



DMI Director's Report – June 2026

From Jason Ilstrup, DMI President

Creating Connections and Community:

- DMI hosted the International Downtown Association (IDA) Place Matters Conference in Madison this May. The conference brought over 175 downtown leaders, placemakers, economic development professionals, and city builders from across North America to Madison for three days of learning, touring, networking, and idea-sharing. The conference highlighted best practices in placemaking, economic development, public safety, district management, and the future of vibrant downtowns while showcasing Madison as a national model for innovation, collaboration, and community-building.
- DMI and the BID launched our new governance strategy project with a kickoff meeting in May. Our consultants, MIG, hosted a meeting of various organizational partners to start working on a new governance model for downtown organizations.
- DMI hosted several events this month including a Behind the Scenes event at TPC Wisconsin (in preparation for the American Family Insurance Championship) and a What's Up Downtown Breakfast with Marcus Sedberry, Interim UW Director of Athletics:
 - <https://www.youtube.com/watch?v=NJ6khrNM7ME&t=1802s>
- The June DMI Advocacy Update welcomed City of Madison 4th District Alder Mike Verveer:
 - https://www.youtube.com/watch?v=kIXx86Qx_vl&t=11s

DMI Media Mentions:

- May 12 – Isthmus - [Opinion: Who Might Run for Mayor?](#)
- May 21 – Corridor Business Journal - [Downtown District Celebrates People Expansion](#)
- May 28 – Isthmus - [Interim Badgers Boss Expect a New AD by Football Season](#)
- June 1 – InBusiness Magazine - [Collegial Leadership](#)
- June 1 – InBusiness Magazine - [Lake City Books Sets Sail](#)
- June 1 – InBusiness Magazine – Hiawatha West Could Be Just the Beginning
- June 2 – WKOW - [Overture Center Drives \\$66.9 Million Into Madison's Economy, Report Says](#)
- June 3 – WISC - [Madison Moves Closer to Amtrak Station After Building Sale](#)
- June 5 – Wisconsin State Journal - [Overture Center Nearly Doubles Economic Impact on Region, Report Finds](#)

Presentations:

- Jason presented a Downtown Madison update to Wisconsin Department of Administration Secretary Blumenfeld and her executive team staff.
- Jason moderated a panel discussion on AI in the workplace at Atmosphere Commercial Interiors.

- Jason was the keynote speaker for the Iowa City Downtown District Annual State of the Downtown event. The presentation was on the importance of college downtowns.

Economic Development:

- At their May meeting, the Committee heard a presentation from Jason summarizing the IDA Place Matters Conference in Madison. The Committee also discussed Envision Downtown Madison and the Regent Street Road reconstruction.

Membership Development:

- DMI welcomed several new members, including:

Clarity Technology Group, Inc.	www.claritytech.com
EOS Worldwide	https://implementer.eosworldwide.com/phil-ouellette/
The Undercurrent Network	www.emergentcurrent.com
Volt AV LLC	www.volt-av.com

Transportation

- The Transportation Committee will tour the City of Madison’s new intercity bus depot and parking garage for their June meeting.

Quality of Life

- DMI and Catholic Charities hosted our quarterly meeting of the Homelessness Issue Committee. At the meeting, we heard updates from various civic and private partners.
- The Committee met in May and heard an update on the BID from their Director Matt Tramel. The Committee also discussed their future.

Beyond Compliance

- The Accessible and Affordable Housing Task Force met and heard a presentation from Matt Frater, with the City of Madison’s Community Development Division on their work to create more accessible and affordable housing.
 - <https://www.youtube.com/watch?v=Mj5ESzmPawg&t=224s>

Government Relations

- The Government Relations Committee hosted a presentation on the Madison Metropolitan School District’s new budget with Bob Soldner, Assistant Superintendent of Financial Services.

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