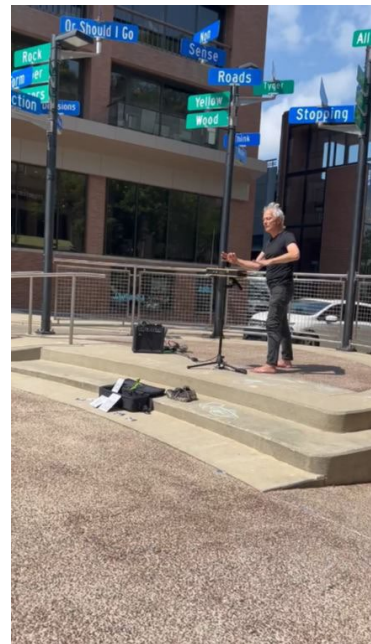
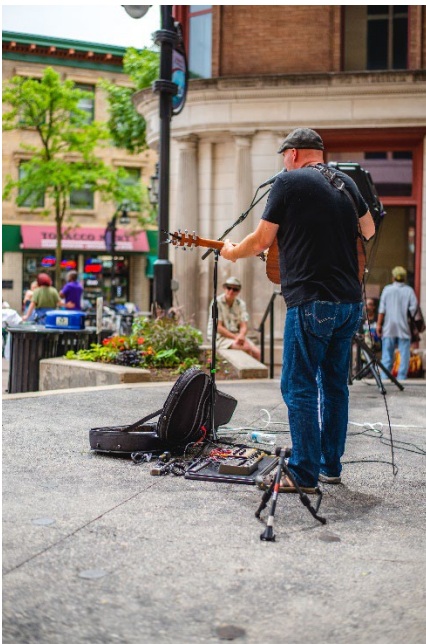


# Madison is Music

## New Live Music Pilot Program that Fosters Tourism in the Downtown

### Background:

Following numerous discussions and valuable community feedback, the Tourism Music Hub team within the Greater Madison Music City (GMMC) has developed the tagline "Madison Is Music" to create a music brand for the city. The primary objective behind this tagline (#MadisonIsMusic) is to elevate Madison's recognition as the forefront music city in the Midwest region. In line with this vision, GMMC intends to initiate the process of nurturing this brand by integrating it into all music-related projects facilitated by the City of Madison and its affiliated organizations. Considering the significance of downtown as a prime tourist destination within the city, coupled with the availability of an underutilized Downtown Performance Space permit, this presents a strategic opening to commence the establishment of the "Madison Is Music" brand.



### Purpose:

This pilot program aims to bolster cultural tourism, raise awareness of spaces available to musicians downtown for amplified performances, and affirm Madison's identity as a music city. The City will evaluate the program impact by gathering data from performers, including audience numbers performance conditions, and tip earnings (see Indicators of Success).

## Event Details:

- Where: Confluence at Library Mall – 700-800 State St
- When: September 14th, 15th, 16th, and 17<sup>th</sup>, one hour between 6-8 pm
- Who: Four music shows – 1 solo artist, 2 duets, and 1 trio

## Objectives:

1. Promote Cultural Tourism: Grow a music brand that attracts tourists and visitors by offering live music performances, creating a vibrant and enjoyable atmosphere that encourages exploration of the downtown areas.
2. Promote Official Downtown Performance Spaces: Increase awareness and utilization of permitted performance spaces in the downtown district which can be used for amplified sound, encouraging musicians to explore these venues for future performances.
3. Showcase Local Musical Talent: Provide a platform for local Madison musicians to showcase their skills and talents to a wider audience, fostering a vibrant and diverse cultural scene in the downtown area.
4. Evaluate Success and Impact: Gather data on audience attendance, performance conditions and musicians' earnings from tips, allowing us to measure the program's effectiveness and make informed decisions for future initiatives.
5. Test Existing Application System: Bands will submit their Downtown Performance Space permit application to review current system and provide feedback to help the City identify barriers. Each band or musician will bring their own amplification and be compensated for it.

## Budget

The City will allocate \$4,000 from the 2023 Room Tax funds for this pilot program, ensuring sufficient resources to support the hiring of local musicians in various band sizes.

- Thursday Sept 14<sup>th</sup>, one hour between 6-8pm – one solo performance.
  - Stipend: \$250
  - Permitting fee: \$15
  - Sound System: \$200
- Friday Sept 15<sup>th</sup> one hour 6-8pm – Trio performance.
  - Stipend: \$750
  - Permitting fee: \$15
  - Sound System: \$300
- Saturday Sept 16<sup>th</sup> one hour between 6-8pm – Duet performance.
  - Stipend: \$500
  - Permitting fee: \$15

- Sound System: \$250
- Sunday Sept 17<sup>th</sup> one hour between 6-8pm – Duet performance.
  - Stipend: \$500
  - Permitting fee: \$15
  - Sound System: \$250

Total expense on shows will be \$3,060. The remaining \$940 will be utilized on MAC merchandise, printing and social media ads.

### **Program Implementation:**

1. Utilize Existing Partnerships to Hire Local Musicians: Make Music Madison (MMM) as a strong City partner will provide a list of musicians who have collaborated with the MMM program and are considered an asset to our music ecosystem.
2. Reactivating Permitted Downtown Area: The Confluence site at Library Mall is currently an underutilized space and this program will reactivate and promote the availability of Downtown Performance Space Permits.
3. Performance Schedule: September 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup>, one hour performance between 6-8 pm. Promotional efforts will enable residents and tourists to plan their visits to the downtown areas accordingly.
4. Tracking Audience and Earnings: Pay each musician \$250 per hour, and provide up to \$300 for PA and permitting fees. We require participating musicians to report audience attendance and tip amounts during each performance. The City will provide a digital form for easy data collection using Airtable and/or Survey Monkey.
5. Promotional Campaign: Launch a comprehensive promotional campaign to generate awareness about the live music events. Utilize various channels like social media, local newspapers, radio, and collaborate with tourism agencies to effectively reach the target audience like City partner Visit Madison. Encourage hired musicians to help promote the events and Downtown Performance applications to other local bands.
6. Program Evaluation: Analyze the collected data on audience attendance and musicians' earnings to assess the program's impact and success. Evaluate feedback from musicians and attendees through surveys and interviews to gather insights for improvement.

### **Indicators of Success:**

1. Increased Musician Engagement:
  - Elevated participation of musicians utilizing the Downtown Performance space permitting system to arrange their own outdoor music shows.

2. Positive Musician Outcomes:

- Musicians reporting favorable results including:
  - Adequate monetary rewards from tips.
  - Expansion of their audience base.
  - Growth in followers on social media and visitors to their music websites.

3. Augmented Gatherings:

- Musicians noting an uptick in gatherings, substantiated by crowd estimates.

4. Madison Is Music Brand Strengthening:

- Strengthening the Madison Is Music brand (#MadisonIsMusic) by acquiring regional recognition.

5. Media Acknowledgement:

- Attracting media attention for the Pilot Program, enhancing its visibility and impact.

6. Smooth Program Progress:

- The program moves forward smoothly, receiving positive feedback from nearby residents and businesses.

**Conclusion**

The "Madison is Music" - New Live Music Pilot Program is set to harmonize the city's cultural and musical facets. By leveraging the power of live performances and strategic partnerships, the program aims to amplify Madison's appeal as a music destination while revitalizing downtown spaces. With objectives spanning from cultural tourism promotion to local talent showcase, the program's success indicators underscore its potential impact on both the city's identity and the arts scene.



**#MadisonIsMusic**