



State of the Downtown - May 2021

Presentation to The Monona Terrace Board

▶ *Jason Ilstrup, President,
Downtown Madison, Inc. (DMI)*

▶ *Agenda:*

▶ *Downtown Madison - 2020 and
Beyond*

▶ *2020 Recap*

▶ *The Future*

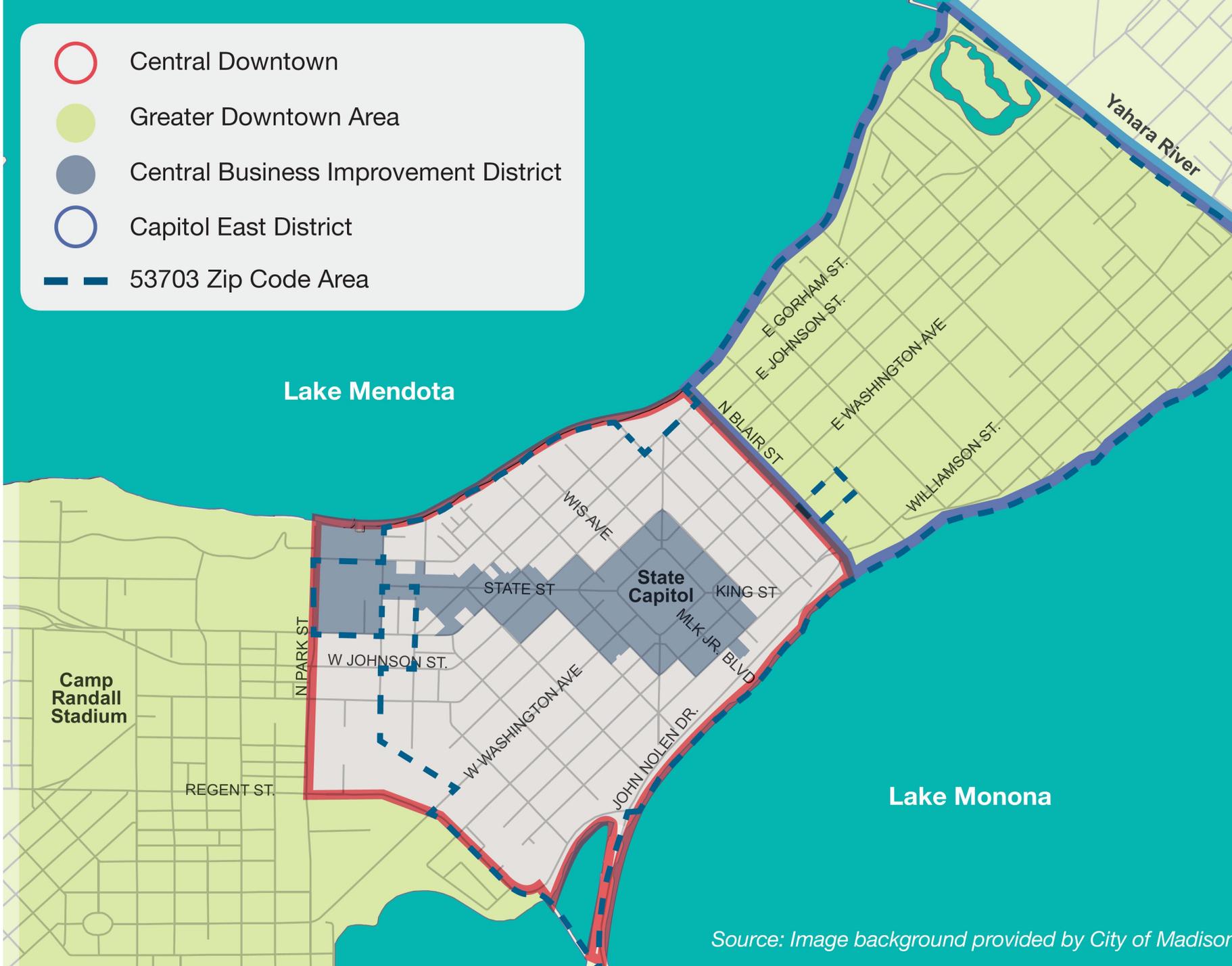


MISSION STATEMENT:

Downtown Madison Inc. is committed to planning for, sustaining and growing downtown Madison as a thriving regional economic engine that offers best-in-class quality of life for businesses, residents and visitors

Map & Boundaries

-  Central Downtown
-  Greater Downtown Area
-  Central Business Improvement District
-  Capitol East District
-  53703 Zip Code Area



