



DMI Director's Report – August 2025

From Jason Ilstrup, DMI President

Creating Connections and Community

- The Greater Downtown Economic Investment Strategy kicked off its work in July with the first project management team meeting.
- The July edition of the DMI Advocacy Update featured a discussion on the future of the Alliant Energy Center Campus with Dane County Board Supervisor Jeff Glazer, and Alliant Energy Redevelopment Committee member Brewer Stouffer.
 - <https://www.youtube.com/watch?v=rNESnFzABn0>
- DMI hosted our quarterly I.D.E.A. series on allyship, welcoming Ellie Westman Chin (Destination Madison), Doug Poland (Law Forward/Stafford Rosenbaum), and Mark Richardson (Unfinished Business) as our panelists. The conversation was moderated by Brenda González with UW-Madison.
- DMI continues to assist with the new Williamson Marquette Business Alliance (WMBA). They completed their bylaws, wrote articles of incorporation, and filed for organizational status. The Board is working on several exciting projects.

DMI Media Mentions:

- July 15 – WISC - [Hotels, Businesses Prepare for Coldplay Concert at Camp Randall](#)
- July 17 – Wisconsin State Journal – Another Big Boost Seen for Downtown
- July 19 – WISC - [Coldplay Fans Experience Madison for the First Time Ahead of Concert](#)
- July 23 – CW - [Live It Up with Lee and Friends](#)
- July 25 – WMTV - [As Downtown Madison Changes, Churchkey Closure Marks End of an Era](#)
- July 27 – Wisconsin State Journal - [OUR VIEW: Keep Ginormous Shows Like Coldplay, Morgan Wallen Coming to Camp Randall](#)
- July 31 – Madison 365 - [Dane Dances Will Kick Off Its 26th Season on Friday Night at Monona Terrace](#)
- August 7 – Isthmus - [Epic Employees Flood Madison's Dating Scene](#)

Presentations:

- Jason presented a Downtown Madison update to the visiting Choose Folsom (California) delegation.
- Jason presented an update on the Greater Downtown Economic Investment Strategy to the Greater Madison Chamber of Commerce's Public Policy Committee.
- Jason gave the keynote at NHTI Business Innovation Founders Circle Graduation event.
- Jason emceed the opening night of Dane Dances.

Economic Development:

- The DMI Economic Development and Transportation Committee met jointly to discuss and hear a presentation on development projects near the East/West Bus Rapid Transit (BRT) line. Matt Mikolajewski, Tom Otto, Meghan Tuttle, and Colin Punt from the City's Economic Development and Planning Divisions spoke.
 - https://www.youtube.com/watch?v=m_27b_Abrf0
- Jason and Emily participated in Madison's Central Business Improvement District's survey of their businesses.
- DMI assisted in hosting a Board meeting of the Cap East Business Association (CEBA).
- Jason participated in a mentor swarm with Gener8tor.

Membership Development:

- The DMI Membership Development Committee met in July at StartingBlock.
- DMI welcomed several new members:

Bayview Foundation	https://bayviewfoundation.org/
ChiroWay of Madison	https://chiroway.com/
Cousins Subs	https://cousinssubs.com
F45 Training Madison West	https://f45training.com/studio/madisonwest/
Hydralive Therapy	https://hydrativetherapy.com/location/madison/
J. F. Ahern Co.	www.jfahern.com
Marriage and Family Focus, LLC	https://marriageandfamilyfocus.com
Patriot Properties	https://patriot-properties.com/
Unconquered	www.linkedin.com/company/unconquered

Transportation:

- In July, the Transportation Committee hosted a joint meeting with the DMI Economic Development Committee.
- The Transportation Committee welcomed Madison LakeWay Partners CEO Jayme Powers to their August meeting.

Quality of Life:

- The DMI Quality of Life Committee hosted a presentation and discussion with the Founders of the Downtowners Social Club, Carole Schaeffer and Vic Villacrez at their July meeting.
- The Beacon Group hosted their monthly meeting bringing together various public and private stakeholders.

Beyond Compliance:

- The Accessibility and Affordable Housing Task Force hosted their second meeting. The Task Force discussed the group's goals and objectives.

Government Relations:

- The Government Relations Committee met with Dane County 1st District Supervisor Colin Barushok.

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