



Madison Music City Updates

Milestones

- Started Implementing Task Force on Equity in Music and Entertainment Report
- Formally launched Greater Madison Music City Project
- \$45,000 approved by Room Tax Commission For Music Tourism Economic Recovery Plan.
- Received \$50,000 Award from NEA to spend on community-driven 1-2 year immediate recovery plan



Equity in Music and Entertainment Report

Recommendation

Progress

- The City should hire a consultant to develop a plan to build music infrastructure to support independent artists. Venues should work closely with the newly created Entertainment Equity City staff position by no later than 2020 (refer to recommendation 1). (Rec #7)
- The City of Madison should work to support a music festival featuring Hip-Hop music, dance, and visual arts, R&B, etc. (Rec #4)
- Within five to 10 years, the City should commit to making improvements in the Madison Metro transportation system recommended by the Transit Development Plan (2013). (Rec #14)
- Within one year, venues should begin to follow the 2015 Revised Entertainment Practices for Venue Owners (Appendix C). (Rec #9)
- Within two years, the ALRC should require that all venues with an entertainment license with more than 14 employees submit an Affirmative Action Plan similar to entities contracting or receiving grant money from the City of Madison. (Rec #10)



Equity in Music and Entertainment Report

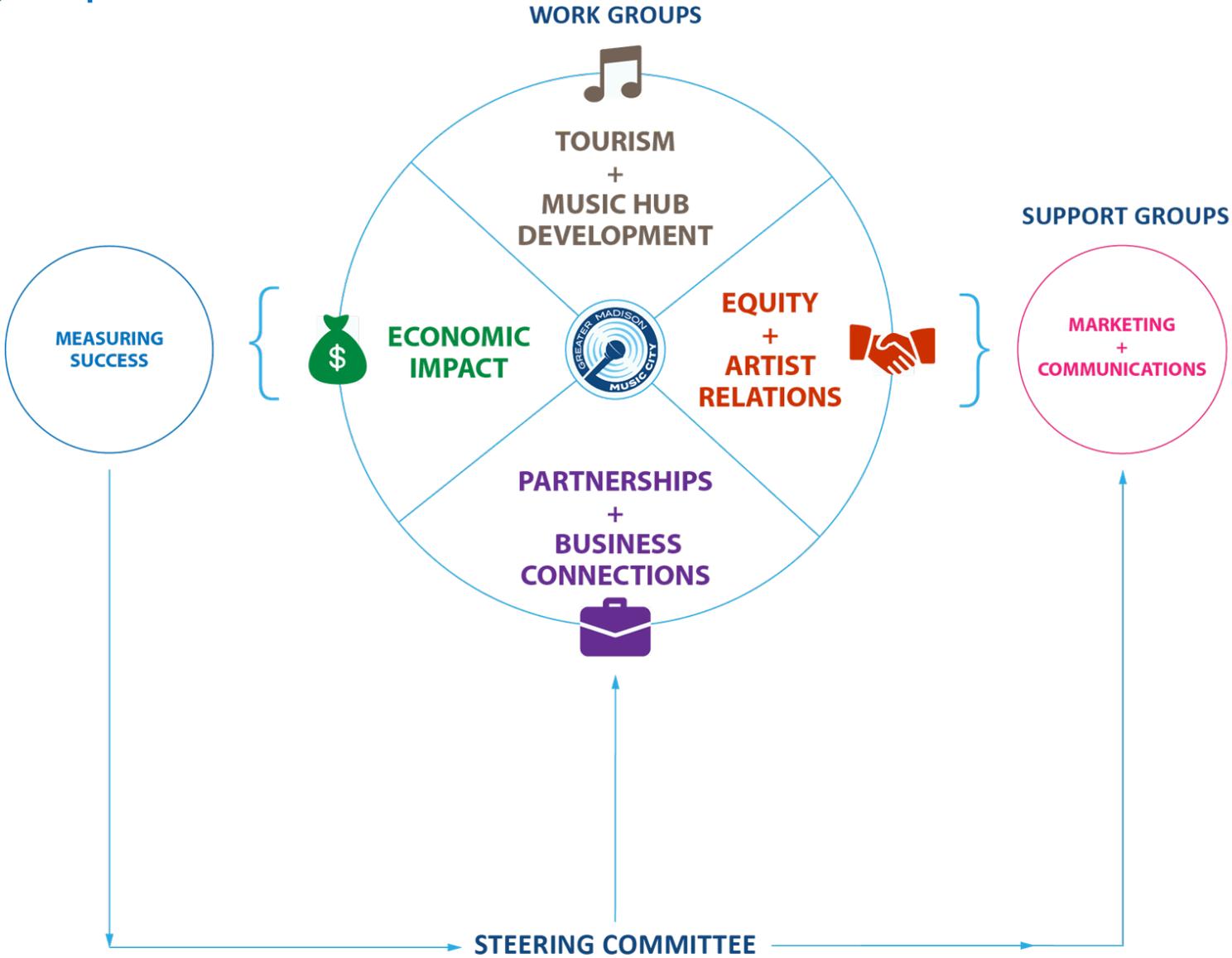
Recommendation

Progress

- Within five years, the City should invest in "arts incubators": venues that provide education and resources for artists located throughout the city. (Rec #16)
- Within five years, the City should work with the Madison Metropolitan School District to fully fund arts education, leveraging resources such as grant funding. (Rec #15)
- Within one year, the City of Madison should create a full-time staff position the Mayor’s office at \$60,000 per year (including pay and benefits) focused exclusively on promoting equity in arts and entertainment. (Rec #1)
- Both print and television media outlets should commit to more balanced culturally sensitive reporting and should develop systems to track their own performance/goals in this area. (Rec #17)
- Within one year, the Department of Civil Rights should develop procedures to train all venue staff in anti-bias practices and bi-cultural and cross-cultural interactions. The ALRC should recommend that all staff be trained within two years. (Rec #8)



