



Room Tax Updates

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Room Tax Commission
June 14, 2021



Relief – Resiliency - Recovery

2021 Operational Goals and Financial Condition

Amount allocated: \$105,000

- Dane Dances \$25,000 – **\$10,000**
- Make Music Madison \$30,000 - **\$10,000**
- Between the Waves Songwriting Conference \$25,000 - **\$0**
- Fairs/Festivals/Summer Concerts \$15,000 – **\$15,000**
- Blink + (Temporary Public Art for Downtown Doors, and other locations) \$30,000 - **\$25,000**
- Music Tourism Economic Recovery Plan - **\$45,000**

GREAT NEWS!

NEA Grant (\$50,000)

- A comprehensive music ecology assessment and recovery plan
- Review of regulations related to music and entertainment
- A comprehensive economic impact assessment and industry profile
- A set of draft ordinances and policies
- An enlarged national and global music cities network

We've raised about \$102 so far!





Madison Arts, Tourism Welcome Back - 2021

Continued investment will help stabilize the creative sector affected by COVID19



Dane Dances

- Will hold regular four Fridays in August 2021
- \$10,000



Designed by Avalon Clare
Underbelly Collective

Make Music Madison – June 21
Returns in Person! - \$10,000



Make Music Madison

- 9th year as part of international Make Music Day
- Initiated by the City of Madison in collaboration with Michael Rothschild and community volunteers to activate neighborhoods through the arts
- 308 registered performances
- Free, fun & outdoors - neighborhood maps available
- Interactive map of shows can be found at: makemusicmadison.org/listings



Make Music Madison Performers

- 246 registered performers
- All ages and experience levels
- Variety of genres:
Bluegrass, Country, Cultural, Folk, Funk,
Hip-Hop, Gospel, Jazz, Indie-Rock, Latin,
Punk, R&B & More!



Make Music Madison Venues

- 111 registered venues
- All neighborhoods across the City of Madison
- Printable neighborhood maps available to encourage walking and biking between venues

Variety of hosts:

Businesses, Community Centers, Libraries, Parks, Restaurants, & dozens of residences



Make Music Madison Highlighted Shows

- Madison Central Business Improvement District will present music downtown at the Forum, Lisa Link Peace Park, and Rotary Plaza.
- Goodman Community Center will host musicians 11 AM to 6:15 PM at the new Founders Outdoor Classroom situated along the bike path.
- The Northside will be anchored by family-friendly performances from 11 AM - 5 PM in front of the Lakeview Library.
- Madison Chocolate Company along Monroe Street will have a great lineup of music from 9 AM - 5:30 PM.
- Vilas park will host two special performances - Flower Pot Music from 10 AM - 12 PM and the Chinese Instrument Ensemble from 4 PM - 6 PM.



Between the Waves

- Planning to do a virtual event in Oct/Nov 2021



Music Festivals, Conferences & Recovery Planning

A healthy music ecosystem creates jobs, drives sustainable tourism across all communities and demographics

Festival, Fairs, Summer Concerts Partially Funded by Room Tax

Adriana Barrios	Artist Proof
African Association of Madison Inc	Africa Fest 2021
Anders Svanoe	New Music Series and Experimental Jazz Jam
Arts + Literature Laboratory Inc	Midwest Video Poetry Fest 2021
Arts for ALL Wisconsin	Memory Arts Café
Bach Dancing & Dynamite Society of WI Inc	BDDS Bandwagon
Borealis	Lunartěk
Bruce Crownover	The Last Glacier Project
Culinary Ladies Collective	Femmfestival
Cycropia Aerial Dance Inc	Operating Support
Disability Pride Madison	Fostering Writing and Cartooning in the Disability Community
Duane Bohlman	Kites Mural
Emily Balsley & Pajarita Charles	The Monroe Street Anti Racist Project (MoSAP)
Fermat's Last Theater Company	Documentary Theater productions fall and spring
Forward Theater Company	Operating Support
Four Lakes Traditional Music Collective	Roots & Reason Stage focus on diversity, equity, and inclusion
Girls Rock Camp Madison Inc	Girls Rock Camp Madison Tuition Assistance Program
Grace Presents	Grace Presents Concert Series

Handel Aria Competition Inc	Handel Aria Competition Concert
Kanopy Dance Theatre Inc	Operating Support
Kel Mur, Victoria Maidhof & Noël Ash	Collateral Damage
Lationos Organized for Development (LOUD)	WI Conference on Latinx Art and Culture (WCLAC)
Laurie Beth Clark & Michael Peterson	Small Summer Acts
LunART Inc	LunART Festival
Lussier Community Education Center Inc	Operating Support
Madison Mach Musicians Inc	Baroque Holiday Concert 12/11/21 and outreach performance @ Madison Memorial High School
Madison Ballet Inc	Operating Support
Madison Children's Museum Inc	Operating Support
Madison Choral Project Inc	Operating Support
Madison Contemporary Vision Dance Inc	The Collaboration Project
Madison Flute Club Inc	Wisconsin Flute Festival
Madison Music Collective Inc	Fall 2021 Dig Jazz Concert Series
Madison New Music Festival	Wisconsin Composers Project 2021
Madison Opera Inc	Operating Support
Madison Public Library Foundation Inc	Artist-Led Bubbler Kit
Madison Savoyards Ltd	Gilbert & Sullivan light opera favorites: a streamed production

