

**Final Report Form for
Project funded by
Madison Arts Commission**

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
215 Martin Luther King, Jr. Blvd., Suite LL-100
P.O. Box 2985, Madison WI 53701-2985
Phone: (608) 261-9134



1. Grantee Name: Make Music Madison, Inc.

**MAKE
MUSIC
DAY '23
HUNDREDS
OF *FREE*
CONCERTS**



**WED. JUNE 21ST * 8AM 'TIL 9PM
MAKEMUSICMADISON.ORG**

2023 Featured Art by Tyler Brunsell

2. Project: Make Music Madison 2023

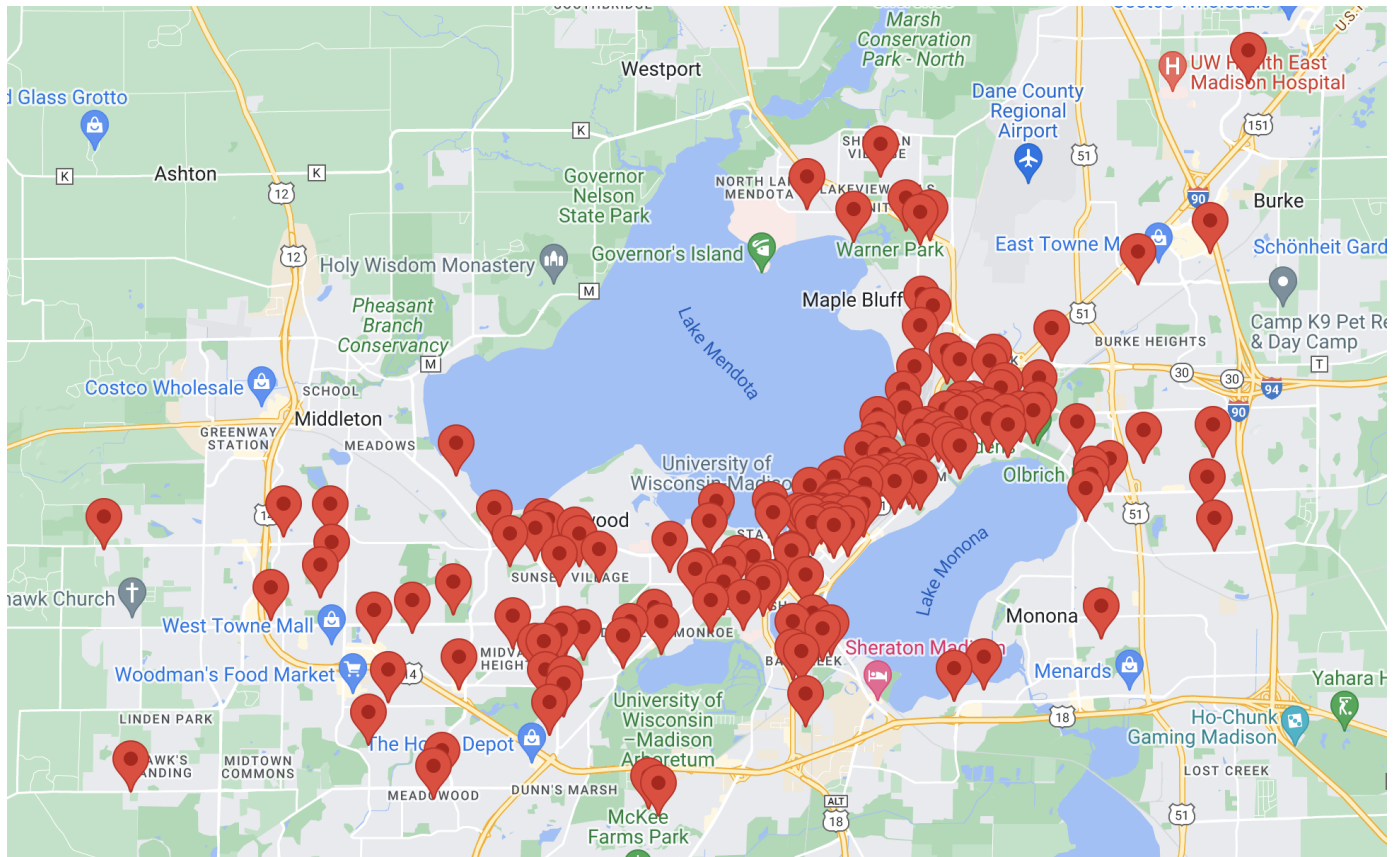
Madison joined over 100 American cities in celebrating Make Music Day on June 21st. With 621 concerts on this one day, Madison had the highest level of participation in North America. Here in Wisconsin we joined 21 other cities and towns including Appleton, Barron, Beloit, Chequamegon Bay, DeForest, Eau Claire, Green Bay, Kenosha, Land O'Lakes, La Crosse, Marshfield, Middleton, Milwaukee, Platteville, River Valley, Sparta, Stevens Point, Sun Prairie, Superior, Sheboygan, and Waunakee.

Make Music Day is a free celebration of music around the world every June 21st. Launched in 1982 in France as the *Fête de la Musique*, it is now held in more than 1,000 cities in 120 countries. Different from a typical music festival, Make Music is open to anyone who wants to take part. Every kind of musician — young and old, amateur and professional, of every musical persuasion — pours onto streets, parks, plazas, and porches to share their music with friends, neighbors, and strangers. All of it is free and open to the public.

3. Participating Artists or Organizations

The 11th annual Make Music Madison was a success with 621 shows at 196 locations across the city featuring over 1,500 individual artists of all ages, genres, and skill levels.

Image: 2023 Venue Map



Artists

The range of performers reflected our slogan, “Performed by Anyone, Enjoyed by Everyone.” Madison is full of talented people of all ages, who perform all kinds of music, and this event is an opportunity for all of them to share their music with a live audience. From polished professionals to first-time performers, many return year after year to play multiple shows across town. There is no audition process for Make Music Madison; performers of all skill levels were welcome to register.

This year we increased our representation in the genres of Rap & Hip-Hop from less than ten shows to more than 50, thanks in large part to the connections made by our Musician-in-Residence (Corey Whitmore) and the support of our equity fund to pay select performers. We also assisted with the matchmaking process to ensure that anyone who wanted to perform, had a location to do so. We even helped performers who needed amplification to play by either locating an appropriate host site, connecting them with another musician they could share with, or loaning equipment on their behalf from local organizations and music stores.

A sampling of recent performances:



Organizations

Venues included city parks, community centers, museums, cultural institutions, libraries, neighborhood organizations, houses of worship, restaurants, local businesses, front porches, driveways and even a boat! More details, including a breakdown of regions of Madison, are provided in #6, "Locations and Populations Served."

4. Total number of project producers/presenters

2023 was a success with **196 locations** hosting over **621 shows**. Over **1,500 individual artists participated**. This is calculated using an average of 3 musicians per registered group. While some are solo artists, other groups have between 10-30 members.

5. Total size of audience

Based on counts at multiple venues, there were at least 15,000 audience members across the city. The average attendance per show was 30. Several venues had upwards of 100. With so many locations, turnouts varied depending on many factors including proximity to other venues, time of performance, availability of shade, food, and other amenities, and venue marketing efforts. Many performances were hosted in high-traffic areas where people stopped to listen for some portion of the time and continued on, so the total for the entire day across the city was most likely significantly higher.