GMMC Workgroups



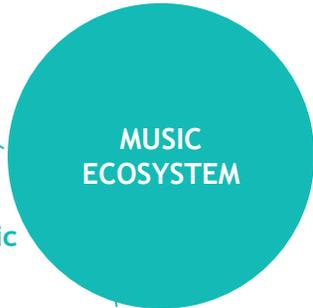
MadLit Event Series



Heidi Kothmann
PHOTOGRAPHY

QUANTITATIVE RESEARCH

ECONOMIC IMPACT ASSESSMENT

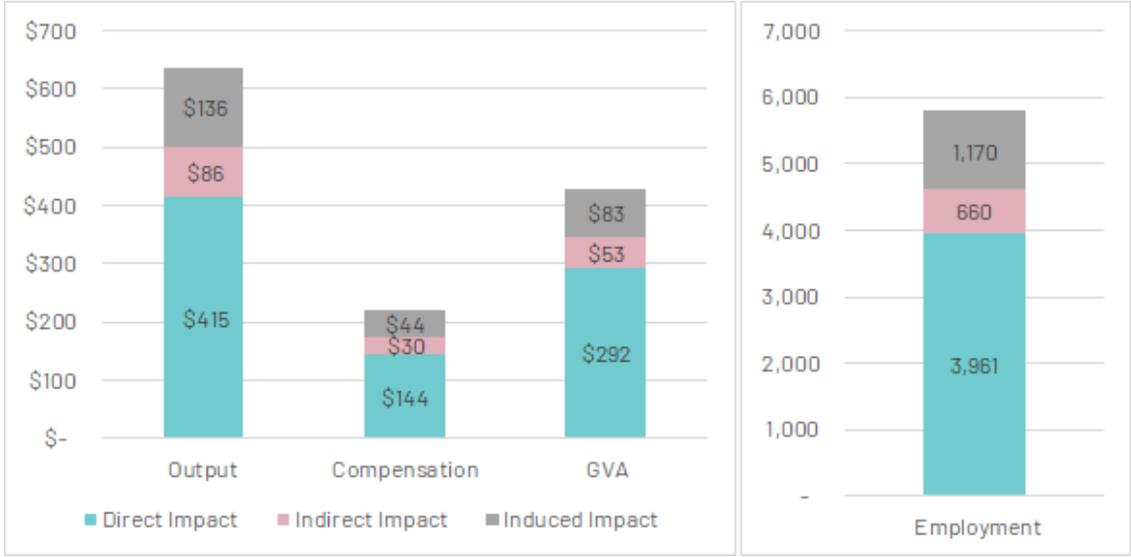


Dane County's music ecosystem was responsible for generating **\$636 million** and a Gross Value Added (GVA) of **\$428 million** to the local economy.

