

Madison Arts Commission Annual Plan Dates?

Mission: Madison Arts Commission is a municipal commission that funds artistic activities and initiates cultural programs that integrate, support, and advance arts and culture as an essential part of life in Madison.

Goal 1: Advance the public's understanding and appreciation of arts and culture

Strategies	Activities to accomplish strategy
S1. Make the public aware of MAC programs.	A1. Send press releases about funded projects and artists. .A1. Inform neighborhood associations about projects in their area.
S2. Expand MAC's presence on the Web.	A2. Find opportunities for links on other arts and culture websites. A2. Add a chat function to MAC website site. A2. Add a map of public art to MAC website. Make a paper copy available.
S3. Expand MAC's educational impact.	A3. Require each funded project to have an educational component. A3. Encourage public access TV and radio shows to interview artists about their work.

Goal 2: Support the work of artists and cultural organizations

Strategies	Activities to accomplish strategies
S1. Continue current grant programs and expand funding available for them.	A1. Lobby city for increased funding. A1. Review budget allocations for grant categories. A1. Continue informational sessions prior to grant deadlines. A1. Develop procedure to measure effectiveness of grants.
S2. Continue public art program.	A2. Act as steward of city's public art holdings.

A2. Review/revise policies for accepting private gifts of art.

Goal 3: Facilitate broad public access to the arts *[Note change of first word from “promote” to “facilitate”]*

Strategies

S1. Identify and use nontraditional spaces and locations for cultural activities to facilitate broad public participation.

S2. Encourage artists and cultural organizations to remove economic barriers to participation in funded projects.

Activities to accomplish strategies

A1. Encourage grant applicants to site projects in neighborhoods, especially BLINK.

A1. Meet with neighborhood representatives on cultural issues that impact their locale.

A1. Look into a web-based “gallery” for Madison artists.

A2. Require each funded program to provide a free activity.

A2. Administer a privately funded access program that includes event tickets and transportation.

Goal 4: Improve MAC’s integration with City government and its agencies

Strategies

S1. Educate Mayor and council members about MAC’s work

S2. Engage in an ongoing planning process.

S3. Raise MAC’s visibility to other City agencies and commissions

Activities to accomplish strategies

A1. Meet regularly with Mayor and alders

A1. Create maps for alders of cultural amenities in their districts, including artists’ studios, theaters, and historic sites.

A1. Conceive of where we want MAC to be in 10 years and incorporate this into annual plans.

A2. Review plan annually.

A3. Email agencies a customized summary of how MAC can benefit them

A3. Explore collaborative projects with other agencies.

A3, Meet with Urban Design Commission regarding architecture and public art.

A3. Meet with Engineering about fountains, water features, and other public art.

Goal 5: Initiate a regional cultural planning process

Strategies	Activities to accomplish strategies
S1. Formulate a plan-to-plan	<p>A1. Define "region."</p> <p>A1. Educate City government officials about the advantages of regional cultural planning.</p> <p>A1. Seek agreement of non-City governmental entities for planning.</p> <p>A1. Educate and engage and non-governmental leaders/organizations about plan and the need to raise funds to hire consultant.</p>