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**MADISON ARTS COMMISSION**

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**TO:** PAUL SOGLIN, MAYOR, CITY OF MADISON

**FROM:** JOSÉ J MADERA, CHAIR, MADISON ARTS COMMISSION

**SUBJECT:** THE VALUE OF MUSIC PERFORMANCE TO THE CITY OF MADISON

**DATE:** 10/24/2012

Dear Mayor Soglin,

In response to your request that the Madison Arts Commission discuss our position on the value of music performance, I am providing you with the below statement, on behalf of the members of the Madison Arts Commission, approved at the October 17, 2012 meeting.

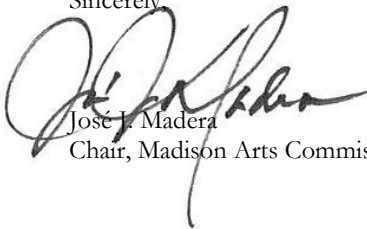
Madison understands the value music performance adds to the wellbeing and vitality of our beloved residents. It educates the minds, encourages the expression, inspires creativity, and unites the community strengthening its sense of belonging and identity.

Music, whatever the genre—pop or hip hop, Latin or Jazz, classic or country, rhythm and blues or rap, whatever the venue—performance halls, stages, theaters, public spaces, radio, television, and whatever the medium—live, recorded, electronic, or digital—is one of the most practiced and exercised types of performing arts. Music performance is an integral part of our community and it does not matter where we are or where we are going, it permeates, and is present, in almost every single aspect of our lives.

Madison has also historically welcomed and opened its doors to national and international musical talent. However, the City of Madison is also home to thousands of creative and original minds that collectively represent the new reality of its diverse ethnic and cultural community and idiosyncratic artistic expressions. The nurturing of the local talent, the vibrancy of its manifestation, the contribution to the fabric of our community and the future of this artistic expression will heavily depend on how we invest, develop, support, encourage and capitalize on the resources that we currently have and the ones we envision into the future.

The Madison Arts Commission is fully committed to advance its development, to partner with local schools' music education programs, and with forward vision consistent with the Madison Cultural Plan, will continue to promote, stimulate and help sustain the creative endeavors and ideas of our residents to make the City of Madison one of the best Midwest cities known for its welcoming environment and supportive initiatives towards music performance.

Sincerely,



José J. Madera  
Chair, Madison Arts Commission