The total number of jobs generated and supported by the music sector in the county was **5,791 jobs**, which accounted for **1.86%** of employment in the county. These earnings totaled **\$218 million**.

Figure 1. Dane County Music Ecosystem Economic Impact, Output, Compensation, GVA (Million USD) and Employment 2018

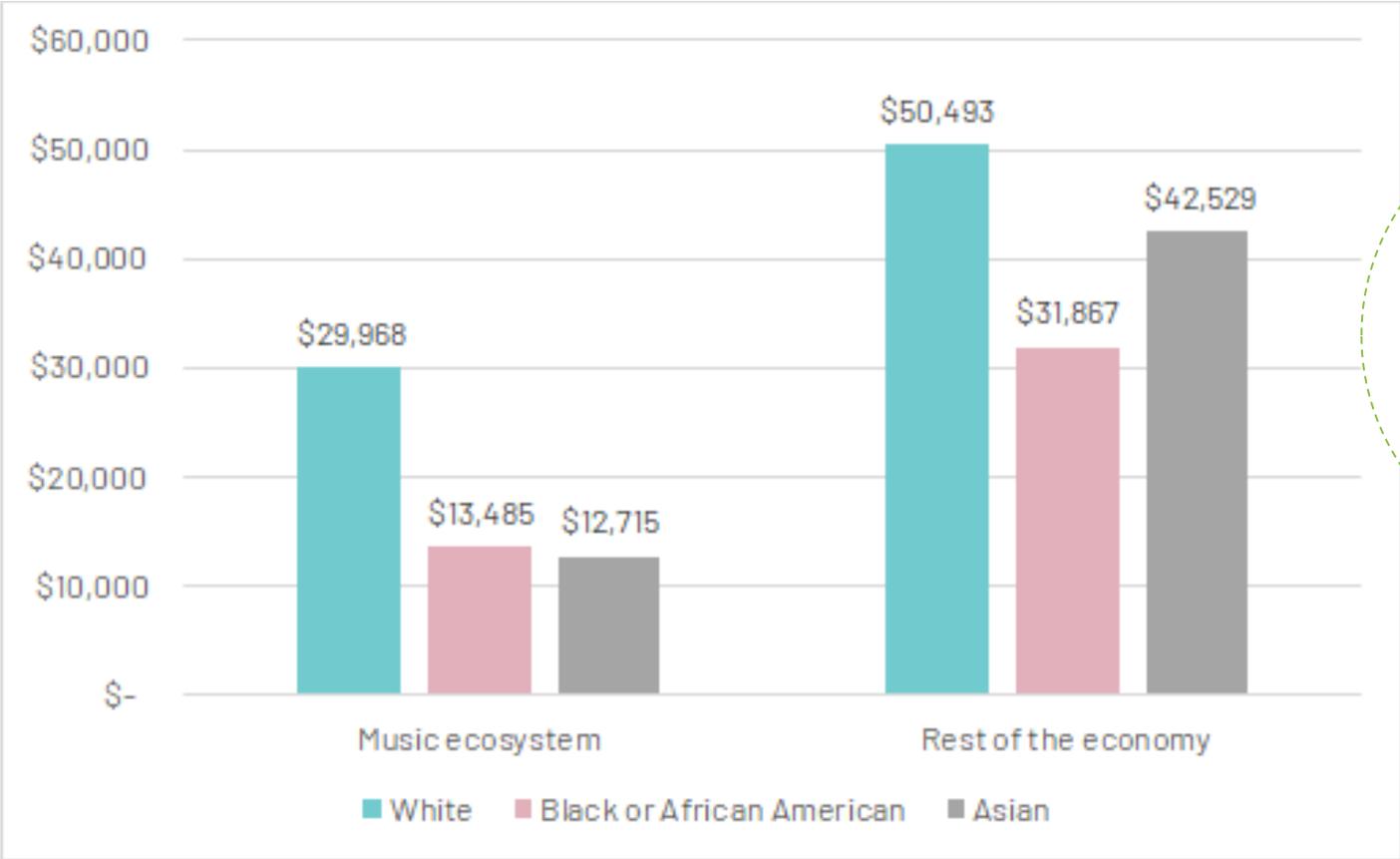
Source: County Business Patterns 2018, BEA RIMS II, Sound Diplomacy Research