Madison Symphony Orchestra Inc	Operating Support
Madison Youth Choirs Inc	Operating Support
Max Puchalsky	Solar punk Futures
Monroe Street Arts Center Inc	Operating Support
Music Theater of Madison Inc	The Children's Book Project: The Land of the Gifted
Natalia Hildner Armacanqui & Richie Morales	Kachkaniraqui/"We Still Exist"
NewBridge Madison Inc	Summer Concert Series at warner Park
Nibiwakamigkwe	Indigenous Arts with giige collective
Opera for the Young Inc (OFtY)	Operating Support
People Building Opportunity Through Grace and Action Inc	Operating Support
Performing Ourselves	Operating Support
Rob DZ	Mad Lit: Where Arts and Culture Shine
Sessions at McPike Park Inc	Seven Lively August Sessions
Simpson Street Free Press Inc	Operating Support
TNW Ensemble Theater Inc	Operating Support
Urban Community Arts Network Ltd	Operating Support
Willy Street Chamber Players LLC	Willy Street Chamber Players Presents 2021 Community Connect
Wisconsin Academy of Sciences Arts & Letters Inc	Vulnerable Bodies: a pop-up exhibition at Garver Feed Mills
Wisconsin Chamber Orchestra Inc	WCO Concerts on the Square – July 21, 2021
Wisconsin Youth Symphony Orchestra Inc (WYSO)	Operating Support



BLINK+

Temporary public art pops up through out the community. More to come!

\$25,000



“The COVID-19 global pandemic demonstrated a need to think about music and culture differently. Resilience means many things to many people.”

SOUND
DIPLOMACY



EDUCATION

Music at Schools
High School Education
Music Business Training
Professional Development



COMMUNITY ENGAGEMENT

Leadership
Public Spaces
Community Centers
Social Inclusion and Equity
Accessibility



LIVE



RECORDED

MUSIC ECOSYSTEM

How music impacts your city,
town and place

by Sound Diplomacy

GOVERNANCE

Arts Councils
Grant Systems
City Planning
Licenses and Ordinances
Economic Development
Legal Affairs
Copyright



MEDIA

PR
Broadcasting
Written Media
Digital Media
Advertising



SPORTS



TECH



TRANSPORT



NIGHTLIFE



TOURISM



HEALTH &
WELLBEING

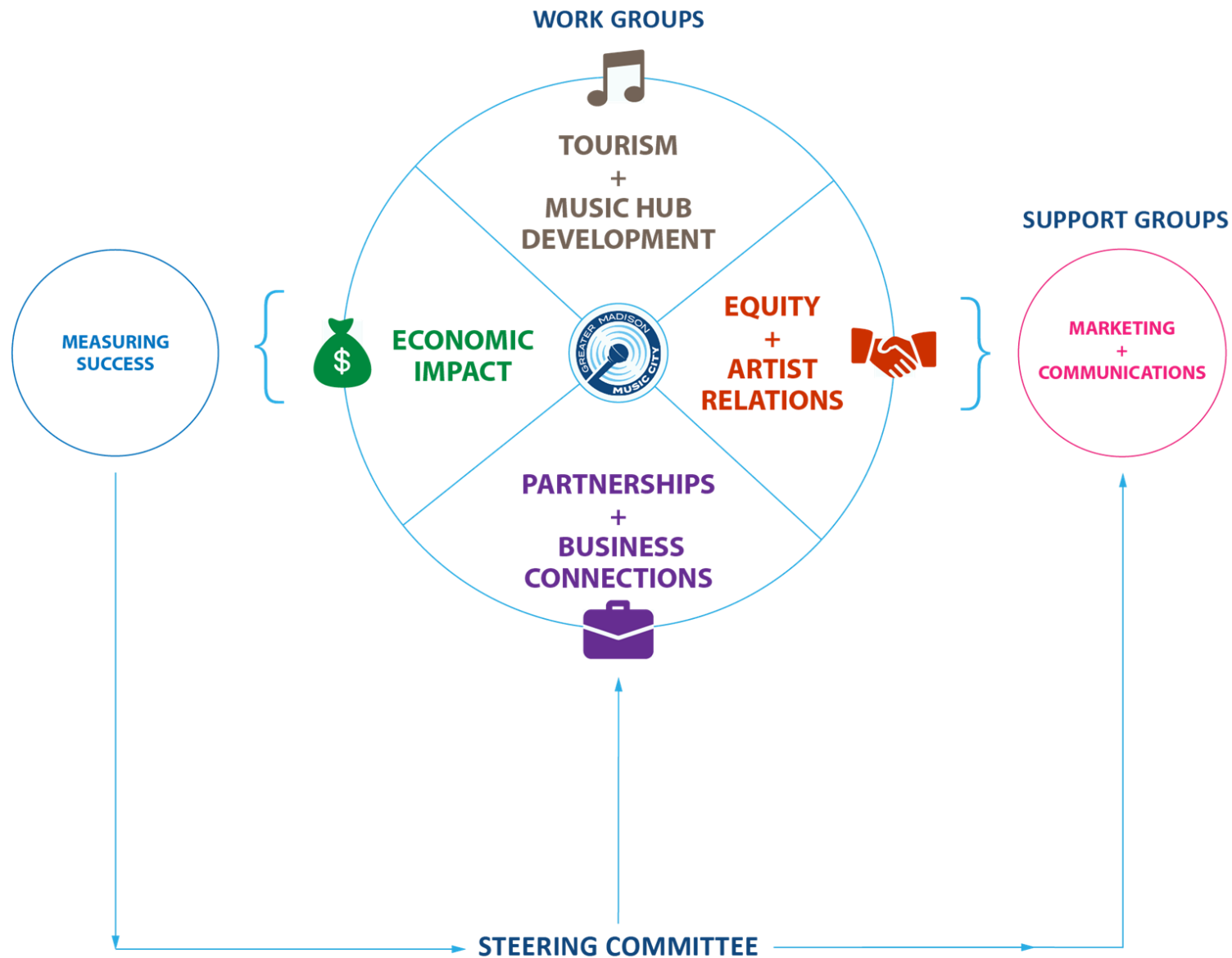


HOSPITALITY



CREATIVE
INDUSTRIES

Work Groups At A Glance



Sound Diplomacy



Shain Shapiro
Consultant



Kate Durio
US Rep

Our Team



KAREN REECE
TEAM LEAD
Urban Community Arts Network
(UCAN)



CAROLE SHAEFFER
Vice President of Business
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Friede & Associates



KARIN WOLF
Program Administrator
Madison Arts



ANGELA PUERTA
City Planner
City of Madison



MARK FRAIRE
Director
Dane Arts



ROB FRANKLIN
Musician



DAVID BOYD
IndieTuneUp



WALTER JANKOWSKI
Consultant
Better Dash Faster, LLC



What's the plan?

