



Greater Madison Music City: Music for Everyone's Ears

September 21, 2022



2 years of Mad Lit!

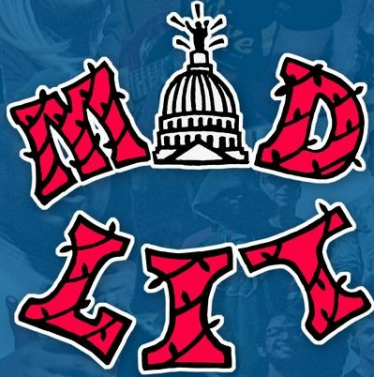




~80 BIPOC
artists and
vendors
-6 apprentices
-5 volunteers

-300-500
attendees per
event





8pm until 11pm

EVERY OTHER FRIDAY
100 BLOCK OF STATE ST.

July 1st - October 7th

THE CAP TIMES
OFFICIAL MEDIA PARTNER



DANE ARTS



CUNA MUTUAL GROUP

UWHealth

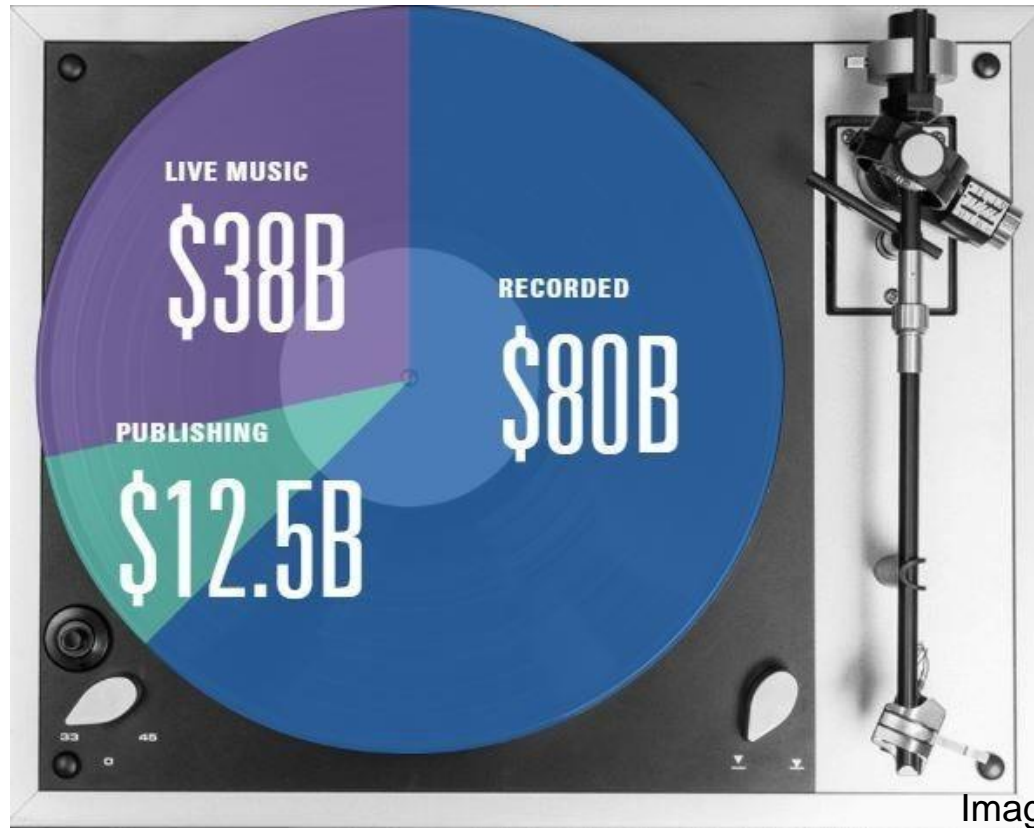




Why Economic Development?



