

PUBLIC POLICY ISSUES

January 2019

Active Public Policy Conversations

Downtown Hotel: JDS – Beitler Flagship determination/selling time
Alliant Energy Center Master Planning
Over-tourism: Events Ordinance
115th Airwing - Forever Truax F 35's
Downtown: Safety/Street People/Activation/Viability
Signage Ordinances
Nolen Waterfront Development
Industry Workforce Shortage & Diversity Needs
Transportation: Bus Rapid Transit

Emerging Conversations

Destination District Vision Next Steps
Organization and industry awareness
Community Engagement: Elected Officials
Destination Vision and Branding
South Capitol Transit Oriented Development District
Historic Districts conversation

Following

Hotel Development Projects
Public Market
Race to Equity
Transgender Bathroom policies
Tourism Marketing Districts (TMDs):
UW plans: impact on destination
Key clients: Epic Users group, World Dairy Expo;CrossFit
Clean Lakes initiatives
Transportation: air lift, mass transit, biking
Waterfront Community Revitalization & Resiliency Act
Wayfinding
Madison Beltline Planning & Environment Linkages (PEL) Corridor Study
Garver Feed Mill Project
Exposition Legislation

Key Issues

Hotel room block, operator, amenities undefined at this time
Next step in re-imagining Alliant Energy Center campus
Impact of proliferation of events on City services/infrastructure and potential impact on attracting events
Health of the Airwing supports DCRA
Visitor core experience
Impact on key client: CrossFit and client satisfaction
Funding for master plan for Law Park and waterfront – visitor experience
Impact on service levels and experience provided to visitors
Impact on visitor access to amenities; workforce access to jobs

Community understanding and awareness of Visioning Study outcome
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

Expanded visitor options for accommodations
Location and access within City to create tourism destination
Identifying how industry and Destination Madison engage to support
Potential to impact convention contracts/attendance
Potential funding source/education/understanding
Impact on assets in destination
Ensure client satisfaction; attendee experience; resident concerns
Lakes are a destination attraction/driver
Transportation infrastructure enhancements
Impact on lakefront enhancement opportunities
Impact on visitor experience
Transportation infrastructure implications
Appeal as new destination asset and B&B
Appropriate uses of district funding to support tourism development