Align Stakeholders

Artists, Promoters, Venues, Educators, Music Production Companies, Audiences

Strategize for Equity

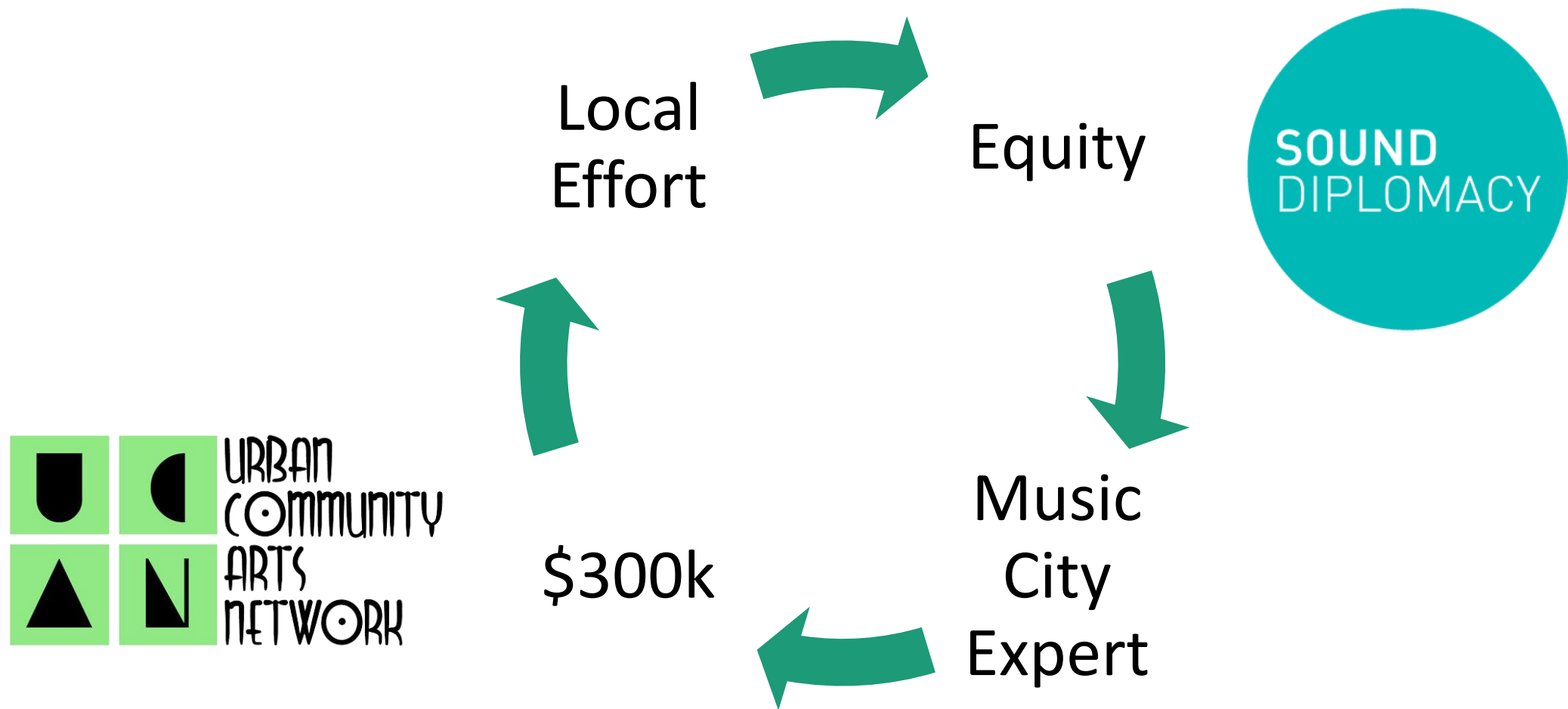
- Identification of barriers
- Remove policy/regulatory barriers
- Develop a system for regional promotions
- Develop key economic impact measures

Implement the Plan

- Develop a 5-year plan to get this done!



How is this done?



SOUND
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GREATER MADISON
MUSIC CITY
ROOM TAX
COMMISSION
PRESENTATION



WHO WE ARE

SOUND DIPLOMACY IS THE GLOBAL EXPERT IN DELIVERING ECONOMIC GROWTH TO CITIES AND REGIONS, AND THE TOURISM AND REAL ESTATE SECTORS USING STRATEGIES FOCUSED ON MUSIC AND THE NIGHT TIME ECONOMY.

