



Greater Downtown Madison Economic Investment Strategy



introduction

Downtown Madison, Inc. (DMI) is working with the City of Madison in a **public-private partnership** to create a long-term **economic investment strategy for Downtown** Madison – one that ensures growth is viable, sustainable and inclusive. This will provide DMI and the City of Madison with a new, first of its kind, visionary strategy focusing on **opportunities and priorities for public and private investments, programming and activation, and plan implementation.**



scope

Through **coordinated planning, stakeholder engagement, short-term action and aligned long-term investments** that leverage public and private sector strengths, the strategy will support a thriving economy and position Madison as a national leader in thoughtful, balanced urban development. Working with an innovative and forward-thinking national partner, and local creative sub-partners focused on planning and community engagement, the economic investment strategy will help inform the City Downtown Plan and **serve as a guide to both private and public work for at least the next decade.**



scope

1. Project Management and Coordination
2. Existing Conditions and Gap Analysis
3. Strategy Framework
4. Recommendations and Catalytic Opportunities
5. Action Plan
6. Documentation and Adoption
7. Community and Stakeholder Engagement



proposed outcomes

- Provide a **unified strategy** to shape economic development efforts downtown over the next 10-15 year period.
- Identify **catalytic opportunities** and projects.
- Develop a **framework for how public, institutional, and private interests intersect** and for how these interests can align and be brought together to maximize opportunities in downtown Madison.
- Create a **coordinated process with the City of Madison's Downtown Land Use Plan based on a shared vision and set of big moves**. Additionally, act as an advisory document to the City of Madison's next Comprehensive Plan.



project goals

- Understand and communicate the value of Downtown to the city, region, and state
- Provide data- and stakeholder-driven inputs for the update to the Downtown Area Plan
- Align public and private interests to ensure coordinated investments in the next chapter of Downtown Madison
- Gather input on challenges and opportunities to inform a shared Vision and set of Big Moves with the Downtown Plan



project goals cont.

- Determine how to support and grow existing industries and businesses of all sizes
- Identify opportunities for new industries and businesses and develop strategies to fill them
- Set targets for the mix of development and land uses that will better activate the Greater Downtown area and create mid- to long-term economic sustainability and resiliency
- Identify amenities and infrastructure investments that will support businesses, employees, residents, and visitors



Coordinated Downtown Madison Study & Plan Process



Citywide Economic Development Plan

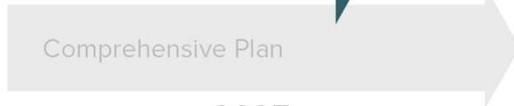
GREATER DOWNTOWN ECONOMIC INVESTMENT STRATEGY P • R • I • V • A • T • E



DOWNTOWN PLAN UPDATE



P • U • B • L • I • C



2025

2026

2027

Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3



DOWNTOWN STRATEGY



ONGOING ENGAGEMENT



DOWNTOWN PLAN UPDATE



2025

2026

2027