Projected Music Industry Revenue in 2030







- “Music is Everywhere... it must be considered in land use, regeneration, tourism, education and economic-development policies.”
 - Shain Shapiro, Sound Diplomacy, in [WEForum.org](https://www.weforum.org) 11 Sep 2019



Image from Goldman Sachs

Nashville's Economic Drivers

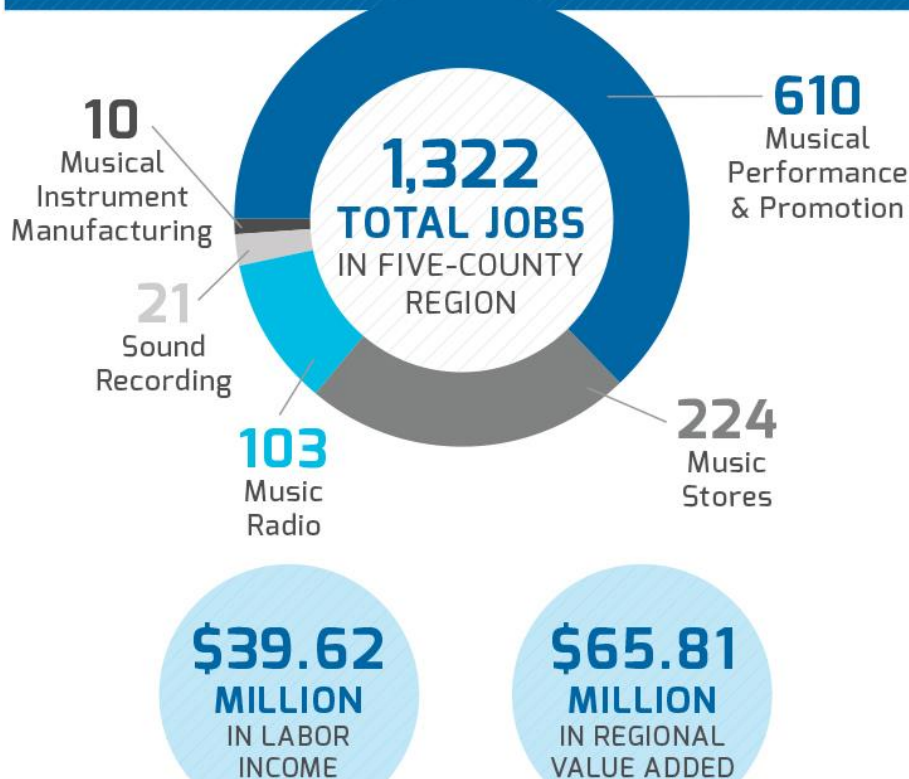
	Number of jobs	Economic impact
 Health Care	250,000	\$38.8 billion
 Tourism & Hospitality	87,500	\$5.7 billion
 Manufacturing	82,100	\$9.5 billion
 Music & Entertainment	60,000	\$10 billion

Source: Nashville 2018 Regional Economic Development Guide

<https://www.frbatlanta.org/economy-matters/regional-economics/2018/08/28/nashville-tourism-singing-a-happy-tune>