6. Locations and populations served

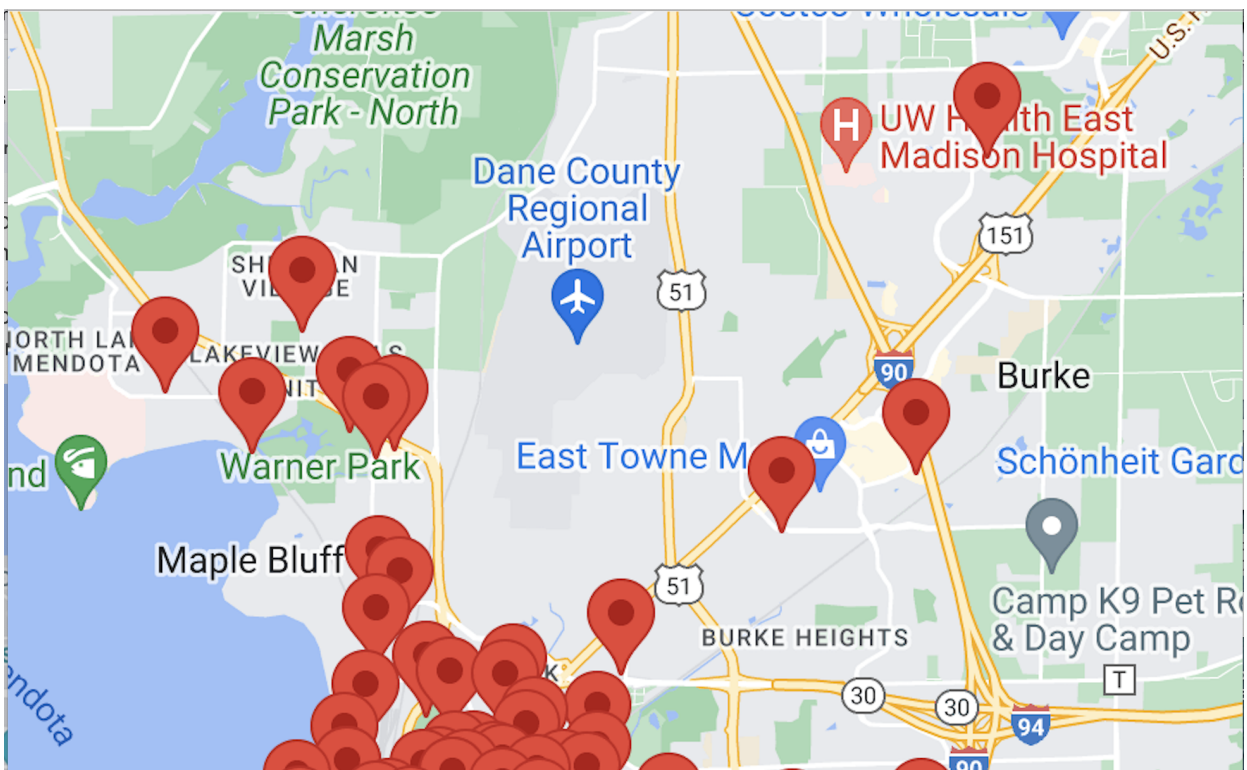
Make Music Madison has taken root in many parts of the city, and extends far beyond the isthmus. A variety of spaces host music, such as retail shops, cafes, community centers, arts & culture institutions, libraries, nonprofits, houses of worship, radio stations, restaurants, along with public-for-the-day spaces such as residential porches, yards, and garages. The entire schedule can be viewed using an [interactive map](#) that remains up for most of the year so it can serve as a de-facto artist registry for local venue hosts looking for musicians. Screenshots of the map show the impact Make Music Madison has in each area.

North

Northside participation increased by one venue this year. Together 9 spaces presented 38 shows, a big increase from just 22 the year prior.

Highlights included:

- Troy Gardens hosted four bands ranging from folk to jazz and blues.
- The Subvocal Stage had music from 1 PM to 9 PM. They started the day with a techno set, had a few R&B performances and ended the night with a country performance.
- Katie Carriagan Blackwell had a classical performance by the water at the Warner Park Beach Shelter to entertain volunteers doing weed control in the park.
- Java Cat Coffeehouse hosted music from 10 AM to 6 PM. They had a wide variety of coffee house tunes that ranged from folk to singer-songwriter, classical and even some country.
- Lakeview Library and Bierock again hosted in the Northside Towne Center.

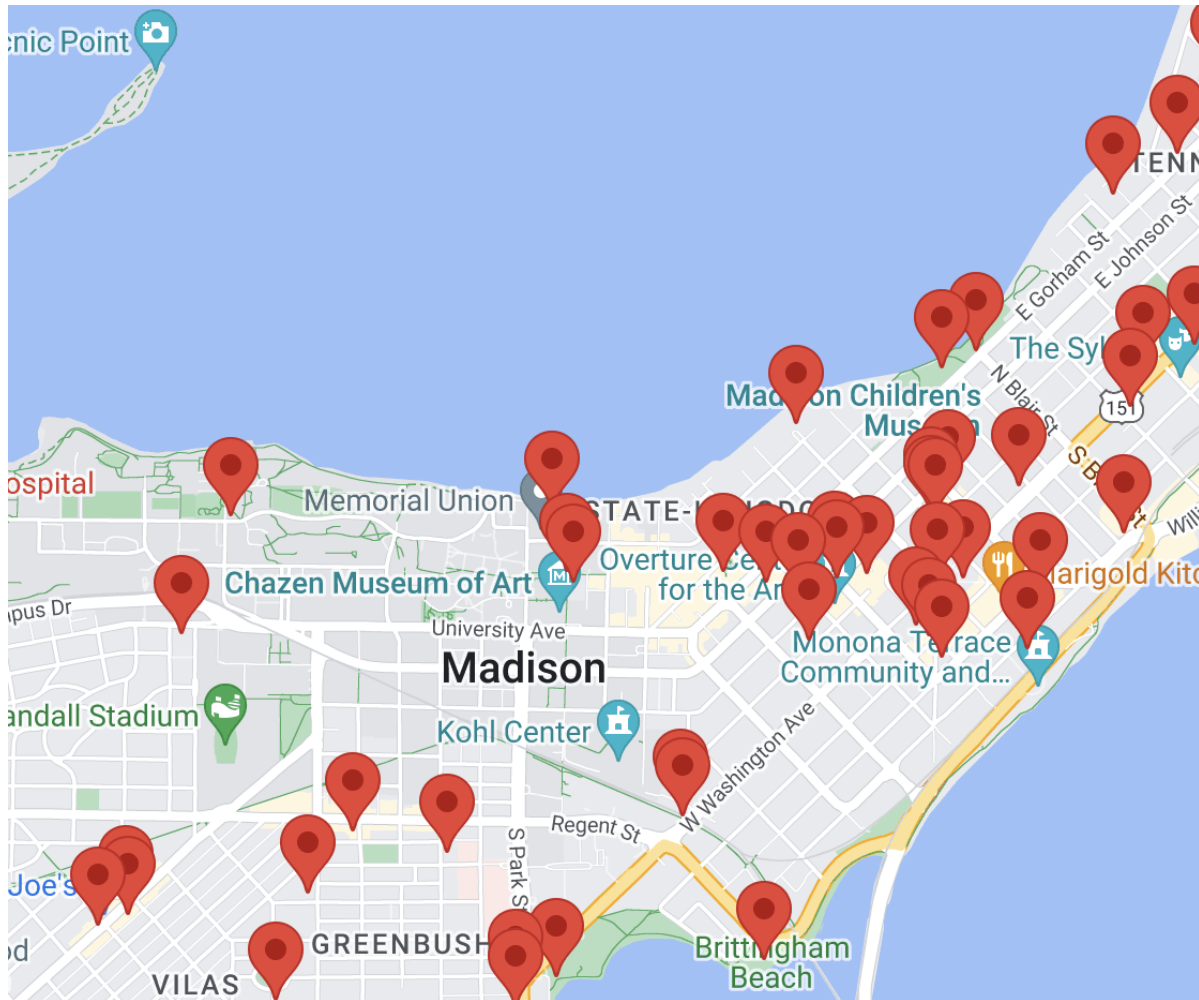


Central & Near West

Madison's city center, the Near West and the Near South were alive with over 150 shows at 40 venues.

Highlights included:

- The Wrath and Love Stage at James Madison Park hosted local alternative, punk and rock bands from 3 PM to 9 PM and included live painting demonstrations and big crowds.
- State Line Distillery had an evening of indie and folk music.
- Memorial Union Terrace had a variety of performances throughout the day including opportunities to get involved like a bucket drumming workshop and an open mic.
- Steve Ashley hosted Rap and Hip Hop all day at Brittingham Park.
- Neighborhood House Community Center hosted Latin, East Asian and Indie-rock music.
- Yahara Porch Park hosted folk and bluegrass from 10 AM to 9 PM.
- The Madison Children's Museum held performances outside throughout the day plus a number of interactive activities for kids like a sing-along, a hambone workshop and a harmonica workshop.
- Corey Whitmore, the 2023 Musician in Residence, hosted at the Confluence and Library Mall including Hip Hop, Rap, Funk and R&B from 8 AM to 9 PM.

