

Strategic Community Engagement

Public Policy Conversations	Key Issues
Downtown Hotel: JDS – Beitler Flagship determination/selling time	Hotel room block operator, amenities undefined at this time
Law Park Master Plan/Nolen Waterfront Development	Engage in public input for master plan for Law Park and waterfront
Hotel Development Projects	Expanded visitor options for accommodations
Transportation: Air Lift	Transportation infrastructure enhancements
Transportation: Mass Transit	Transportation infrastructure enhancements, visitor access to amenities; workforce access to jobs
Transportation: biking	Transportation infrastructure enhancements
Alliant Energy Center Master Planning: Implementation	Support for implementation, State capital budget did not include initial funding
School Start Date (Statewide Issue)	Support initiative at State level
Tourism Funding (Statewide Issue)	Support budget request and Outdoor Recreation staffing
Maintain Room Tax Law (Statewide Issue)	Support existing room tax legislation
Destination District Visioning	Next steps in reimagining area surrounding the Alliant Energy Center Campus
115 th Airwing – Forever Truax F35’s	Health of Airwing supports DCRA
Downtown: Safety	Visitor core experience
Downtown: Activation/Viability	Visitor core experience
Signage Ordinances	Impact on key client: CrossFit and client satisfaction
Industry Workforce Shortage & Diversity Needs	Impact on service levels and experience provided to visitors
Tourism Marketing Districts (TMDs):	Potential funding source/education/understanding
Clean Lakes Initiatives	Lakes are a destination attraction/driver
Wayfinding	Impact on visitor experience
Madison Beltline Planning & Environment Linkages (PEL) Corridor Study	Transportation infrastructure implications
Exposition Legislation	Appropriate uses of district funding to support tourism development
Organization and industry awareness	Understanding of value of tourism to destination
Community Engagement: Elected Officials	Opportunity for enhanced understanding of tourism value
Destination Vision and Branding	Context and presentation of our destination story
Arts Corridor/Arts Collaboration	Engage to elevate perception of Madison as a culture center