OUR CLIENTS

In over 20 countries, Sound Diplomacy helps governments and the private sector understand the value of music, and how to unlock its full potential. Some of our clients include:



QUANTITATIVE RESEARCH

ECONOMIC IMPACT ASSESSMENT

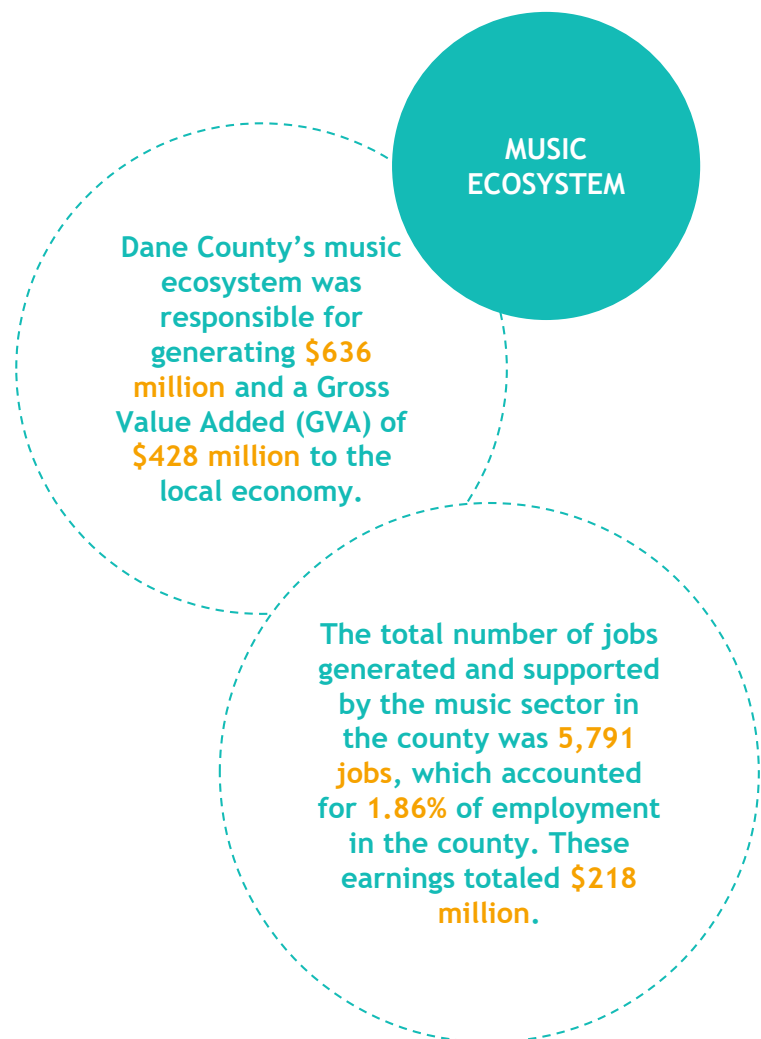
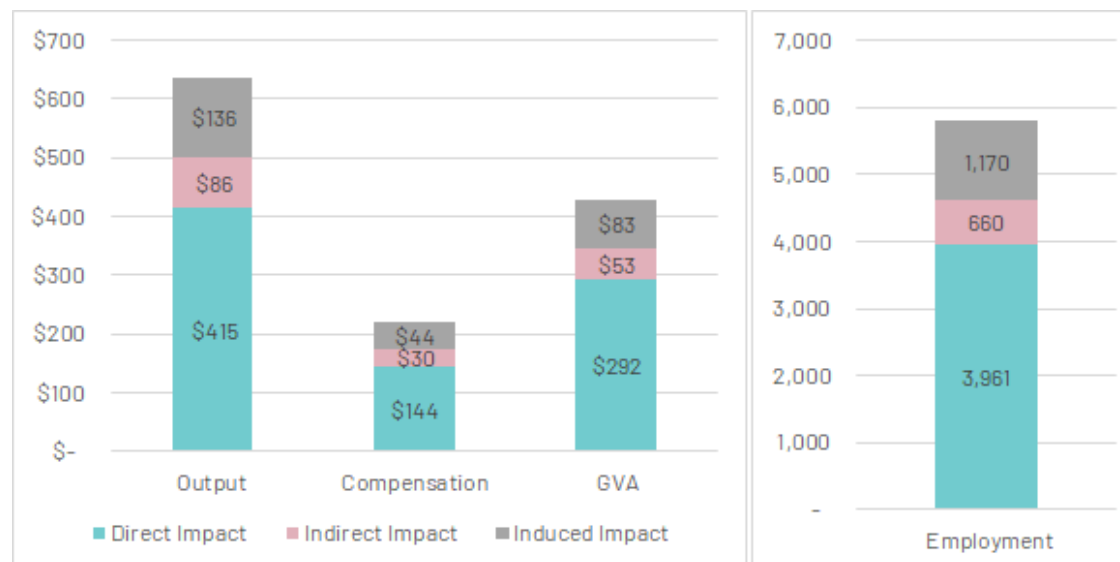


Figure 1. Dane County Music Ecosystem Economic Impact, Output, Compensation, GVA (Million USD) and Employment 2018