CENTRAL IOWA MUSIC ECONOMY STUDY



What about

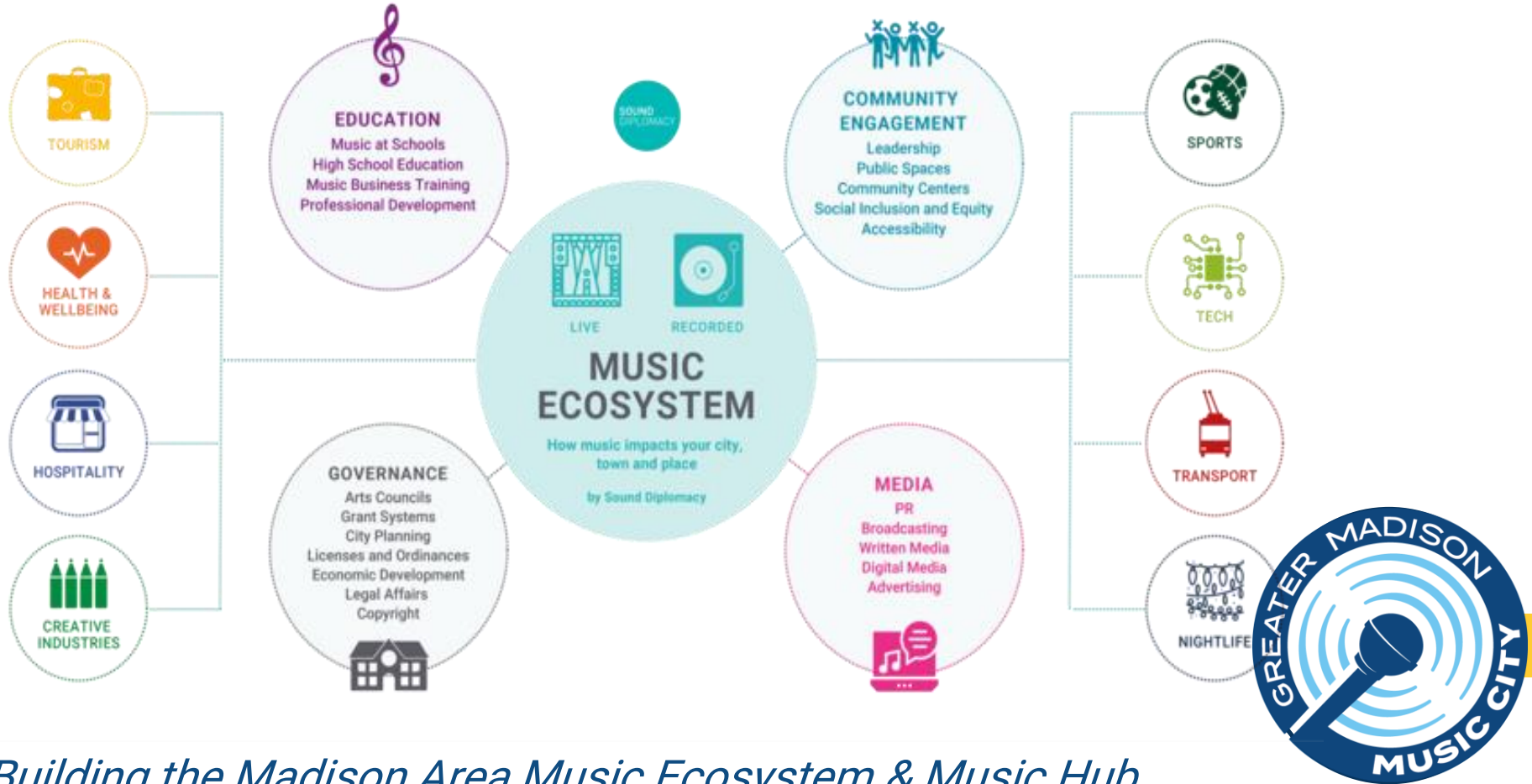
- Bars?
- Music venue?
- Restaurants?
- Hotels?



June 2014

<http://www.desmoinesmc.com/wp-content/uploads/2014/06/Central-Iowa-Music-FINAL.pdf>