Source: Image background provided by City of Madison

- ▶ *Strong residential base that supports local businesses*
- ▶ *Large number of employees working downtown in a wide array of businesses*
- ▶ *A diverse set of events and activities happening at all hours of the day*
- ▶ *A healthy tourism economy attracting people to downtown*

Successful Downtown

Downtown Madison Pre- COVID

- ▶ *Residents: 28,951 (2020)*
 - ▶ *15 to 34 years old: 84.7%*
- ▶ *Number of Employees: 50,627 (2020)*
- ▶ *Largest Employers (Private):*
 - ▶ *Unity-Point Health-Meriter*
 - ▶ *SSM Health St. Mary's*
 - ▶ *Findorff*
 - ▶ *MGE*
 - ▶ *EatStreet*
 - ▶ *Zendesk*

Downtown Madison Pre- COVID

- ▶ *UW Madison:*
 - ▶ *Students: 45,317 (Fall 2019)*
 - ▶ *Faculty/Staff: 22,365*
 - ▶ *Living Alumni: 451,142*
- ▶ *City Wide Taxes Generated from CBD: 10.5%*
- ▶ *Tourism Spending: \$303.7 Million*
- ▶ *Most Visited Locations:*
 - ▶ *Memorial Union (2.2 Mil)*
 - ▶ *Union South (1.5 Mil)*
 - ▶ *Alliant Energy Center (725k)*
 - ▶ *Henry Vilas Zoo (700k)*

Downtown Madison Pre- COVID

- ▶ *Vacancy Rates:*
 - ▶ *Multi-Family Rental: 5.89%*
 - ▶ *Office Space: 9.05%*
 - ▶ *End of 2020: 9.5%*
 - ▶ *BID Business Space: 8.1%*

▶ *Work from Home:*

▶ *Prior to COVID 78% Never Worked from Home*

▶ *During the Pandemic, 80% work from Home at Least 1 Day per Week*

▶ *Transportation:*

▶ *80% Decrease in Metro Ridership (June/19 to June/20)*

▶ *Pedestrian Counters:*

▶ *2019: 27,255,628*

▶ *2020: 11,300,785*

▶ *BCycle: 58% Increase in Ridership*

▶ *Tourism:*

▶ *71 Cancelled Events (as of August)*

▶ *\$52 Million Loss in Direct Spending*

Downtown During COVID

- ▶ *Permanent Business Closures in the BID: 34 (as of 3/1/21)*
- ▶ *Temporary Business Closures in the BID: 17 (as of 3/1/21)*
- ▶ *Number of New Businesses in the BID: 20*
- ▶ *Streatery Program:*
 - ▶ *26 Approved on Private Properties (August)*
 - ▶ *41 Expansions approved on sidewalks/parking lanes*
 - ▶ *4 café zones downtown*

Downtown During COVID

Help Businesses/ Downtown Survive

- ▶ *Provided information on COVID relief funding - PPP, EIDL, WAI*
- ▶ *Advocated for additional funding*
- ▶ *Advocated for consistent business/public health working group; create innovation*
- ▶ *Advocated for additional City of Madison Funding, fee waivers and Streatery program*

Help Businesses/ Downtown Thrive

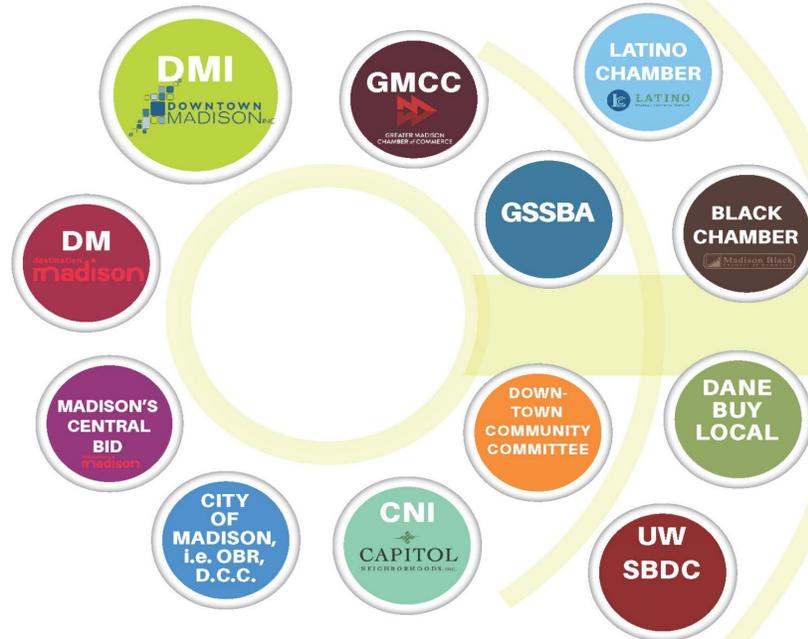
- ▶ *Founded and co-facilitate a public/private partnership with the City of Madison to reimagine a vibrant and equitable Downtown Madison where everyone is welcome. Creating short, near and long-term goals for downtown.*
- ▶ *Three Task Forces:*
 - ▶ *Activation and Programming*
 - ▶ *Economic Development*
 - ▶ *Equity*

