

Willy Wash Fact Sheet
Local Food Committee
March 5, 2015

What is Willy Wash? The citizen network began in 2008 and is not an organization. About 25 of the 50 core participants do most of the work. The Willy Wash Facebook page attracts 800 and is growing, generating ideas and promoting discussion.

What inspired Willy Wash? The 2008 allegation made in Chicago that Madison was a world city and did not act like one and the realization that the city needed economic development to support its schools and services and not become a “hole in the donut.”

What has Willy Wash done? It discussed the need for the city to hire a consultant after the East Wash Build effort failed. That produced a plan, now called Capitol East. In addition, Willy Wash offered thoughts on issues like the Yahara River, music as a strategy, inequity, entrepreneurship and public market. It showed how youth, music and the world are connected in an event organized by Hannah Jon Taylor. And it supported papers from the UW Urban and Regional Planning Program such as scenarios for East Washington Ave. and “Take me to Willy Wash” mobility paper. It sponsored discussions called “urban parlors” on music, housing, water and mobility=equity.

What does Willy Wash offer? Challenged to think bigger, it offers this:

Vision: FAME for Madison

Strategy: Design the Dream

Inspiration: Madison Creed: Unfinished business

Intervention: Public Market District decision

(FAME is: Food, Arts, Music and “E” – environment, economy and equity)

How will the vision be applied? A Nashville and Memphis Design the Dream trip that yields 3-5 recommendations that apply to the market but may have city-wide application by using the FAME for Madison vision and Madison Creed as place-making touchstones.

What are the biggest questions relating to content and can answers apply to actions and investments? Content and leads on behalf of organizations:

Music-math magnet school: Dr. Carolina Sarmiento, Dr. Noel Radomski

Entrepreneurship: Andrew Conley, Meghan Blake-Horst

Waterfronts: Anne Reynolds, Christine Haag

Mobility = equity: Lauren Beriont, Andrew Conley, Anne Reynolds

City district development: Anne Reynolds, Joe Davis

STRIVE: Dr. Jim Lorman, Dr. Carolina Sarmiento

What are the participating organizations? 100 State; Edgewood College Sustainability Leadership Program; UW School of Human Ecology; Sustain Dane; Mad City Bazaar.

Note: 100 State will receive and manage event funds.

See and “like” us on Facebook: <https://www.facebook.com/groups/WillyWash/>

The Madison Creed

Adopted by the Board of Commerce in 1915

I believe in Madison – The Four Lake City.

I believe in her PAST achievement – in the men and women who crated and conserved that I might produce and earn, enabling me to buy and pay – in the courage of her pioneers whose wisdom and foresight build between these lakes a well-planned organic city, every foot of whose ground is worth in gold its market value because the brains and brawn of man has added weather to nature's own endowment.

I believe in the reality of her PRESENT – a present that combined the push and friendliness of the newer West with the reflection and pose of the older East, a present which makes her the distributing center of one of the most productive agricultural sections of American, the heart of the richest dairy region of the world, the location of going industry and commerce and the focus point of miles of railroad trackage that converges into this hub like the spokes of a wheel from nine directions – a present that make her the seat of government for forward Wisconsin, the home of a state university that spells freedom and utility and the birthplace of so powerful and influence for the well-being of humanity that thousands are attracted annual to this center of achievement in democracy.

I believe in her ability to become in the FUTURE a city of even greater influence and power – a city destined to become the above of one hundred thousand people, where the poor shall be less unhappy, the rich less self-satisfied, for the one shall have a more intelligent understanding of the other; where jails shall be empty of prisoners, streets clear of beggars and neither shall the aged in want be cast upon the charity of strangers; a city where friends shall be true friends; neighbors real neighbors; a city where the strong shall really sympathize with the weak; where there shall be even more respect for those who have traveled the longer road; and even more hopeful confidence in the promise of flowing youth; a city where progress shall be the result of retaining the good of the old and accepting the tried of the new, where cooperative competition shall be the ideal in trade, live and let live the slogan of business, serve others well to successfully serve self the policy of industry and commerce and finally where each and every citizen shall be a community builder in fact as now in name.

And I pledge to my city a more complete understanding of her problems, a more liberal conception of her limitations, a more hopeful attitude toward her possibilities, a more generous contribution to her needs, and a more active participation in the broader functions of her citizenship in order that my city may become a greater credit to herself, to Wisconsin, to American and to God because of my having lived in Madison – “The Four Lake City.”