ECONOMIC IMPACT ASSESSMENT

Annual Average Income by Race

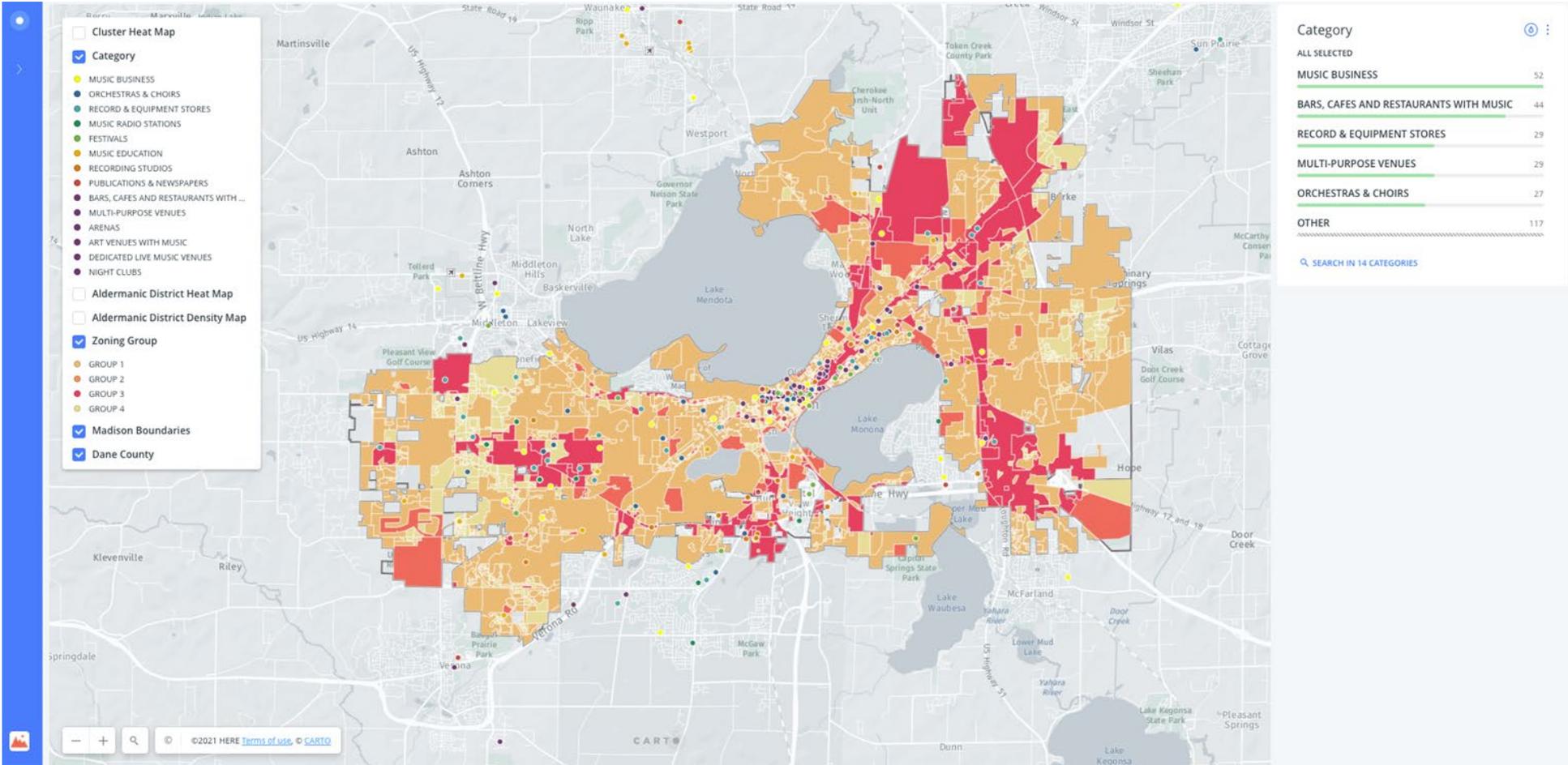
Source: American Community Survey 2015-2019, Sound Diplomacy Research



