Downtown Madison, Inc. (DMI) is a not-for-profit, membership organization and the voice of the central city. Formed more than 45 years ago, DMI advocates for the health and vitality of downtown Madison and exists because of and for our members. Businesses, residents, non-profit organizations and local government agencies provide their unique expertise to help us accomplish our mission and work on projects, initiatives and membership programs.

MISSION
Downtown Madison, Inc. is committed to planning for, sustaining and growing downtown Madison as a thriving regional economic engine that offers a best-in-class quality of life for businesses, residents and visitors.

VALUES STATEMENT
DMI strives to be an inclusive organization committed to respect and generosity of spirit. We believe that diversity strengthens downtown Madison and our entire community and encourage our members to engage with, learn from, and develop an understanding of others. We expect behavior that exhibits respect for all people and supports these values at DMI gatherings.

COMMUNICATIONS

**MEMBERSHIP**

- **NUMBER OF MEMBERS:** 484
- **MEMBERS BY LOCATION:**
  - Downtown: 49.6%
  - Outside of downtown: 50.6%
  - Outside of Madison: 13.6%
- **MEMBERS BY CATEGORY:**
  - Not for Profit (107)
  - Financial Institutions (34)
  - Non-Business/Resident (34)
  - Construction (24)
  - Investments (24)
  - Law Firms (22)
  - Architects (21)
  - Developers - Commercial (20)
  - Engineering Firms (20)

**EVENTS 2019 HIGHLIGHTS:**

**What’s Up Downtown Dinner**
- 12 informative networking events featured speakers on major programs, projects and initiatives impacting downtown

**New Faces, New Places**
- 12 social networking events featured new and existing member businesses in and around downtown

**New Member Coffee**
- 4 morning coffee events helped welcome and engage new and existing members

**Behind the Scenes**
- 4 special tours provided a glimpse inside some of downtown’s most unique venues

**Nosh at Noon**
- 3 panel discussions held on topical downtown issues, initiatives and programs

**Special Events**
- 7 one-time partnership events featured panel discussions, socials and community-building activities

**Member Meetups**
- 30+ social, civic and professional interest-based gatherings organized by members

**State of the Downtown**
- Annual event featured release of the State of the Downtown metrics report and panel discussion on major downtown issues and opportunities

**DMI Annual Dinner**
- Annual membership and awards dinner held to celebrate DMI and downtown Madison

**CONSULTATION COMMITTEES**
- Economic Development
- Government Relations
- Inclusiveness
- Membership Development
- Quality of Life
- Transportation
- Bicycle Sub-committee

**ADVOACY**

The DMI Board of Directors annually approves a Civic Agenda that drives DMI’s advocacy and committee work. With the aid of major downtown stakeholders and partners, below is a list of issues and projects worked on by DMI in 2019:

- Affordable housing
- Age-Friendly Community distinction
- Alcohol density
- Arts and culture
- Bicycle infrastructure
- Bicycle Friendly Business
- Bus Rapid Transit
- Elected official interviews
- Downtown Accessibility Report
- Homeless resources and services
- Inclusiveness values statement
- Law Park/ Nolen Waterfront plans
- Mirifland Neighborhood Plan
- Membership ambassador program
- Model for Change-Top of State Street
- Multi-Disciplinary Safety Team
- Opportunity Zones
- Panhandling
- Parking
- Public art
- Real estate development
- Regent and Vilas revitalization
- Safety
- Tourism and hospitality
- Transit budget funding
- Walk-friendly Community distinction
- Wilson and Bassett St. corridor studies

**TOP 10 MEMBERSHIP CATEGORIES:**

- Not for Profit (107)
- Financial Institutions (34)
- Non-Business/Resident (34)
- Construction (24)
- Investments (24)
- Law Firms (22)
- Architects (21)
- Developers - Commercial (20)
- Engineering Firms (20)

**MEMBERSHIP CONTACTS:**
- **NUMBER OF INDIVIDUALS:** 1,959
- **PEOPLE:**
  - Downtown: 12,474
  - Outside of downtown: 13,630
  - Outside of Madison: 5,570

**STANDING COMMITTEES**

- Economic Development
- Government Relations
- Inclusiveness
- Membership Development
- Quality of Life
- Transportation
- Bicycle Sub-committee

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<tr>
<th><strong>MEMBERSHIP</strong></th>
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<th><strong>EVENTS</strong></th>
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| *members as of Oct. 7, 2019* | **DMI WEBSITE**
  - Users: 12,474
  - Pageviews: 56,959
  - Facebook likes: 2,330
  - Twitter followers: 1,606
  - Instagram followers: 784
  - LinkedIn group members: 2,048 |
| **DMI SOCIAL MEDIA**
  - Facebook likes: 2,330
  - Twitter followers: 1,606
  - Instagram followers: 784
  - LinkedIn group members: 2,048 |
| **TOP 10 MEMBERSHIP CATEGORIES:**
- Not for Profit (107)
- Financial Institutions (34)
- Non-Business/Resident (34)
- Construction (24)
- Investments (24)
- Law Firms (22)
- Architects (21)
- Developers - Commercial (20)
- Engineering Firms (20) | **MEMBERS BY CATEGORY:**
- Non-Business/Resident: 34
- Sole Proprietor: 1
- 100 or More Employees: 25
- 2-10 Employees: 128
- 11-25 Employees: 68
- 26-50 Employees: 35
- 51-99 Employees: 22
- 100 or More Employees: 39 | **WHAT’S UP DOWNTOWN DINNER**
- 12 informative networking events featured speakers on major programs, projects and initiatives impacting downtown

**NEW MEMBERS, NEW PLACES**
- 12 social networking events featured new and existing member businesses in and around downtown

**NEW MEMBER COFFEE**
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**SUPPORTING COMMITTEES**

- Economic Development
- Government Relations
- Inclusiveness
- Membership Development
- Quality of Life
- Transportation
- Bicycle Sub-committee

**TOTAL ATTENDANCE AT DMI EVENTS:**
- 4,682 (not including Member Meetups from Nov. - Dec. 2019)

**NUMBER OF EVENTS IN 2019:**
- 74 (not including Member Meetups from Nov. - Dec. 2019)

**NUMBER OF EVENTS AT DMI EVENTS:**
- 4,682 (not including Member Meetups from Nov. - Dec. 2019)

For a full DMI membership directory, visit: www.downtownmadison.org