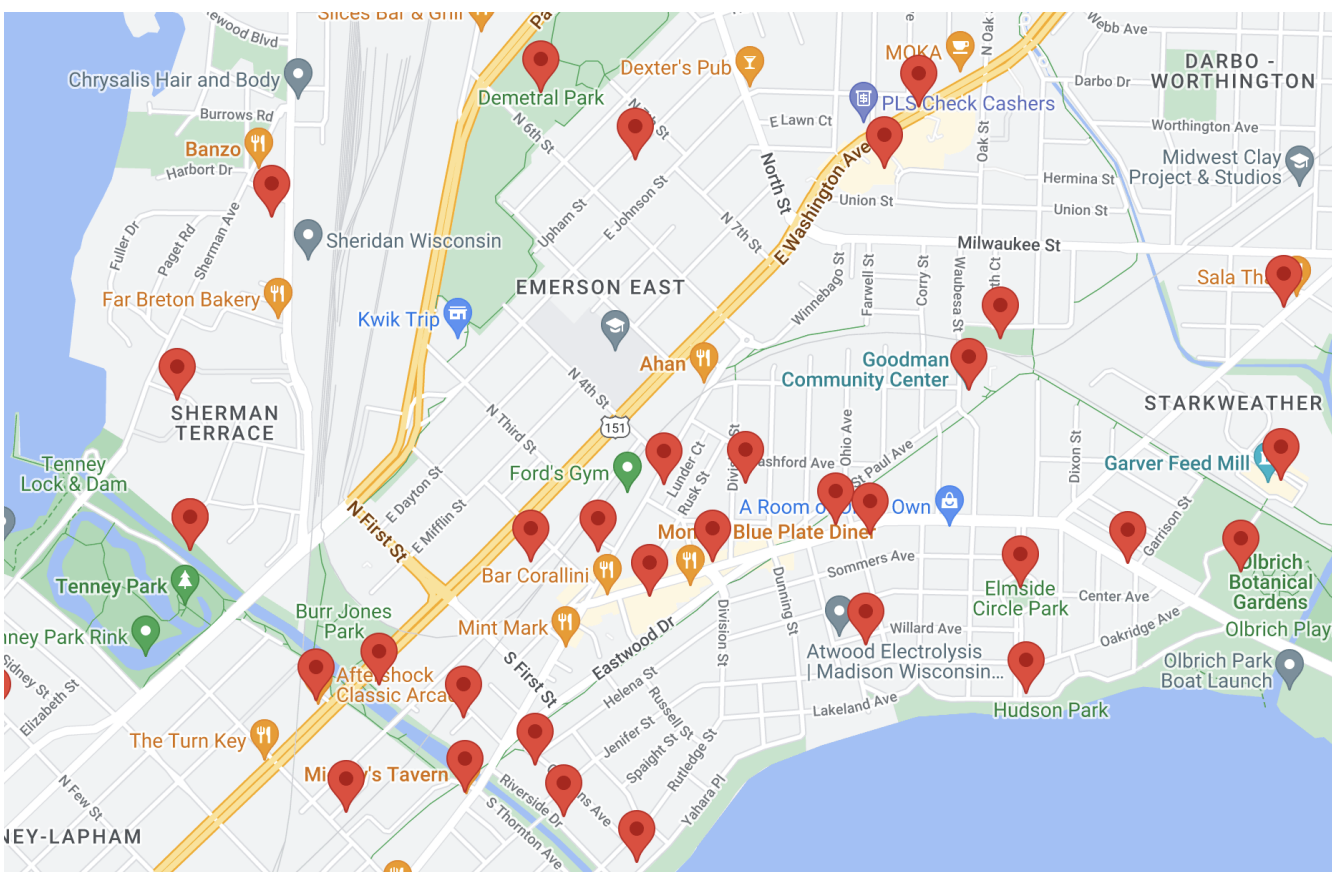


Near East

With its well-established history of participation, the Near East corridor was again an exuberant player in Make Music Madison with 33 venues (up from 18 last year) hosting over 150 performances.

Highlights included:

- D-Street porch sessions hosted music for 24 straight hours, over 40 acts, to celebrate the solstice.
- Garver Feed Mill hosted music again on their patio including a gong sound bath, world music, and a variety of folk artists.
- Yid Vicious hosted a Paddle Party in the evening on the Yahara River.
- Several residents of Tenney Lapham and Yahara Park neighborhoods hosted performances on their porches, lawns, and backyards.
- The Talbot Gallery hosted a variety of rock, experimental and blues music throughout the day.
- Several local businesses hosted including the Chocolate Shoppe Ice Cream Company, Giant Jones Brewing, Working Draft Beer Company, and The Parched Eagle.
- Juicee Monroe hosted 10 R&B, Rap and Hip-Hop artists at Demetral Park.
- Olbrich Botanical Gardens hosted multiple sites for music throughout the day on their grounds.
- Goodman Community Center utilized their bike-path adjacent education space to present music.

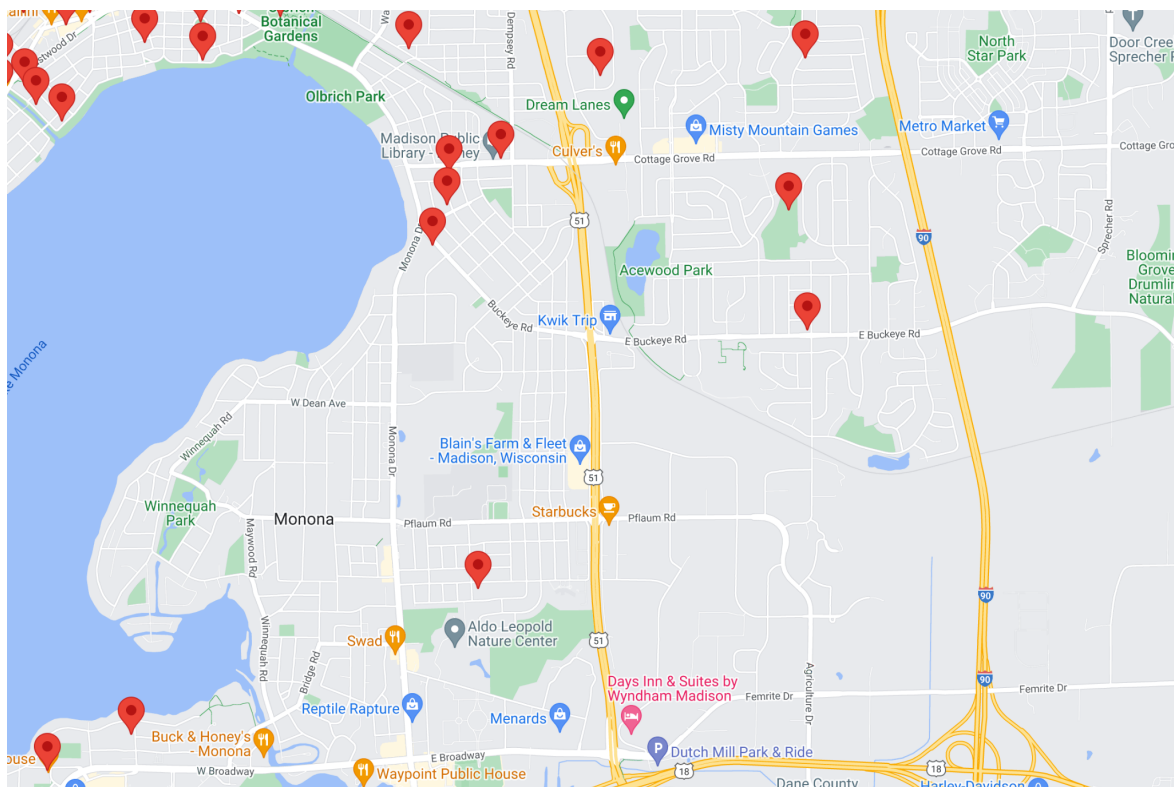


East

This region of Madison is growing in engagement, but also poses challenges due to complex city boundaries with Monona, Blooming Grove, and Cottage Grove, where we cannot operate. We are in conversations with some business owners who may start a Make Music Monona next year to help fill the gap. This year in far East Madison there were 12 venues (up from 8 last year) who hosted more than 50 shows.

Highlights included:

- The Wisco Social Club held 8 hours of music.
- Oak Park Place Memory care presented On the Fence - Ragtime/Americana/ Bluegrass/Celtic.
- Kickass Ranch put on 6 hours of music, hosting a punk act and a music theater act back-to-back keeping the audience on their toes.
- Off Broadway Draffhouse joined as a new venue and hosted two bands.
- A local community member hosted 4 bands at Elvehjem Park.
- A couple of new centers of worship and residential backyards rounded out the east side.

