## DMI Director's Report – December 2024

From Jason Ilstrup, DMI President

### Creating Connections and Community

- DMI hosted our annual State of the Downtown event in November. Along with releasing our 14<sup>th</sup> annual report, we hosted a panel discussion on the future of Downtown Madison with TruStage's Angela Russell, Broadwing's Emily Mehl, Destination Madison's Kate Dale, the City of Madison's Matt Wachter, BID's Matt Tramel, and Carlson Black's Matt Carlson.
  - [2024 DMI State of the Downtown Report](#)
  - Recording of the panel discussion: <https://www.youtube.com/watch?v=gSzW8V4kiJc>
- [Emily DeVore](#) started as the new Director of Placemaking and Economic Development for DMI and Destination Madison. Welcome Emily!
- Tom Lynch, City of Madison Director of Transportation, joined us for the November DMI Advocacy Update. Tom discussed several transportation project updates, including BRT, bike/ped infrastructure, and road work in and around Downtown Madison:
  - [https://www.youtube.com/watch?v=Y\\_VZIX3lhko](https://www.youtube.com/watch?v=Y_VZIX3lhko)
- DMI welcomed Kristi Moe, Founder of Zodica Perfumery, to our Downtown Happenings Podcast:
  - <https://www.youtube.com/watch?v=Z63D0kOdQb0>

### DMI Media Mentions:

- November 17 – Cap Times - [Letter: Thanks for Funding our Schools](#)
- November 21 – WMTV (NBC15) - [Downtown Madison, Inc. Releases 2024 State of the Downtown Report](#)
- November 21 – WKOW (ABC 27) - [State of Downtown Madison: Tourism Recovers from Pandemic, Office Demand Bucks National Trend](#)
- November 22 – InBusiness Magazine - [DMI Releases 2024 State of the Downtown Report](#)
- November 23 – Wisconsin State Journal - [Office Vacancies Fall in Downtown Madison as National Average Goes Up](#)

### Presentations:

- Jason publicly congratulated The Medallion and Voyageur Stays on being named a finalist for the Dezeen Design Awards.
- Jason presented a Downtown Madison and DMI update to the Monona Terrace Board of Directors.

**Economic Development:**

- The DMI Economic Development Committee and the DMI Governance Relations Committee jointly hosted a presentation on the November 2024 election results with Adam Barr, Principal with Michael Best Strategies.
  - <https://www.youtube.com/watch?v=Zx3p0j2DMn0&t=421s>
- DMI attended the first meeting of the Williamson Marquette Business Alliance (WMBA), a new neighborhood business association based on Willy Street. DMI is assisting with their administration.

**Membership Development:**

- DMI welcomed several new members this month:

Aro Eberle Architects	<a href="http://www.aroerberle.com">www.aroerberle.com</a>
ArrowStar Photography	<a href="http://www.arrowstarphotography.com">www.arrowstarphotography.com</a>
Boulders Climbing Gym	<a href="http://www.bouldersgym.com">www.bouldersgym.com</a>
Employment Resources Inc.	<a href="https://eri-wi.org/">https://eri-wi.org/</a>
Gus Wautier	N/A
Miriam Bulcher Photography	<a href="https://www.miriambulcherphotography.com/">https://www.miriambulcherphotography.com/</a>
Teleperson, Inc.	<a href="http://www.teleperson.com">www.teleperson.com</a>
The Dylin	<a href="https://www.locale.com/properties/the-dylin">https://www.locale.com/properties/the-dylin</a>
TPC Wisconsin	<a href="https://www.tpcwisconsin.com/">https://www.tpcwisconsin.com/</a>

**Transportation:**

- The Transportation Committee will meet with Brian Conger, Chief Business Officer with Bicycle Transit Systems (BTS). Brian will update the Committee on Madison BCycle.

**Quality of Life:**

- The DMI Quality of Life Committee welcomed Kris Gabert from Madison’s Central Business Improvement District (BID) to discuss their programming and events.
  - <https://www.youtube.com/watch?v=f8DNwTmprXU>
- DMI and Catholic Charities hosted their quarterly Homelessness Committee. Dozens of partner organizations attended and updated the group on their work.

**Inclusiveness:**

- DMI and the Inclusiveness Committee hosted their final quarterly I.D.E.A. event series with a question-and-answer session from leading DEAI experts from around the community.

**Beyond Compliance:**

- The Beyond Compliance Sub-Committee met to discuss their current partner accessibility project and plan for 2025.

**Government Relations:**

- The Government Relations Committee met to discuss and plan for the 2025 local election endorsement process.

For questions and more information, contact Jason Ilstrup, DMI President at 608-512-1330 or [jilstrup@downtownmadison.org](mailto:jilstrup@downtownmadison.org).