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TO: City of Madison Plan Commission Members  
FROM: Deb Archer, CDME  
RE: Core Spaces Mid-State Street Project

For 26 years I led our community's efforts to attract visitors, conventions and sporting events to Madison. During this time, the City, University and private sector investments in infrastructure, retail and other assets helped elevate our community's profile as a visitor destination. The organization I led, now called Destination Madison, was successful in luring dozens of high profile and interesting events to Madison, including Ironman, CrossFit, Congress for the New Urbanish, World Stem Cell Summit, staging Bucky on Parade, securing WIAA Boys Basketball for many years and many other activities. These events, plus thousands of leisure visitors and other activities, generate both vital economic impact for public venues but also help create an energetic and vibrant area where people want to live, work and visit. And, visitors and residents generate traffic for downtown business establishments which result in a safe and welcoming place.

As we all know, the pandemic has impact all aspects of our lives, including the loss of event and visitor traffic but also business and office activity and an increase in crime in the downtown.

Traffic to the downtown and activity has improved dramatically over the past months, but we also know that the pandemic is not following a linear pattern and winter is upon us. The long term solutions to re-energizing and stabilizing our downtown are to attract more residents and visitors and create opportunities for visitor and resident experiences, which will also inspire businesses to either relocate or choose to locate in the downtown.

I am writing to encourage your support and approval of the Core Spaces development, being proposed for mid-State Street. This project reflects the values of Madison by incorporating sustainable spaces, affordable housing units, new retail spaces and preserving facades of well-known and beloved buildings. The project will ultimately contribute to our city's future by housing new residents, businesses and enhancing a section of our downtown that deserves to be improved.

Thank you for your service, your time and consideration of this fantastic opportunity for our downtown.