



Quarterly External Environmental Issues Update

November 16, 2017

Active Public Policy Conversations:

1. Downtown Hotel: JDS – Beitler Flagship determination/selling time
2. AEC Master Planning
3. Downtown: Safety/Street People/Activation/Viability
4. Public Market
5. Race to Equity
6. 115 Airwing
7. Hotel Development Projects
8. Nolen Waterfront Development
9. Oscar Mayer Property
10. MATC Redevelopment

Key Issues:

Hotel room block, operator, amenities undefined at this time
Next step in re-imagining AEC Campus
Visitor core experience
Location and access within City to create tourism destination
Establish racial equity and social justice as core operational principles
Health of the Airwing supports DCRA
Expanded visitor options for accommodations
Funding for master plan for Law Park and waterfront-visitor experience
Redevelopment opportunity
Hovde's reconsideration of this project

Emerging Conversations:

11. Frank Lloyd Wright Trail
12. Organization and industry awareness
13. Community Engagement: Elected Officials
14. Destination Vision and Branding
15. South Capitol Transit Oriented Development District
16. Historic Districts Conversation

Uptick in interest and tourist visits
Understanding of value of tourism to destination
Opportunity for enhanced understanding of tourism value
Context and presentation of our destination story
Impact on Law Park & pathways; lakefront activation
Visitor experience of authentic Madison/Business owner implications