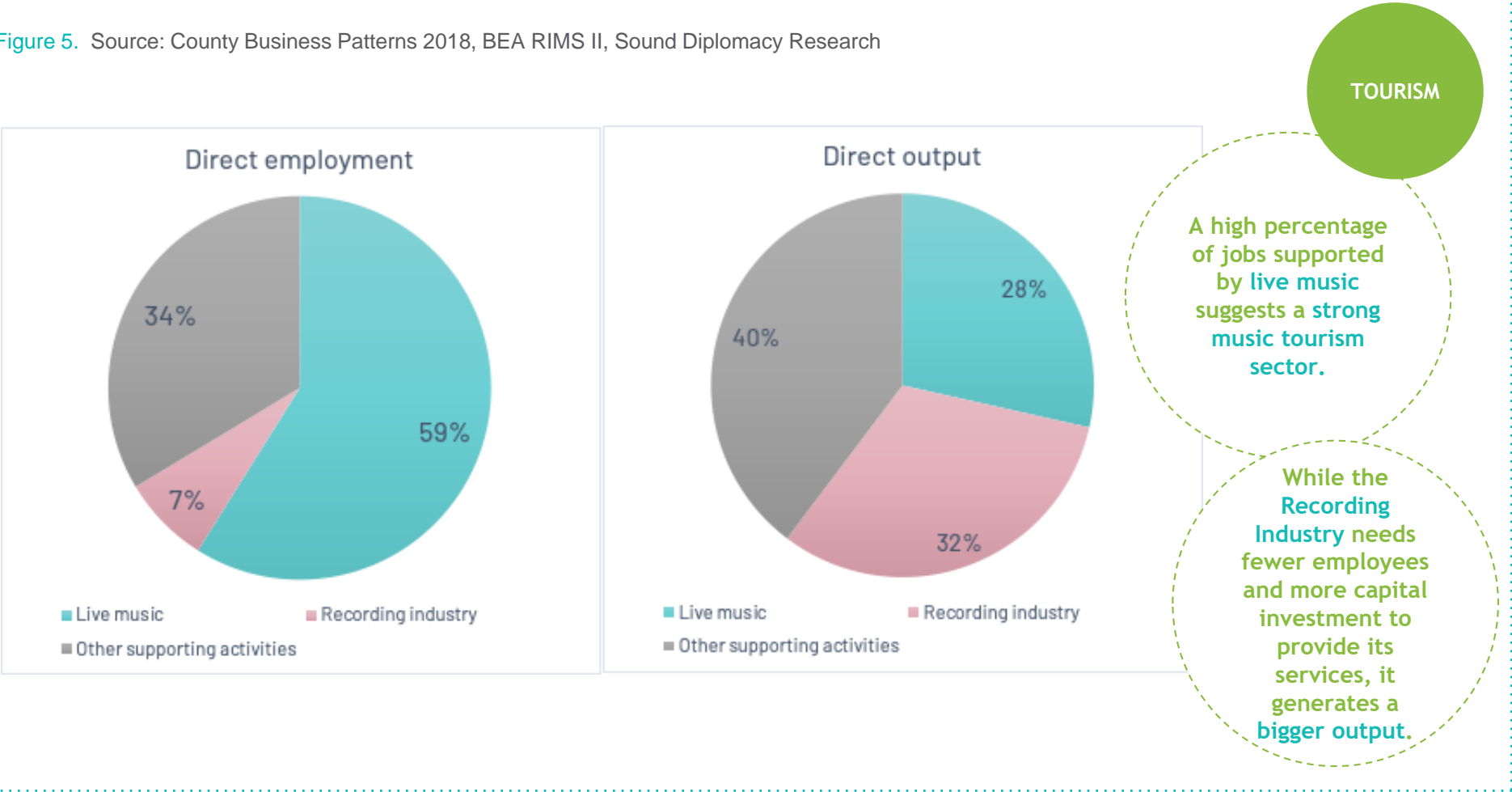
Source: County Business Patterns 2018, BEA RIMS II, Sound Diplomacy Research



ECONOMIC IMPACT ASSESSMENT

Music Ecosystem Direct Employment & Output, Professional & Supporting Segment, 2018

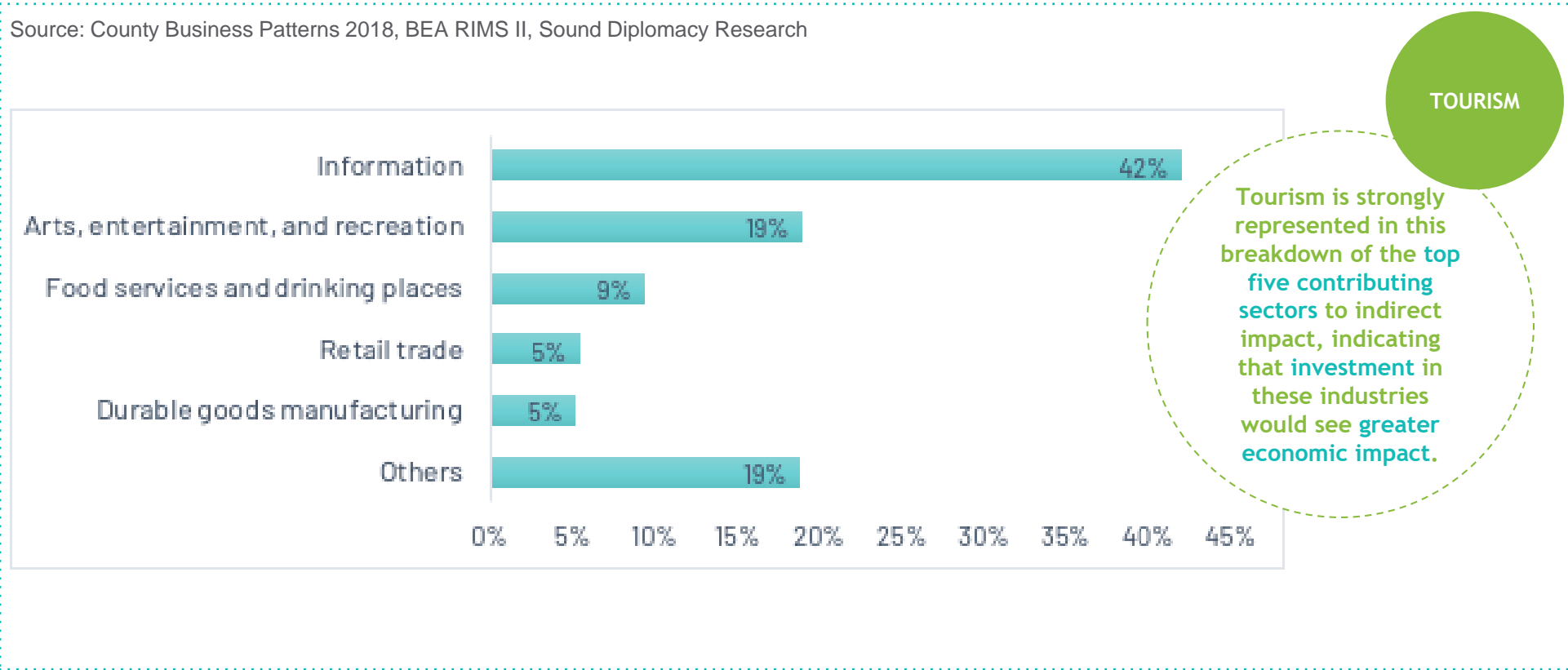
Figure 5. Source: County Business Patterns 2018, BEA RIMS II, Sound Diplomacy Research



