
MADISON ARTS COMMISSION

TO: ROOM TAX COMMISSION MEMBERS
FROM: KARIN WOLF, MADISON ARTS & CULTURE ADMINISTRATOR
SUBJECT: STAFF UPDATE REGARDING ROOM TAX SPENDING
DATE: 6/3/2024
CC: DAVE SCHMIEDICKE, FINANCE DIRECTOR; BILL FRUHLING, INTERIM PLANNING DIVISION DIRECTOR; ANGELA PUERTA, NEIGHBORHOOD PLANNER; NICK PJEVACH, MADISON ARTS COMMISSION CHAIR PERSON

Dear Members of the Room Tax Commission;

Thank you for your continued support and interest the intersection of arts, culture, & tourism. At the last Room Tax Commission meeting, Alder Figueroa Cole asked for staff to provide all of you with an update on arts spending of the room tax allocation.

I thought you might enjoy this brand new feature on **PBS's John McGivern's Main Street that prominently features Madison's robust arts scene.**

Enjoy: <https://www.youtube.com/watch?v=XFbMTYneNn8>

Also, I wanted to mention that Angela and I recently attended the **State's Conference on Tourism (WIGCOT)**. The focus of the conference this year was **Arts & Tourism** with a keynote by the current director of the National Endowment for the Arts, Dr. Maria Rosario Jackson. The arts team attended and met with Dr. Jackson and we were able to shake her hand, boast a little bit about the good work happening in Madison, and personally thank her for the \$500,000 of NEA funding that supported our Artist at Work pilot program.

Below is an updated summary of MAC's use of Room Tax funding and important dates that you requested at your last meeting. We'll keep you posted as more develops.:

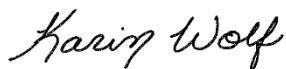
- **Music** -- \$55,000 (\$25k for Dane Dances and \$30k for Make Music Madison) – contracts will be finalized this spring
- **Blink+** -- \$30,000 -- In process – used for temporary public art in the downtown area, much of this year's funds will be focused on “Flock to State.” Starting in early May, the 400-600 blocks of State Street will be closed to traffic after 3 p.m. on weekdays and after 10 a.m. on weekends. On Sunday, April 21, people of all ages are invited to volunteer and help a group of local Madison artists – Rahul Kamuth, Taylor McAda, Sharon Bjyrd, and Jessica Gutierrez -- paint four original 20-foot circle murals on State Street between Gorham Street and Hawthorne Court. The City is also inviting volunteers

to help paint more than 150 whimsical Madison-themed stencils designed by another local Madison artist, Maeve Makielski. Volunteers can sign up for one of two painting shifts from 10 a.m. to 1 p.m. and Noon to 3 p.m., or sign up to volunteer for both shifts. A rain date of Sunday, May 5 has been set as a backup.

- **Implementation of Music Tourism Economic Recovery Plan** -- \$25,000 – We are still contracted with Isthmus Newspapers so that Madison has a better searchable event calendaring system. We will share more with you as it is rolled out.
- **Arts Worker Grants** -- \$75,000 - Program to hire artists as strategic workers to work on destination marketing for the cultural sector. Staff has been working on establishing a partnership with the Bolz Center for Arts Administration and Destination Madison. More to come on this as it develops.
- **Art/Fests** -- \$17,500 (Administered through our annual grants program)
 - Annual Grant Timeline
 - Application deadline: March 1 by 11:59 PM
 - Grants reviewed by MAC: March 18, 20, & 21
 - MAC meeting to finalize their recommendations: April 3
 - MAC recommendation sent to Common Council: May
 - Contracts sent to recipients: Late May
 - Grant period: June 1, 2024 - May 31, 2025
- **Overture Contract Review Timeline:**
 - Tuesday, September 24, 2024 4pm Overture Annual Board meeting
 - Tuesday, October 2024 MAC, 5:30pm - MAC Performance Evaluation of Overture
 - MAC & Overture may choose to meet before then, but a meeting date hasn't been set yet

Please let me know if you would like more detailed information about any of the above or if you have any other questions or concerns regarding the administration of room tax funds related to the arts.

Best,



Karin Wolf
Madison Arts & Culture Administrator