Help Businesses/ Downtown Thrive

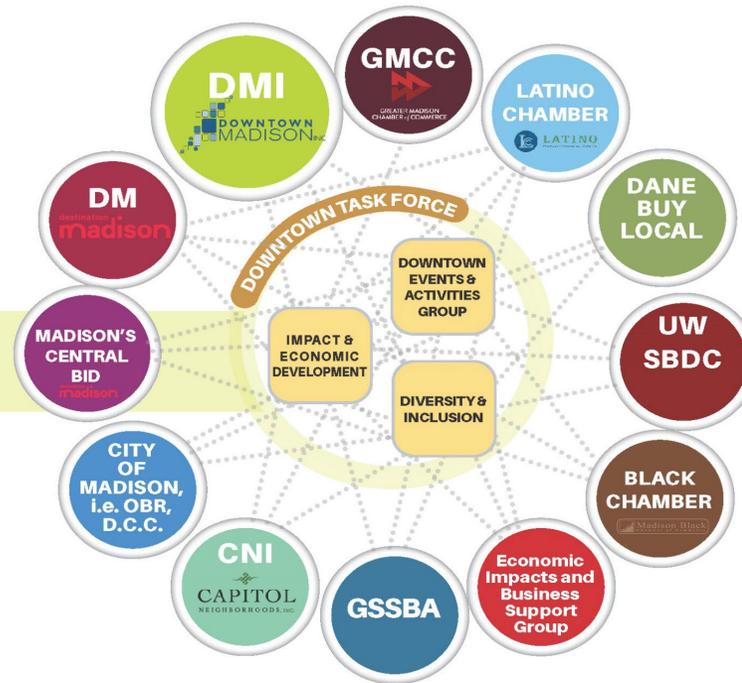
- ▶ *Highlights of Activities:*
 - ▶ *MLK Community Dinner*
 - ▶ *Shop Madison Campaign*
 - ▶ *Safe Programming: Hound Hike, Winter Is Alive*
 - ▶ *Economic Analysis of Downtown*
 - ▶ *Pop-Up Shop Program to Diversify Businesses*
 - ▶ *Office Worker Survey*
 - ▶ *Future Scenario Planning*

DOWNTOWN EFFORTS TO DATE

PRE-2020



2020-21



CONCEPT DRAFT 3.26.21

Phase 1

NOV:
Group Formed

DEC:
Subgroups Identified

JAN - FEB
Consensus Building & Preliminary Work

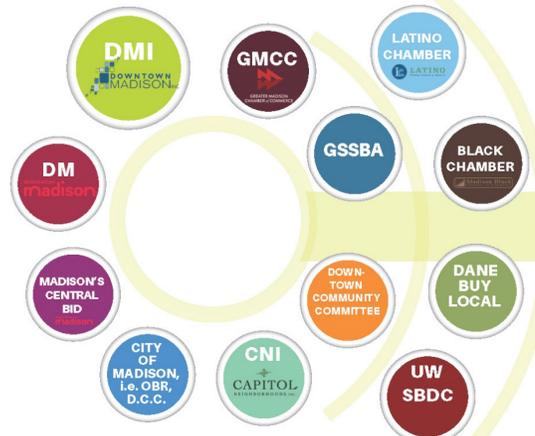
MAR
Group Reformed
Advance ST Strategies