Music Strategy Primer



Building the Madison Area Music Ecosystem & Music Hub



SOUND
DIPLOMACY

GREATER MADISON MUSIC CITY

MUSIC RECOVERY FRAMEWORK

Presented by Sound Diplomacy and the
Greater Madison Music City Project

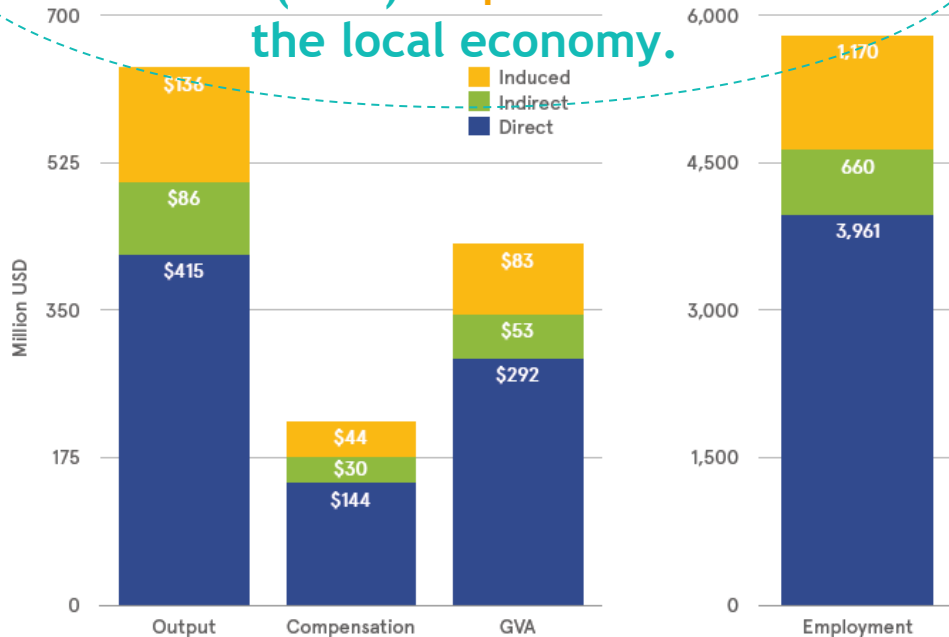
Executive Summary | August 2022

The Report



Economic Impact Assessment

Dane County's music ecosystem was responsible for generating **\$636 million** and a Gross Value Added (GVA) of **\$428 million** to the local economy.

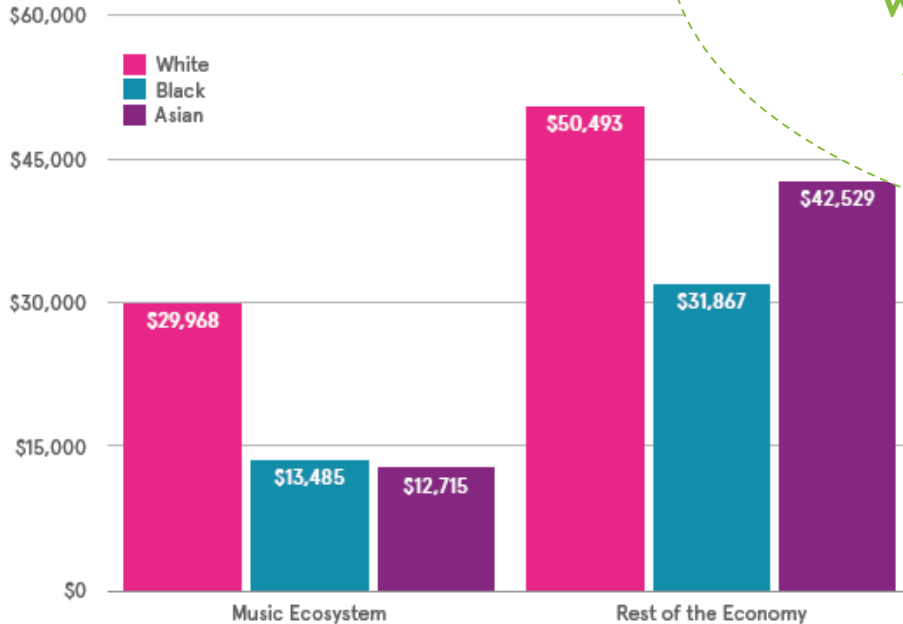


5,791 jobs, generated & supported by the music sector, which accounted for **1.86%** of employment in the county. Earnings totaled **\$218 million**.