ECONOMIC IMPACT ASSESSMENT

Indirect Impact Output Breakdown, 2018

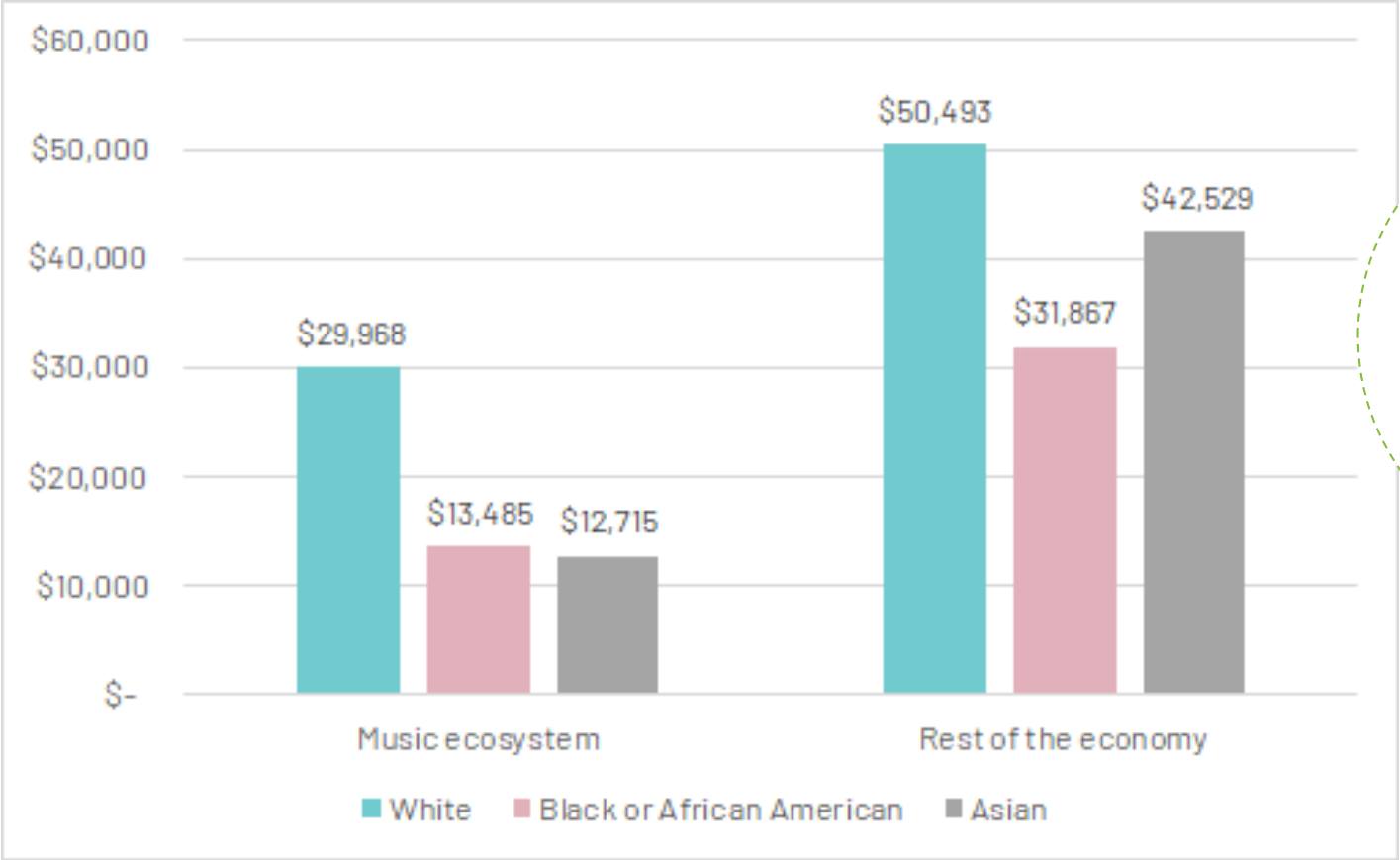
Source: County Business Patterns 2018, BEA RIMS II, Sound Diplomacy Research