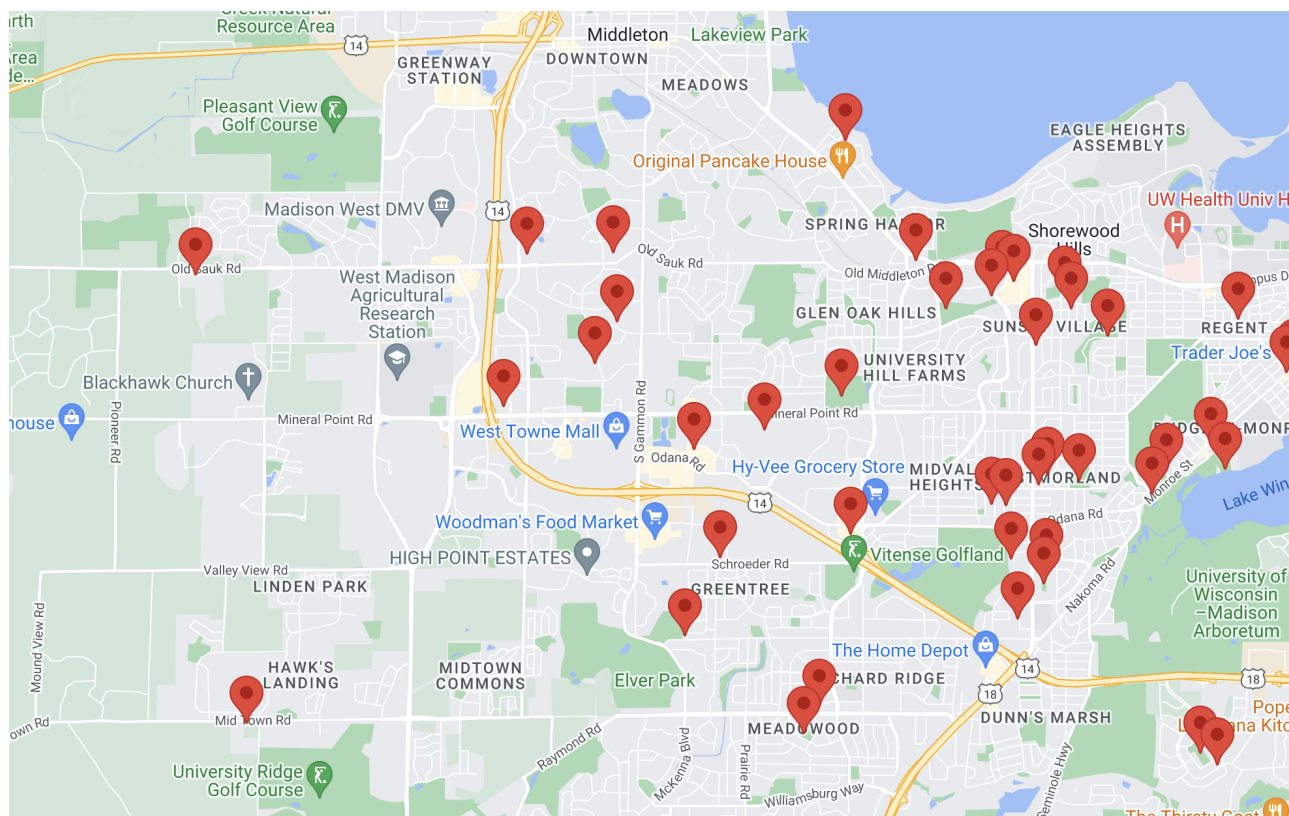


West

The far west side had a substantial increase in participation this year with 33 venues, up from 20 last year. Together they presented over 100 shows, doubling last year's number at 53.

Highlights included:

- Heid Music joined us for a second year, hosting a number of artists. They also hosted A Roomful of Pianos, one of our mass appeal events that brought together 10+ pianists playing the same song.
- Several residences host, including Front porch @ 9618 Tiercel Dr, Rough Lee Duck House, Casa de Antler, and others.
- Many parks located on the west side were utilized for Make Music Day, including Garner, Hiawatha Circle Park. Rennebohm, Segoe, Westmorland, Wingra, Zook, and others.
- Over 200 spectators stopped at the Rennebohm Park Shelter to hear Madison College's Jazz Ensemble and Big Band, presented by MMM board president Jamie Kember.
- Doc and Susie's Backyard was back again this year. They hosted 9 wonderful hours of music. They had afrobeats followed by opera and bluegrass.
- Metcalfe's again hosted a piano courtesy of Farley's House of Pianos.
- Two other businesses at Hilldale joined us this year: Renaissance Senior Living and SpringHill Suites (who provided all of their performers with a free nights stay!)
- Studio Shar Madison West used this as an opportunity to present a student recital.

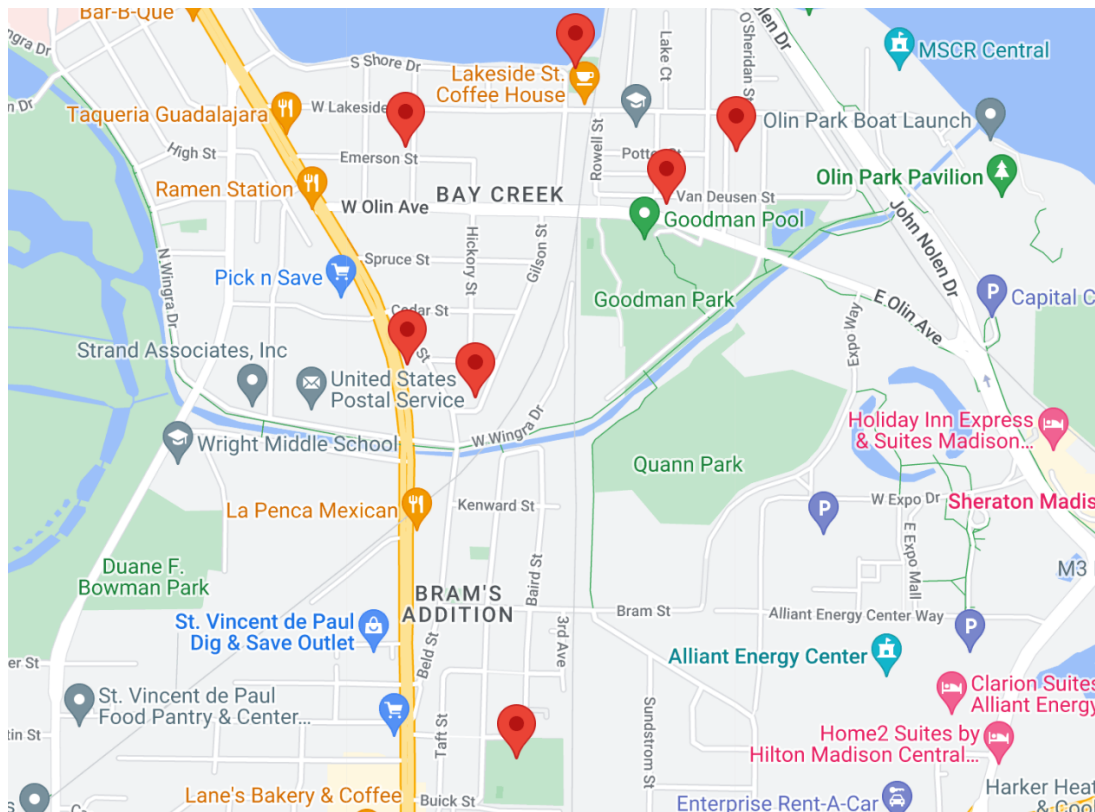


South

South Madison grew this year, meeting a goal set by our board. The complexity of the boundary with Fitchburg poses a challenge, and a couple businesses south of Hwy 12 were interested but are outside our jurisdiction. Additionally, as this year we hosted a Neighborhood Main Stage at Penn Park key partners supporting the event were unable to also host at their sites (Goodman Library, UW-Madison South Partnership, Public Health Madison, Boys & Girls Club-Taft Street). This year there were 7 venues who presented 25 performances.