Economic Impact Assessment

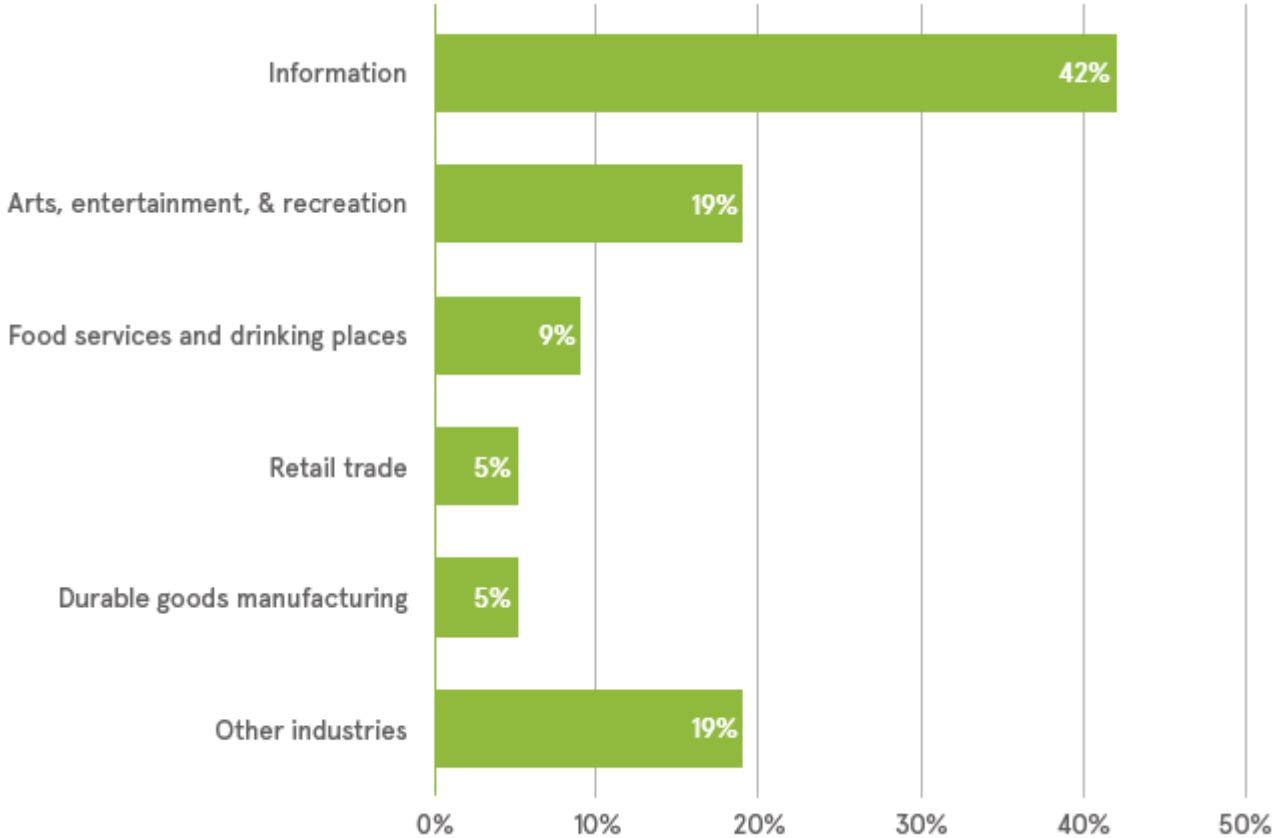
ANNUAL AVERAGE INCOME BY RACE



White-identified workers earn **122% more** than Black / African-Americans and **136% more** than Asian workers. In the rest of the economy, White workers earn **58% more** than Black / African - Americans and **19% more** than Asian workers.



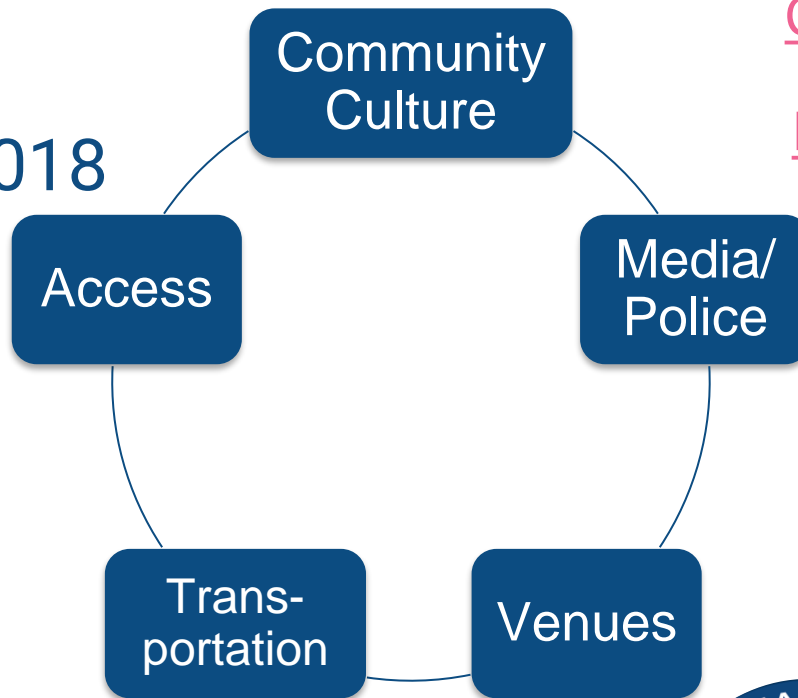
Economic Impact Assessment – Indirect Impact