ECONOMIC IMPACT ASSESSMENT

Annual Average Income by Race

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



KEY POINTS

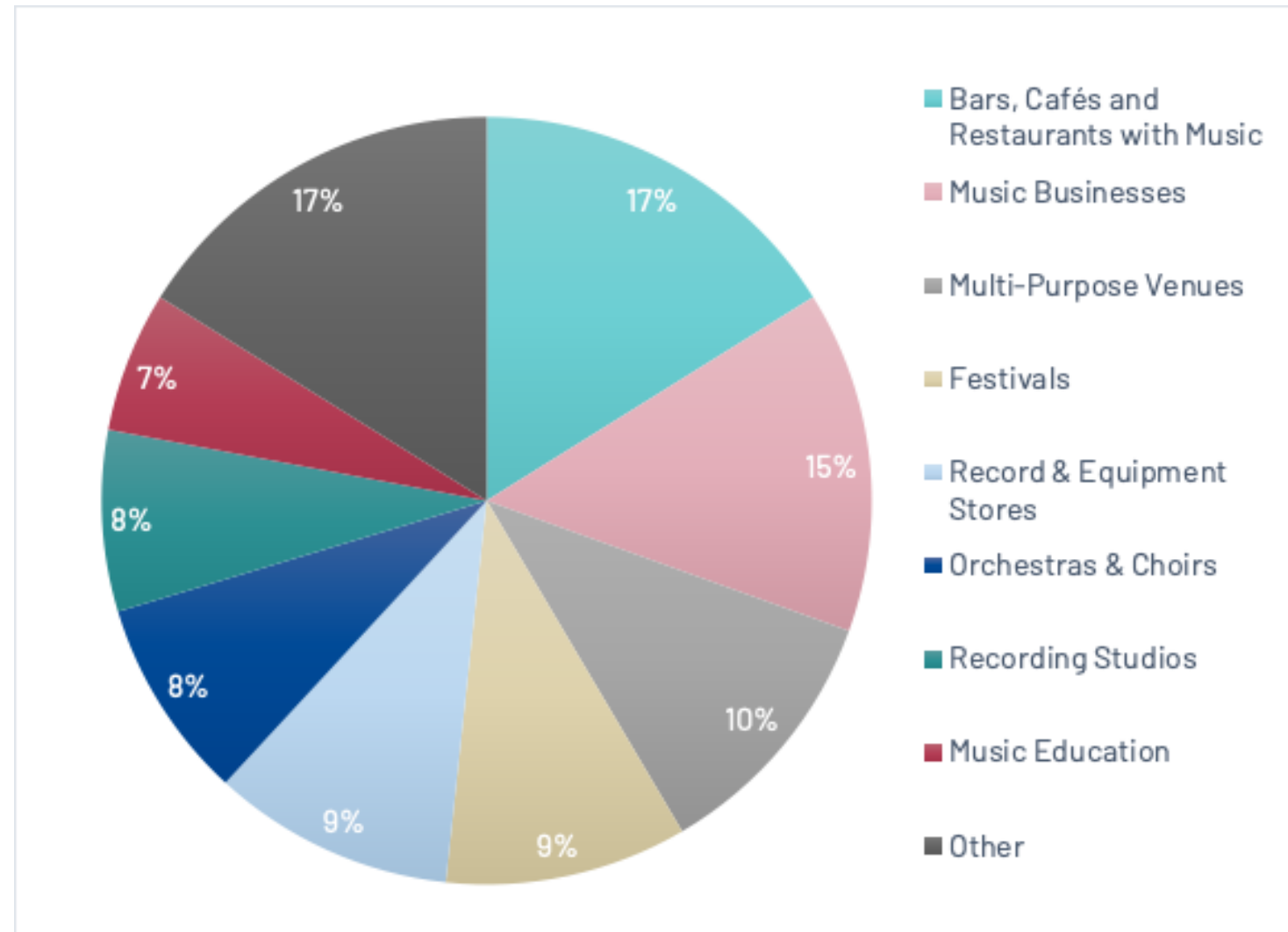
White-identified workers earn 122% more than Black / African-Americans and 136% more than Asian workers. In the rest of the economy, White workers earn 58% more than Black / African - Americans and 19% more than Asian workers.

