

February 4, 2020

Dear Kelli Lamberty:

Downtown Madison, Inc. (DMI) fully and enthusiastically supports the Madison's Central Business Improvement District's (BID) petition to move the Madison Night Market to State Street for the 2020 season. Since its inception in 2017, the Madison Night Market quickly became a favorite local event for our community, drawing 10,000 people each session. In order to ensure the Market is a success for the BID's local brick and mortar businesses, activate and showcase our larger downtown, and help grow the event into iconic status, the Market must move to Madison's most famous and iconic strip of land, State Street.

The Market was created to expose more people to downtown and all its wonderful amenities. As local restaurants and retailers continue to struggle nationwide, new and innovative approaches are necessary to help bring more people downtown to shop and eat within our community. By bringing 10,000 people downtown the Market is succeeding in its first goal, however, more can be done to ensure the bricks and mortar storefronts taste the fruits of the Markets success. By moving the event to State Street, more people will see the amazing experiences available on State Street and spend their money locally.

As the Market continues to grow in both attendees and merchants, more space is needed. By moving from Gilman Street to State Street more space will be available for additional vendors and artists, expanded activation including local musicians and street artists and increased attendance. As a wider, pedestrian friendly mall, State Street was created for events like the Market. State Street is the place where our whole community should come together.

To truly turn the Market into an iconic event, one that drives tens of thousands of people downtown, it must be located on Madison's most iconic and well-known location, State Street. When the original city planners designed Madison, they understood how important it was to create a connection between the cities two hearts, the Capitol and the University. With State Street as the great connector people from both hearts have intermingled to create one great city. To host an event like the Night Market on this famous community connector would allow for even more of our community to enjoy downtown.

DMI wholeheartedly supports the BID's petition to move the Night Market to State Street. The move will allow move people to enjoy the market on Madison's most famous street. By growing and showcasing our local retailers and restaurants front and center, the Market will bring more money into the local economy, create more jobs and add to the vitality of the heart of our city, State Street.

Sincerely,



Jason Ilstrup