Task Force on Equity in Music & Entertainment 2018

[Click to Read Report](#)

1. *Identification of the root causes*
2. *Explore best practices*
3. *Recommend long-term and short-term strategies*
4. *Analysis of costs, revenues, and timelines*



EDITOR'S PICK

Task force would address equity in Madison's music scene

THE CAP TIMES



Recommendations – Zoning & Planning

Appoint a
Music Officer

Expand
Entertainment
District
Parameters
with Cultural
and Creative
Districts

Incorporate
the Agent of
Change
Policy

Review and
Revise Sound
Ordinance
Policies



Recommendations – Licensing & Regulation

Make Event
and Liquor
Permitting
Interfaces
More User-
Friendly

Implement a
Busking Policy
and Revise
Downtown
Performance
Permit

Promote
Musician-
Friendly Parking
Regulations like
Musician
Loading Zones



Recommendations – Marketing & Tourism

**Create a Best
Practice Guide
for Music-
Related
Venues**

**Create an
interactive
cultural
calendar**

**Design a
Cultural
Tourism
Plan**



Recommendations – Music Education

Begin a City-Wide Music Education Initiative

Incorporate Audience Development into Cultural Arts Planning

Implement Training Programs and Incentives to Make Music Ecosystem Leadership More Inclusive



Recommendations – Economic Development

**Advocate for
a Fair Pay
Policy for
Musicians**

**Create a
Directory of
Music
Businesses and
Local Talent**

**Identify
Pathways
for New and
Diverse
Cultural
Projects**





Greater Madison Music City Objectives

SOUND
DIPLOMACY

1. Create more equitable work conditions for music artists and professionals, which contributes to the economic viability of the area
2. View arts sectors and the music ecosystem as valuable assets to the economy
3. Cultivate partnerships between venues, promoters, artists, and other business owners
4. Diversify cultural offerings in Madison by encouraging and incentivizing new businesses, artists, and cultural organizations
5. Create opportunities for underrepresented businesses and business owners, artists, organizations, and genres
6. Attract tourists and people of different demographics to Madison by expanding the realm of events and activities that they can participate in
7. Cultivate a thriving music ecosystem through collaborative partnerships and strengthened relationships
8. Ease the path of access for those wishing to participate in the music ecosystem by allowing them an easily accessible platform to find goods and services and promote themselves
9. Create a welcoming atmosphere and community

Sound Diplomacy



Shain Shapiro
Consultant



Kate Durio
US Rep

Our Team



KAREN REECE & ROB FRANKLIN
TEAM LEADS
Urban Community Arts Network (UCAN)

Work Groups

1. Economic Impact
2. Artist Relations & Equity
3. Tourism Music Hub
4. Business connection & Partnerships



CAROLE SHAEFFER
Vice President of
Business Development
Friede & Associates



KARIN WOLF
Program Administrator
Madison Arts Commission



ANGELA PUERTA
City Planner
City of Madison



MARK FRAIRE
Director
Dane Arts



DAVID BOYD
IndieTuneUp



TYLER BRUNSELL
Musician, Admin Asst
Supa Friends/UCAN



The Ask



Implementation Budget

Personnel	
Greater Madison Cultural Officer*	\$ 75,000
Community Arts Liaison*	\$ 60,000
GMMC Project Manager**	\$ 50,000
Administrative Support**	\$ 25,000
Fringe (*City rate-50%)	\$ 67,500
Fringe (**Community rate - 10%)	\$ 7,500
<i>SUBTOTAL</i>	\$ 285,000
Community Voices	
Subject Matter Expert Honoraria	\$ 20,000
Community Engagement	\$ 25,000
Committee Support Stipends	\$ 10,000
<i>SUBTOTAL</i>	\$ 55,000
Operations	
Public Awareness (ads, posters, etc.)	\$ 10,000
Engagement Events	\$ 10,000
Mad Lit	\$ 100,000
<i>SUBTOTAL</i>	\$ 120,000
Total Direct Costs	\$ 460,000
Indirects (5%)	\$ 23,000
GRAND TOTAL	\$ 483,000

2023 Confirmed support:

City of Madison Room Tax - \$25,000

National Endowment of the Arts Grant
- \$12,500

We request \$100,000 from Economic Development for implementation.



The Questions