Highlights included:

- JJDDJ presented funk, swing, and pop at Bernie's Beach from 1:30 - 9 PM.
- Victoria and KC hosted a mix of classical and indie music in their garage.
- Black Rose Blending Co. hosted two bands and invited guests to see their remodeled space.
- Park Street piano hosted two indie-rock performances.
- We partnered with the Boy's & Girl's Club of Dane County and a neighborhood planning team to host our first "Neighborhood Main Stage" which brought a mini-festival to Penn Park and included:
 - The Cash Box Kings (Blues)
 - Stepping with Judy Young (stepping)
 - Xander Anim (R&B, Hip-Hop, Singer / Songwriter)
 - Pastor Joseph & Betrina Edwards with The Children of the Movement (Gospel)
 - Chia Yang, Mai Zong Vue, Zack Lor, Mai Lee Yang & Billy Vang (Hmong music)
 - Angie Trudell Vasquez and Queen Kels (spoke word)
 - Orquesta Salsoul Del Mad (Latin)
 - Mad City Funk (Funk, Soul, R&B)
 - DJ CHILL (R&B, Funk, Pop, Rock)



Populations Served

As this event touches nearly every neighborhood in the city, and all performances are free and open to the public, the population served is far-reaching. Many audience members are taking a break from work, stopping by a show on their way home, enjoying summer with their kids, or off work and planning a whole day of music. In addition to passive enjoyment of the music, we also hosted a record number of participatory performances opportunities to involve the community known as Mass Appeal Events. As in previous years there was the harmonica workshop with The Harmonica Man and a soundscape experience with Makey Makey provided by Scott Franklin. This year we added a second harmonica lesson with the Cash Box Kings, a hambone workshop with Nedra Bobo Boyles and a kazoo choir at MyARTS, a bucket drumming lesson with Joey Banks, Roomful of Pianos at Heid Music and a Stridulations percussion workshop at Orton Park. Those were open to the public and were suitable even for those who might never think of themselves as musicians. A few residential stages also hosted open-mics to encourage anyone who was interested to share their talents with the community.

Youth and Student Musicians

Once again Make Music Madison created a huge array of rich opportunities for youth and students to showcase and experience music. Children and families could be seen attending a variety of Make Music Madison performances at libraries, retail shops, cafes, and park shelters.

- The Children’s Museum offered a youth-centered program by hosting Make Music Madison’s 11th annual 100 Harmonicas which included a free harmonica lesson and giveaway, as well as hosting a sing-along for kids with the museum’s staff.
- Children showed off their skills at their own open mic at Chris’ Front Yard on Yahara Place.
- MYArts hosted a Kazoo Choir which allowed kids of all ages to participate, get active, and receive a free kazoo.
- 10 year old Kieran Foltz played the Cello at Vilas Park again this year.
- Studio Share East and West presented student recitals.
- Youth Hmong performers participated in the festivities at Penn Park.
- Suzuki Strings of Madison shared their talents at the Chocolate Shoppe on Atwood Ave.

Amateur and non-professional musicians

The largest population served by Make Music Madison is amateur, part-time, non-professional, and new musicians who enjoy making music more as an avocation. With a teeming creative class, fueled by the University of Wisconsin, Madison is chock full of recreational musicians playing every imaginable form. From singer-songwriters, to weekend pick-up musicians, to aficionados of specific musical styles, Madison has it all. Many amateur musicians who participate in Make Music Day are new to the area and looking to meet other performers and connect with new audiences, to want to try out a new instrument for the first time in front of a live audience that is welcoming and comes without expectations.

Emerging artists

Breaking into the music business has always been a challenge, and getting a gig is not often easy for newcomers. With over hundreds of venues scattered across Madison, Make Music Madison offered emerging artists a place to perform in front of a live audience, and gave them the space to try out new material, find their groove with a new bandmate, or build relationships with local venue operators who may add them to their performance roster.

Professional Musicians

Make Music Madison creates a free citywide musical celebration, open to the participation of all performers, and all citizens. Unlike many festivals, Make Music Madison books only a small percentage of the musicians who perform. Our role is as facilitator helping musicians find gigs and vice-versa. As such, Make Music Madison only pays select performers who we directly contract for Mass Appeal events, perform in spaces that do not allow busking, or that meet our board's equity goals. We encourage venues who can do so to pay their performers and bring in professional acts (like High Noon Saloon, for instance, who often host their patio series during Make Music Day). Other venues provide free meals, drinks, giftcards, hotel stays, merch, or add the artist to their roster for upcoming paid gigs.

Additionally, Make Music Madison provides highly visible branded tip buckets that encourage people to donate to support the musicians, and provide a curtain speech to all venue hosts to prepare them for soliciting donations from the audience. While many of our performers participate for the joy, and to give something back to their community, or meet new people, we recognize others need to earn income to make this experience worth their time. We heavily promote tipping and hope to support and grow a strong busking culture and music economy in Madison.

Retired Populations

Colloquially, we know that many of our performers are retired and use this event as a way to connect with their neighbors, share their music with new audiences, and motivate them to practice and prepare for something outside of their everyday life. Additionally, many retirement communities host and bring in outside musicians for the day to entertain their residents.

Local Businesses

Businesses come back year-after-year and make up about 20% of our venue participants. Make Music Madison promotes music free of charge but patrons will sit and enjoy a meal, browse inventory, or simply enjoy a new space. 2023 business venues included:

Augie's Tavern - Edgewater Hotel
Bandit Taco and Coffee
Best Western Premier Park Hotel/The Post Restaurant & Bar
Bierock
Black Rose Blending Co
Borough Beer Co. & Kitchen
Bowl-A-Vard Lanes
Brittingham Boats
Brothers Three Bar & Grill
Calabash Gifts
Cargo Coffee East
Chocolate Shoppe Ice Cream Company
Come Back Inn
Fair Oaks Diner
Fontana Sports
Fromagination
Frugal Muse Books

Garver Feed Mill
Giant Jones Brewing
Gib's Bar
Great Dane
Heid Music
High Noon Saloon
Hilton Madison Monona Terrace
Hive of Madison
Hook & Fade
I/O Arcade Bar
Java Cat Coffeehouse
Kickass Ranch
Lake City Books
Leopold's Books Bar Caffè
Local Motive
Mason Lounge
Metcalf's Hilldale & West Towne
Mother Fool's Coffeehouse
Mickey's Tavern
MYArts
Overture Center for the Arts
Off Broadway Draffhouse
Park Street Piano
Parched Eagle Taproom
Robinia Courtyard
The Soap Opera
Springhill Suites
State Line Distillery
Table Wine
Working Draft Beer Company
Wisco Social Club

Places of Worship

Beth Israel Center
Common Grace Church
First Congregational United Church of Christ
First Baptist Church
First Unitarian Society
Immanuel Lutheran Church
Middleton Community Church
Westminster Presbyterian
Unity Church of Madison
Plymouth Congregational UCC
St. John's Lutheran Church
St. Luke's Episcopal Church

Non-Madison Residents and Regional Tourism

We have several metrics pointing towards high participation rates among non-Madison residents:

- One-third of our Facebook followers live outside Madison.
- Two-thirds of our mailing list subscribers are located outside the city.
- Although we were the first chapter in the state, many tourists who came to experience our event took the idea home and now there are 21 chapters in WI, and the highest participation in the US.

9. Arts Education / Appreciation Activity:

Make Music Madison

Date Provided: June 21, 2023

Location: 196 locations throughout Madison

Audience Size: 15,000+

Participatory events: 8

9. Please briefly describe how the MAC grant was helpful to your organization, and how the citizens of Madison benefited.

We are enormously grateful for the confidence the City of Madison has invested in us for our 11th year. With your support, Make Music Madison was able to retain our managing director; continue producing high quality reusable host site marketing materials; invest in ads in alternative news sources including the Isthmus, Capital City Hues, La Movida, and others; and pay the visual artist who designed the 2023 poster and social media graphics. Additionally, the board invested \$5,000 into an equity fund to pay performers who were either reaching a new geographic area, or represented a genre that has been historically underrepresented. Of equal importance to the growth of our organization is the enthusiastic participation of city staff and agencies in promoting the overall event, hosting concert venues, and assisting with park and public space permitting.

Make Music Madison is designed to benefit musicians, music appreciators, local businesses, neighborhood organizations, and more. MMM was originally inspired by the Madison Cultural Plan, published in August 2013. We see the vision of the Cultural Plan as a blueprint for how to grow and root this event in Madison's cultural fabric. The following paragraphs show a concept from the Cultural Plan and then how Make Music Madison has manifested that concept into practice.