White-identified workers earn 122% more than Black / African-Americans and 136% more than Asian workers. In the rest of the economy, White workers earn 58% more than Black / African - Americans and 19% more than Asian workers.

MUSIC ASSET MAPPING

Interactive Mapping Tool





Music Tourism Economic Recovery Plan

Planning Process

1. SWOT analysis
2. Brainstorming sessions to attract tourism
3. Community Survey
4. Goals and action items based on workgroup and community feedback



Music Tourism Economic Recovery Plan

Goal = What / Strategy = How / Actions = Steps

Goal 1. Develop and implement a plan with intentional strategies and set of actions to ensure music tourism is part of Greater Madison's growth for years to come.

Strategy: Make the Greater Madison area an even cooler place to live, work, and play to gain recognition of music's value to attract tourism.

Action: Incorporate music into Madison's marketing strategy in collaboration with Destination Madison and deliberately engage people of color and local artists.

Goal 2. Become the first cultural music and art hub of the Midwest.

Strategy: Balance the concentration of cultural and entertainment venues between the downtown and other areas of the city by promoting cultural music events in diverse neighborhoods.

Action 2a. Form partnerships among organizations in the tourism sector, local artists, music/festival organizers, and music producers for marketing campaign to develop a music festival that identifies or creates the "brand" of our Tourism Music Hub scene (foster local musicians)

Action 2b. Develop a music calendar app to promote music events

Music Tourism Economic Recovery Plan

Goal 3. Increase the Madison Region's competitive cultural and tourism advantage in Wisconsin.

Strategy: Keep the community informed about the importance and impact of the music economy as a major regional economic driver.

Action 3a. Create a Music Commission to oversee equal opportunity practices in marketing campaigns to ensure music tourism is inclusive and attracts diverse companies, acts etc. (i.e., the sports commission, festivals, conferences, chamber of commerce)

Action 3b. Generate a venue inventory, list of organizations, festivals and performers to help develop a Market Assessment. This will require the help of Sound Diplomacy and GMMC team.

Action 3c. Promote professional development opportunities to festival and event organizers, and musicians.

Action 3d. Apply for grant funding with the help of GMMC and the City of Madison.

Community-driven Recovery Plan

1. A comprehensive music ecology assessment and recovery plan
2. Review of regulations related to music and entertainment
3. A comprehensive economic impact assessment and industry profile
4. A set of draft ordinances and policies
5. An enlarged national and global music cities network
6. A final event to unveil the plan to communities who participated with speakers and live music.

