

April 13, 2021

Destination Madison Message of Support for BID State Street Proposal

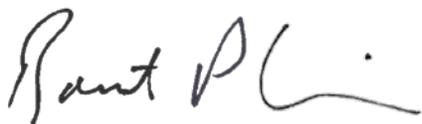
Destination Madison supports the Central BID's exploration of the removal of motorized traffic from State Street on weekends to expand opportunities for residents and visitors to experience dining, cultural offerings free of vehicular traffic. We hope an informed and respectful dialogue with the city will energize an area greatly impacted by the events of 2020.

In addition to boosting existing businesses, the BID's summer foot-traffic proposal would amplify efforts to provide new Black and Latino-owned businesses State Street storefront exposure. This temporary walkable State Street would be welcoming to a diverse audience of residents and visitors, infusing the area with a representative and authentic Madison vibe.

Downtown's economic health is vital to the revival of the tourism industry in Madison and vital to Madison's overall tax base. A weekend-only, traffic-free State Street would provide a diverse and welcoming space for all who live in or visit Madison and be the kind of inclusive and creative economic development project our community needs in 2021.



Ellie Westman Chin
President and CEO
Destination Madison



Rob Crain
Chair, Board of Directors
Destination Madison