- "Links families, schools, cultural institutions, colleges, university, and neighborhood-based organizations together to create lifelong opportunities for cultural learning and creative expression."
- "Erases artificial distinctions that separate amateur and professional creative engagement, cultivating both." ~ *This is a defining feature of Make Music Madison: we are an event that welcomes all*

Make Music Madison has more recently been inspired by recommendations from the 2018 report by Madison’s Task Force on Equity in Music Entertainment (TFEME), including:

- 2) “the City of Madison should work with festival organizers who are receiving City funds to ensure that artists of color and specifically Hip-Hop artists, are incorporated into their programming.”
- 11) “the City should support finding venue spaces outside of the downtown area.”
- 12) “the City should invest in alternative venues dedicated to Hip-Hop. This can be in the form of an Arts Incubator, or alternate satellite venues incorporating community center activities during the day and operating as a licensed venue by night.”

These key recommendations call for venues outside of downtown, and programming that celebrates artists of color. As competition is fierce at local venues (mostly downtown), many musicians are not granted the opportunity to perform for a live audience, particularly musicians of color. MMM already supports a more inclusive music culture by providing a platform for all musicians (regardless of genre or experience) to share their talent. Our Neighborhood Main Stage program improves upon this by establishing thriving host sites in areas that lack traditional venues, and along with our Artist in Residence and Equity Fund help us recruit a more diverse network of musicians.

In addition to these tools, Make Music Madison uses neighborhood and area plans to explore community needs and identify recommendations that MMM could address. Most recently we used the 2022 South Madison Neighborhood Plan which called for “Neighborhood Centers [to] provide physical places for area residents to gather and build community, particularly for low- and moderate income individuals and families... and offer programs and services to a variety of age groups and all racial/ethnic groups in South Madison.” We partnered with the Boys & Girls Club Taft Street Center located in this neighborhood to host a Neighborhood Main Stage in Penn Park to expand their capacity, engage more residents, and address this recommendation. Currently we are following guidelines of the 2023 Hawthorne-Truax Neighborhood Plan to work with EMCC based on recommendation 54: “establish neighborhood events and activities in parks and open space, Truax apartment greenspace, and other gathering places. Feature food, music, crafts, artwork and cultural performances that celebrate the diverse backgrounds of residents.”

10. Briefly describe the project, its strengths, weaknesses, and impact on audiences. Comment on future plans, if any, for the project.

Make Music Madison was envisioned as a way for all Madisonians to celebrate the joy of live music on the summer solstice. It was designed as a citywide event open to music makers of all ages, skill levels, and musical persuasions.

In its 11th year, the event is firmly established across the majority of Madison. Consistency brings trust, and the community now anticipates this event and encourages and contributes to its growth and improvement year-on-year. We are inclusive and encouraging to any musician at any stage in any genre, and community members look forward to and take pride in the day. This event offers citizens a homegrown opportunity to partake in a wide range of musical and artistic expression. It breaks down

barriers between performer and audience, and expands the definition of what we traditionally think a venue needs to be. This means that new venues have become part of Madison's music scene following their participation in Make Music Madison.

In keeping with the DIY theme, we provide a variety of marketing tools for each venue host and musician to build their audience. This includes banners to mark the stage, yard signs to direct the audience, posters to spread throughout the community, and busking buckets that encourage the audience to "Enjoy Music, Support Musicians." Although the look and feel of the event is participatory and spontaneous, planners work behind the scenes for months to make sure that jumping in as a new venue, musician, volunteer, sponsor, or partner is easy and rewarding.

Impact on Audience

Make Music Day is a global and inclusive participatory celebration like no other where anyone can host, anyone can be a musician and our audience can enjoy our city in a totally unique way. The city becomes a stage on Make Music Day and we hear time and again that this event is anticipated by more and more people. **The impact can be quantified by the tremendous rates of participation, the highest in North America, and the fact that people come back year after year to host and perform. This year we had the same number of events as Berlin, Germany, a city 15 times our size.**

Strengths and Accomplishments

Make Music Madison's core strength is in the way it reflects the spirit of our city: creative, talented, fun-loving, and neighborly, with a long tradition of creating volunteer-led musical festivals. The musicians, venues and volunteers who envisioned a day of music "Performed by Anyone, Enjoyed by Everyone" were the driving force that made this event a success.

Key organizational goals and accomplishments for 2023:

- Managing Director & Board Member Update: President Jamie Kember, Treasurer Ashley Massart, Secretary Kristian Petrov Iliev, and general board member Alex Squitieri continued on as board members. Additionally 4 new board members joined, Emily Goretski (Director of Programming at Overture), Randy Reimer (retired Marketing VP), Taeli Shea Turner Reistad (Marketing Consultant) and Fran Genter (retired Dane County Commissioner). Meri Rose Ekberg has remained as our Managing Director since taking on the role in October 2021.
- Musician-in-Residence: Thanks to funding from the Artists At Work Grant provided by the Madison Arts Commission, a subgrant of a grant from the National Endowment for the Arts, we hired an additional independent contractor part-time position for 2023. Corey Whitmore was selected as our Musician-in-Residence due to his strong experience in music writing and production, connections in the Madison music scene, and marketing and administrative skills. Corey supported musicians from matchmaking through day of production and hosting, and built relationships with new performers who were not familiar with the event. Additionally, Corey wrote an [anthem](#) for Make Music Madison and performed it on Make Music Day.

- [New Merch](#): We printed some merchandise this year to help grow brand awareness and also thank our supporters. We printed stickers to give to donors who provide \$10 or more, and t-shirts in two designs to provide to donors who support at \$30 or more. The t-shirts were screen printed in Madison in order to support a local artist. We also printed business cards with survey QR codes to hand out and grow our survey responses.
- [Neighborhood Main Stage at Penn Park](#): We designed the Neighborhood Main Stage program to cultivate relationships in new communities and improve equitable access to music in Madison. We partnered with the Boys and Girls Club of Dane County (BGCDC), who helped convene a neighborhood planning team to guide a mini-festival on Make Music Day at Penn Park. The program was a great success with over 300 attendees, a resource tent with a dozen community orgs, and music from 12-8 PM featuring 14 different musical acts. The event brought together people from across the neighborhood, and gave BGCDC an opportunity to build and repair relationships. The planning team is excited to continue this event in future years and are already gathering performer names. The largest challenge with the program was shifting the budget to accommodate community needs, including a desire to pay for meals, activities for children, and a DJ. Another challenge was locating a Hmong performer, requested by the planning team. Through leveraging previous relationships we were able to plan a set with multiple Hmong musicians, but this experience showed us that Madison needs to cultivate and empower more Hmong musicians as there are very few identified in the community.

This program was paid for with funds from the Wisconsin Arts Board, the Madison Community Foundation, and Dane Arts. We hope to continue this program next year (pending funding) to partner with East Madison Community Center.

- [Music Economy Videos](#): In an effort to continue our effort started last year to both celebrate our 10th anniversary and promote the importance of live music to our local economy, we produced a series of video interviews with local stakeholders. The videos were promoted heavily on Facebook and Instagram, and the interviewees included:
 - Leslie Damaso, Musician and Music Teacher
 - Kristian Petrov Iliev, Musician and Marketing Manager
 - Anne Katz, Director of Create Wisconsin
 - Jamie Kember, MMM Board President, MATC & LaFollete Band Teacher
 - Beth Mastin, Previous Administrator for Make Music Madison
 - Angela Puerta, Musician and City of Madison Urban Planner
 - Satya Rhodes Conway, Mayor of the City of Madison
 - Michael Rothschild, Make Music Madison Founder
 - Willie Wright, Hip-Hop Artist and Producer
 - Jules Stroick, Previous City of Madison Administrator
 - Karin Wolf, City of Madison Arts Administrator
 - Barbara Vedder, previous City of Madison Alder and MMM early supporter
 - Luciano Mathion, MMM early supporter
 - Corey Whitmore, 2023 MMM Musician-in-Residence

- Paid Local Musicians: This year the board committed to spending \$5,000 on artist stipends. The requirements for funding included:
 - Musicians from historically marginalized communities & musical genres (Hip-Hop, Gospel, Latin, R&B, and Rap, for example).
 - Musicians performing in neighborhoods that have been historically underserved by our organization (currently North-East and South Madison).
 - Cost of PAs for musicians from historically marginalized communities & musical genres.
 - Mass appeal participatory events.

