



DMI Director's Report – April 2025

From Jason Ilstrup, DMI President

Creating Connections and Community

- In March, DMI hosted our New Faces, New Places at the Wisconsin Youth Symphony Orchestra's (WYSO) new facility.
- DMI also hosted a What's Up Downtown Breakfast on a new vision for Regent Street with a presentation from Rob Gottschalk from Vandewalle and Associates, and a panel discussion with Rob, Meagan Tuttle from the City of Madison, and Sam Brown, Owner of Fabiola's, Leopold's, and Greenbush:
 - <https://www.youtube.com/watch?v=vySpXoGSkk8&t=1470s>
- The March Advocacy Update featured a discussion on the Madison LakeWay Project with Jayme Powers, CEO of Madison LakeWay Partners:
 - <https://www.youtube.com/watch?v=nLVyCF1NEYA>
- Along with Madison's Central Business Improvement District and Destination Madison, DMI hosted a virtual Community Connect: Immigration Rights and Resources with Fabiola Hamdan from Dane County, Jennifer Johnson from Boardman Clark, and Karen Menendez Collier with Centro Hispano:
 - <https://www.youtube.com/watch?v=bRuq7Ck8uM>
- DMI and Milwaukee Downtown hosted another MSN+MKE Downtown Exchange. The panel discussion was on public space management organizations and welcomed speakers from throughout the country:
 - <https://www.youtube.com/watch?v=-VYt02w6gBs&t=2703s>

DMI Media Mentions:

- March 10 – WMTV - [Warm Weather Helps Boost Madison Businesses and Economy](#)
- March 14 – InBusiness Magazine - [DMI Announces Common Council Endorsements](#)
- March 17 – Wisconsin State Journal - [Regent Street Eyed as Future Badgers-Inspired Entertainment District](#)
- March 18 – InBusiness Magazine - [DMI to Host Annual Celebration at Camp Randall](#)
- March 18 – Madison Magazine - [New Vision Could Transform Regent Street](#)

Presentations:

- Heather, Matt, Emily, and Jason presented a Downtown Madison, DMI, and BID update to the team at Epic.
- Jason presented a DMI and Downtown Madison update to Fetch Rewards at their Downtown Madison office.

- Jason presented a Downtown Madison update to the April Get Moving Middleton event with the Middleton Chamber of Commerce.

Economic Development:

- The Economic Development Committee welcomed Saran Ouk and Matt Mikolajewski from the City of Madison with an update and presentation on the work of the City’s Economic Development Division team.
- Jason participated in the first meeting of the City’s Economic Development Division strategic plan stakeholder group.
- DMI hosted a meeting of the Cap East Business Association (CEBA) Board of Directors.

Membership Development:

- The Membership Development Committee met and toured Camp Randall Stadium in preparation for the Committee’s assistance with this year’s DMI Annual Celebration.
- DMI welcomed several new members:

Architectural Building Arts	https://designbuildmadison.com/
Brindley Law Office LLC	www.brindley.law
J. Michael Real Estate	https://jmichaelrealestate.com/
Juicy Organics LLC	www.juicyorganics.com

Transportation:

- The DMI Transportation welcomed Chris Ott, Deputy Director of the High Speed Rail Alliance for a presentation on Reasons for Optimism in Passenger Rail.
 - <https://www.youtube.com/watch?v=nClmpCqfXnc>

Quality of Life:

- DMI hosted another discussion of a group of stakeholders working on issues surrounding the Beacon.
- The Quality of Life Committee met and heard a presentation from Destination Madison on tourism and Downtown with Ellie Westman Chin, President and CEO of Destination Madison.

Beyond Compliance:

- The Beyond Compliance Sub-Committee meet to discuss plans for their next few projects.

Government Relations:

- DMI’s endorsement process was very successful this year. 17 of 18 endorsed candidates won their April 1 elections. The only candidate to lose, Ryan Koglin in the 15th district, lost to the incumbent (Alder Dina Nina Martinez-Rutherford) who was not running a campaign. Alder Martinez-Rutherford was previously endorsed by DMI and works closely with our organization. Alder Martinez-Rutherford will serve in the upcoming term.

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