MUSIC ASSET MAPPING

Distribution of Music Assets by Category in Madison

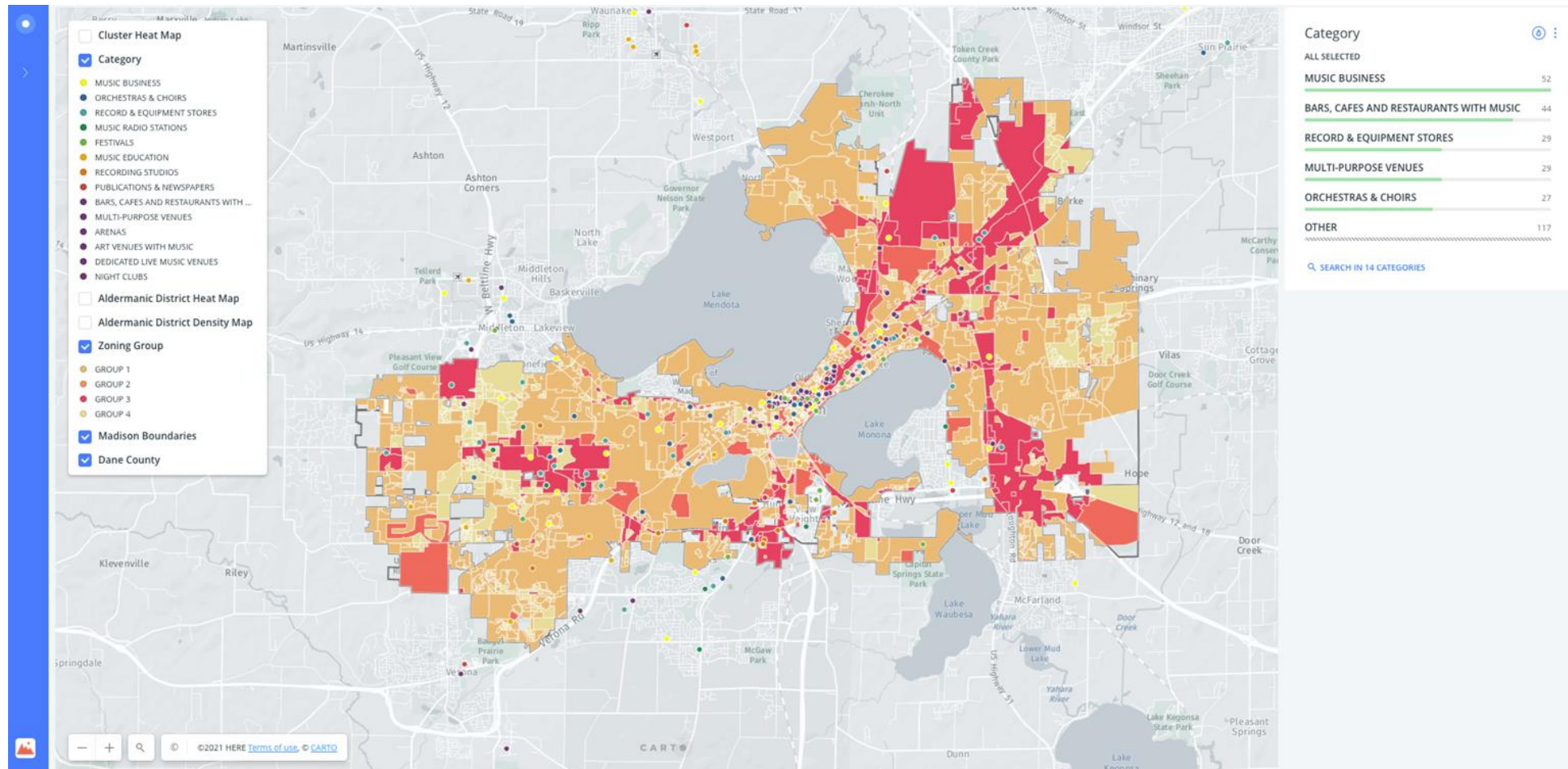
TOURISM

The strong presence of these assets suggests a strong and diverse selection of offerings to support a strong music tourism sector.



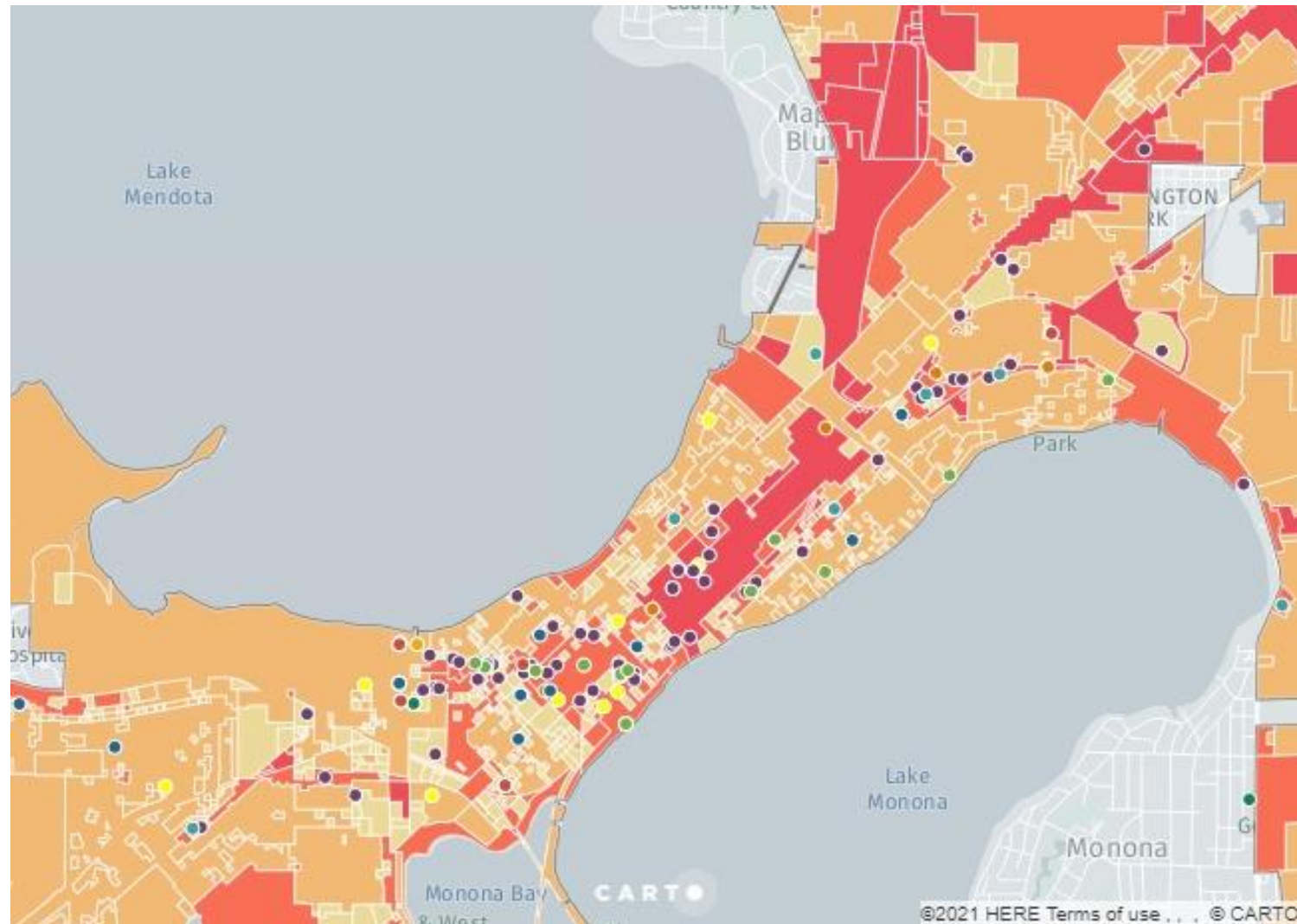
MUSIC ASSET MAPPING

Interactive Mapping Tool



MUSIC ASSET MAPPING

Spatial Distribution of Music Assets in Madison by Zoning Groups



CONTACT US

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Thank you!

Please contact us if you have any questions

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