Artists paid included:

- 2085
- Black Star Drum Line
- Corey Whitmore
- D-Street Sessions
- DJ Pain 1
- DJ Shameless
- DJ Stacktrace
- Duowan Rimson
- Harmonica Man
- Hunni Lature
- Jay-Day
- Juicee Monroe
- Marcus Porter
- MAUI Ukelele
- Mentoring Positives
- Mideast Salsa
- Nedra Bobo-Boyles
- No Disguise
- Panchromatic Steel
- Sea Monsters
- Scott Fradkin
- Sorry Machine
- Steve Ashley
- Stridulations
- Urban Legend
- Willie Wright

Weaknesses

- Matchmaking Software Issues: The software that we use for matchmaking is controlled by the Make Music Day Alliance which supports Make Music efforts in 100+ cities across America. Access to this event-specific technology is included in our \$2700 annual fee paid to the Alliance. Without the software, there is no foreseeable way we would be able to schedule hundreds of shows. In 2018 the **Make Music Alliance redeveloped this software but the software still causes participant frustration** which results in additional staff time being devoted to the matchmaking process. Additionally, this year their event counter was off (it was not removing a show count when it was canceled) leading chapters to miscalculate their totals. We are committed to working with the Alliance to improve this software and hope to see improvements soon.
- Booking Courtesy and Timeliness: During the matchmaking process where venues and musicians communicate online to book shows, we heard that several participants were not attentive to requests and left people hanging without timely responses. Others were requesting multiple shows at the same time and then overbooking themselves. We dedicated staff and volunteer time to both emailing and calling these participants and urging them to be responsive. In future years we may strategize on other ways to incentivize responsiveness.
- Timeline Confusion: We typically have different matchmaking start dates for venues and performers, and also different end dates for matchmaking and finalizing. The multiple dates are confusing, especially for new participants. In the future, we are going to change to a single start date (April 1) and a single end date (June 1). Shows confirmed after that date will be accepted on a case-by-case basis.
- Misconceptions: One of the biggest struggles we encounter year after year is misconceptions about the event. This falls into several broad categories including assumptions that this is a traditional festival with large centralized stages, that the artists are all paid, or that the event date, performers, and locations are determined by the administrators. This year those misconceptions have greatly improved. We use social media, email, and video advertisements to help share the value, history, and structure of Make Music Madison with the community in an attempt to alleviate some of the confusion and inspire new communities to engage. We hope that in future years we can continue to build relationships and share the power of Make Music Day - a worldwide celebration of music that is unlike any other event.
- Lack of volunteers/park hosts: Prior to the pandemic, we had a dozen or so volunteers annually. Since 2020 it has been a challenge finding committed volunteers. While most neighborhood park hosts have continued hosting (and grown their events!), we need more volunteers leading up to the event to help with matchmaking and to host new parks to grow the event. We do outreach through neighborhood organizations, via our newsletter, social media, etc. We are hoping to find a corporate partner to help provide more volunteer support.

Plans for the Future

We plan to continue implementing successful strategies and will focus on the following areas to improve the event:

- Neighborhood Main Stages: This year we launched a new program through which we part with a local community center and Madison Parks to host stages in communities that lack access to live music venues. The program also provides us with a mechanism to pay more local musicians, who are selected by a community planning team. Our first host site was Penn Park, located in Madison's Near-South side, and we worked with the Boys And Girls Club of Dane County to form the planning team. Funding for this year was provided by the Wisconsin Arts Board, Dane Arts, and the Madison Community Foundation, and we hope to continue receiving funding for this program from these organizations, as well as others. For 2024, we have already received a commitment from the Wisconsin Arts Board, and we intend to partner with East Madison Community Center to host an event in the Hawthorne-Truax area. Neighborhood Main Stage functions as an incubator - inspiring new communities to engage on Make Music Day and guiding them through the process of hosting live music.
- Musician-in-Residence: Corey Whitmore, our first ever Musician-in-Residence, had a big impact on the growth of the organization, and we hope to make this position an annual occurrence (pending funding). The part-time role establishes a network of engaged musicians, grows community awareness of the program, helps alleviate misconceptions about the project, assists with the matchmaking process, and provides guidance on how to improve the system for musicians.
- Continue Diversity, Equity, and Inclusion Work - Key to our continued growth and success is developing additional relationships with Madison's diverse community of both musicians and venue hosts. In the spirit of the inclusiveness of global Make Music Day we want to be sure to continue efforts to keep reaching out to new audiences and participants. We will continue to dedicate more time to in-person engagement with new potential venues in communities that have historically not participated. Additionally, the Musician-in-Residence dedicates a large portion of their time to building new connections with musicians of all backgrounds.
- Fundraising - We will continue to seek additional grants, event sponsors, and ways to engage individual donors. We hope to leverage our new membership with the Greater Madison Chamber of Commerce to find new corporate sponsors. We are also going to begin thinking long-term about an endowment to fund staffing and match other fundraising efforts.

Attachment 1. Final Financial Accounting

A) Breakdown of Income

a. Cash:

All monies received for the project from admission fees, gifts, grants or sales.

Room Tax Commission	\$30,000.00
Madison Arts Commission - Artists at Work Grant	\$10,000.00
MGE Foundation	\$1,500.00
Evjue Foundation	\$1,000.00
Veridian Homes Foundation	\$625.00
Cinnaire	\$500.00
Metcalfe's	\$500.00
Farley's House of Pianos	\$250.00
Heid Music	\$250.00
Capital Music Gear	\$220.00
Blackbaud	\$12.00
Amazon Smile	\$25.88
Individual Donations	\$655.00
a. Total Cash Income:	\$45,537.00

b. In-kind Contributions:

All goods and services which were donated to the project, with amounts based on fair market value.

We drew upon a range of highly skilled volunteers, including a core group of around 3 organizational volunteers, primarily March through June. Nearly all musicians and venues volunteered their time and talent. Our fair market estimate of the value of each performance is \$200. We have assigned an average value of \$125 for venues, knowing that some contributed extensively in terms of sound and stage equipment, while others were quite modest other than planning and day-of time. Below is an estimate of the in-kind value of some of the key volunteer and partner contributions.

Value of volunteer time for board and major volunteers	\$5,000.00
Value of 621 Make Music Madison performances (\$200 each)	\$124,200.00
Value of 196 Make Music Madison venues (\$125 each)	\$24,500.00
Value of donated media ads - WORT, WPR, Max Ink Radio, etc	\$15,000.00
Value of donated PA systems (\$250 each)	\$500.00
b. Total estimated in-kind and donated value:	\$169,200.00
c. Total Income (items a + b)	\$213,737.00

B) Breakdown of Cash Expenses

	Total Expense	MAC Funds Used
a. Personnel Fees		
Managing Director	\$16,000.00	\$13,586.82
Musician-in-Residence (Artists at Work Grant)	\$10,000.00	\$10,000.00
Artist Fees	\$4,520.00	\$3,520.00
Intern Stipend	\$500.00	\$500.00
b. Promotional Fees		
Visual Artist Fee	\$500.00	\$500.00
Isthmus Ad	\$712.00	\$712.00
Capital City Hues Ad	\$500.00	\$500.00
Facebook/Instagram Ads	\$336.36	\$336.36
Shirt Printing	\$1,005.43	\$1,005.43
Poster Printing	\$149.00	\$149.00
MISC Printing	\$454.50	\$454.50
Video licensing	\$75.00	\$75.00
LunART Program Ad	\$100.00	\$100.00
Fisher Sound	\$300.00	\$300.00
La Movidia	\$300.00	\$300.00
Survey giftcard	\$55.00	\$219.40
c. Administrative & Event Fees		
Event Insurance	\$1,200.00	\$1,200.00
Directors & Officers Insurance	\$497.00	\$497.00
Street Use Application Fee & Amplification Permit	\$200.00	\$200.00
Parks Amplification	\$150.00	\$150.00
Make Music Alliance Fee	\$3,250.00	\$3,250.00
ASCAP Licensing Fee	\$280.00	\$280.00
WDFI Annual Report Filing Fee	\$10.00	\$10.00
WI DFI License Fee	\$50.00	\$50.00
PO Box	\$248.00	\$248.00
Volunteer Appreciation	\$116.74	\$116.74
Shipping	\$30.78	\$30.78

General Materials	\$58.67	\$58.67
Conference Attendance	\$590.87	\$590.87
GMMC Membership	\$330.00	\$330.00
d. Tools & Technology Fees		
Mailchimp	\$279.65	\$279.65
Hostmonster Web Hosting	\$299.88	\$299.88
Zoom	\$149.90	\$149.90
Total Expenses (a+b+c+d):	\$43,728.78	MAC: \$40,000.00