Phase 2

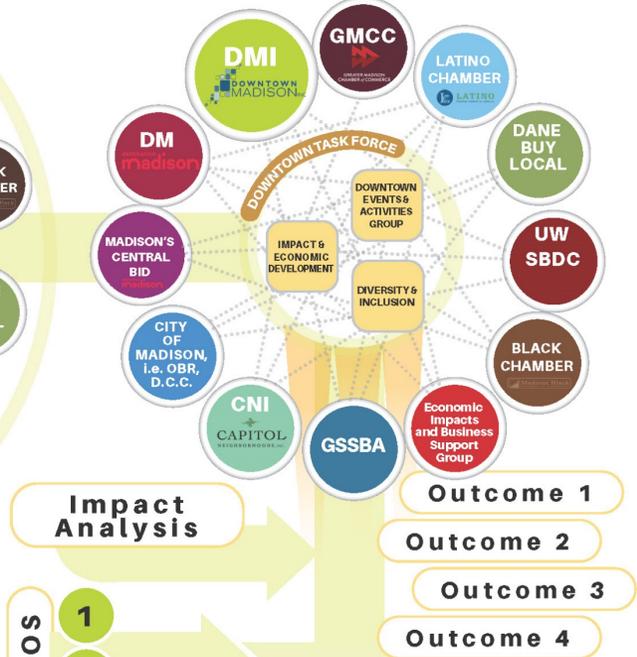
APR
Next Phase
Strategies Identified

MAY - ?
Strategic Planning & Execution

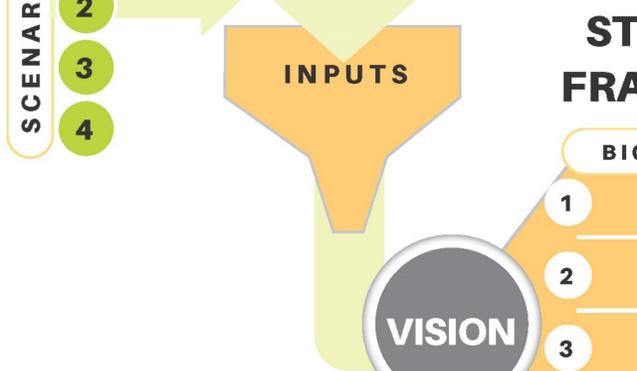
PRE-2020



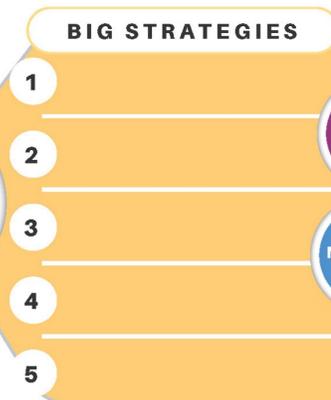
2020-21



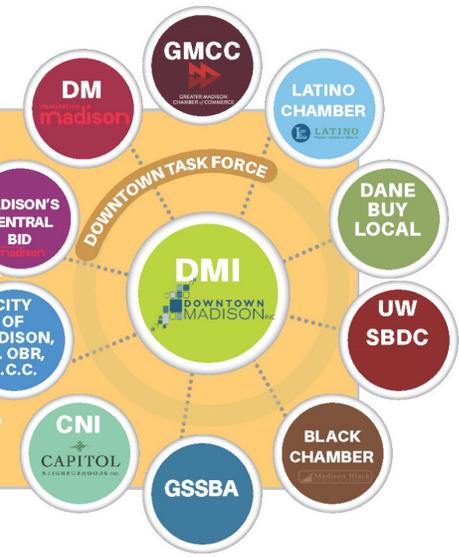
DOWNTOWN EFFORTS MOVING INTO PHASE 2



STRATEGIC FRAMEWORK



MOVING FORWARD



What's Next?

Specific strategies.

- Equity and Diversity Representation: In Events, In Business, In Housing, In Workforce
- Downtown Demand Generators: Strategies for Tourism, Commercial Office Base, Resident Base, Programming
- The Evolution of State Street & Public Improvements (Ped Mall, BRT / Transportation, Parks/Public Space, Public Safety)
- State Street and Capitol Square Retail Anchor, In-Fill and Pop-Up Strategies
- Economic Framework for a Healthy and Sustainable Downtown
- Group Organization, Communication, Messaging, Consensus Building, Reporting

Next Steps:

Once the strategies are established, groups will be formed, and a lead selected.

Groups should define a purpose, outreach, goals and timeline for the work to be completed.

Groups should think about the short-term and long-term objectives. Prioritize things that can be accomplished now.

- ▶ *Revitalize the Lake Monona Waterfront from Olin Park to the Eastside*
- ▶ *Expand the Monona Terrace Convention Center*
- ▶ *Carry out vision for the Alliant Energy Center, including better connections for downtown*
- ▶ *Rethink public safety downtown (CBCR)*
- ▶ *Expand number of Bus Rapid Transit lines - North/South*
- ▶ *Create a Super Tax Increment Finance District to support downtown and other neighborhoods*
- ▶ *Create an arts district downtown, with animated Hawthorne Court and State Street*
- ▶ *Complete large development projects downtown*
- ▶ *Reimagine State Street*
- ▶ *Engage with the entire community on what they want to see downtown*
- ▶ *It's not time to recover but reimagine*

Dream Big

Thank you!

Questions?

<https://www.downtownmadison.org>