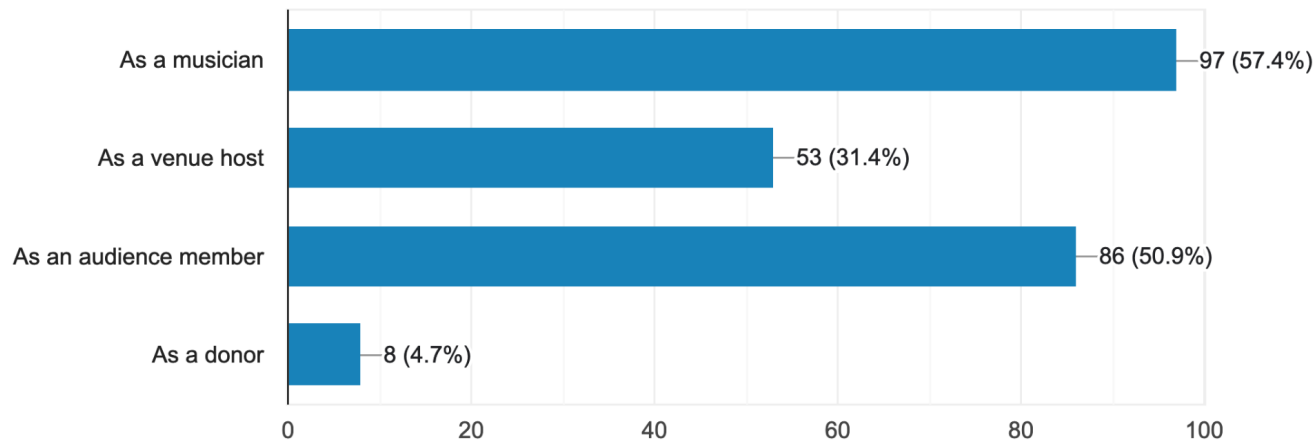
C) 2023 Neighborhood Main Stage Income & Expenses

a. Income		
Wisconsin Arts Board - Creative Communities		\$4,800.00
Madison Community Foundation		\$4,500.00
Dane Arts		\$1,618.00
MMM Operating Budget		\$1,400.00
Total Income:		\$12,318.00
b. Expenses		
Performer Payments		\$3,600.00
Stage Banner		\$552.03
MMM Admin Time		\$2,000.00
Sound Equipment		\$500.00
Stage Technicians		\$1,500.00
Meals for attendees in need		\$1,057.00
Posters		\$150.00
Social Media Ads		\$140.00
DJ & Stage Manager		\$1,500.00
Misc. Supplies		\$108.17
Permits		\$190.00
Tent Rental		\$415.00
Face-painter		\$265.00
Setup assistant		\$300.00
Volunteer gift cards		\$290.00
Total Expenses:		\$12,567.20

Attachment 2. 2023 Survey Results

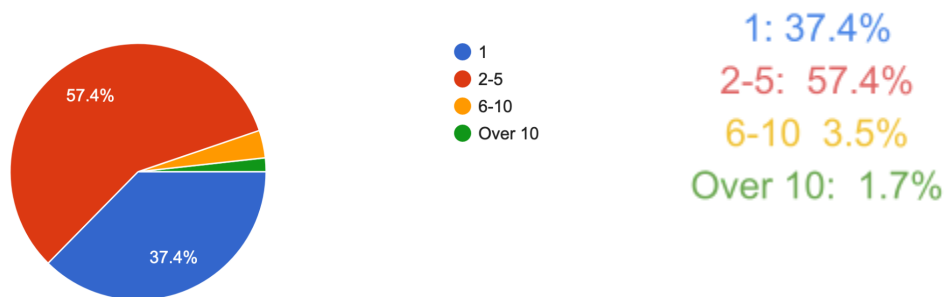
How did you engage with Make Music Madison? Please check all that apply

169 responses



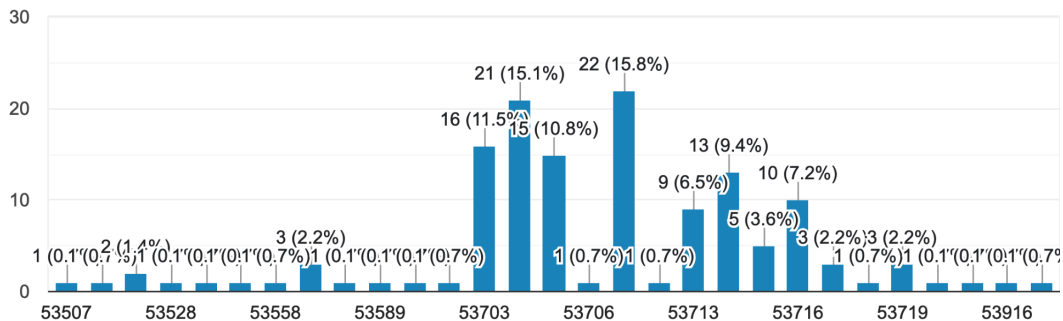
How many times did you perform on Make Music Day this year?

115 responses



OPTIONAL: What is your zip code?

139 responses



3 most popular zip codes: 53711, 53704, 53703

What did you value most about your Make Music Madison experience?



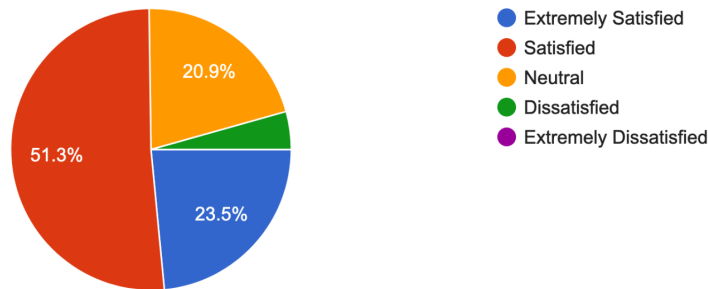
How satisfied were you with your venue(s)?

114 responses



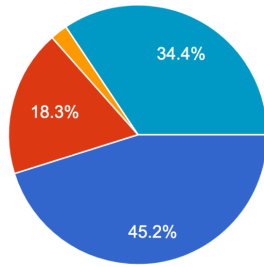
How satisfied were you with the size of your audience?

115 responses



How satisfied were you with the performers you hosted?

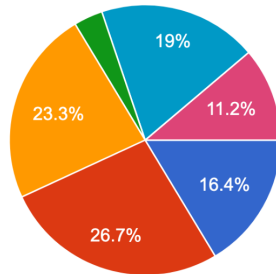
93 responses



- Extremely Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely Dissatisfied
- N/A - I only presented my own music

How satisfied were you with the tips, payment, gifts, or other gratuities you received?

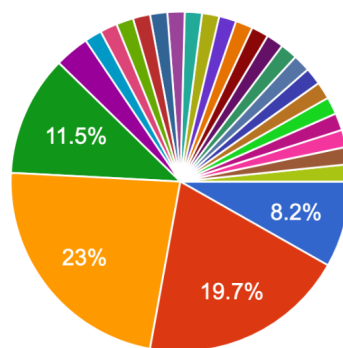
116 responses



- Extremely Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely Dissatisfied
- N/A - I did not solicit tips, was not paid, and did not receive any gratuities
- N/A - I did not solicit tips and was not paid

How did you thank your performers?

61 responses



- Paid performer directly
- Solicited tips from the audience on the...
- Provided food and/or drinks
- Added them to our list for future perfor...
- None
- I was in the band with them. I told the...
- All performed free and money raised...
- None

▲ 1/4 ▼

There was an option for people to include other ways they thanked their performers. There was a wide variety of answers ranging from saying thank you, providing drinks, gift cards, multiple or all of the above.

Web Links

Make Music Madison website: www.makemusicmadison.org

Make Music Madison Facebook: www.facebook.com/makemusicmadison

Make Music Madison Instagram Page: www.instagram.com/makemusicmadison

Make Music Madison Youtube: <https://www.youtube.com/@makemusicmadison/>

Make Music Day Website: www.makemusicday.org

Media Coverage

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- "[City Highlights for the week of June 19, 2023](#)" Common Council Meeting. June 19, 2023.
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- "[Make Music Madison set to return June 21](#)." *Madison 365*. May 5, 2023.
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- Robinson, Lucas. "[Registration open for 'Make Music Madison': city wants 1,500 musicians to participate](#)." *Wisconsin State Journal*. May 4, 2023.
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- Worland, Gary. "[Penn Park concerts mark a new feature of this year's Make Music Madison](#)." *Wisconsin State Journal*. June 20, 2023.

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