

## #MadisonIsMusic Concert Series

Since 2023, the [#MadisonIsMusic](#) summer concert series has brought live performances to Frances Street Plaza along State Street during the first two weekends of September (Thursday through Saturday). Presented in partnership with the Business Improvement District, the series features six local bands each year, showcasing a wide range of genres—from hip hop, cumbia, and rock to the folk rhythms of Turkey’s Black Sea and Aegean coasts, rock en Español, and more. Performances range from intimate solo acts to dynamic four-piece groups.

## Outdoor Music Guide

In response to increasing permit requests for outdoor shows from musicians and event organizers due to the COVID-19 pandemic, the City streamlined its permitting process and created the [Outdoor Music Guide](#). The guide outlines the requirements for outdoor music-related activities in a simple and easy to understand format.

## Greater Madison Music Brand

The City of Madison and other stakeholders are working to strengthen the branding and marketing of the local music sector. Sound Diplomacy’s 2022 [Music Recovery Framework](#) identified marketing as a key weakness for Madison’s music ecosystem. Similarly, the [Task Force on Equity in Music and Entertainment](#) urged media outlets and City communications to adopt culturally competent practices, proactively promote underrepresented genres, and track progress toward balanced representation.

In response, the City engaged Creative Company, a woman-owned public relations and marketing firm, to lead a workshop that brought together artists, venue owners, business leaders, and others from the local music community to participate in developing a new brand. This brand will serve as an initial step toward broader efforts to make Madison’s music scene more visible, accessible, and widely recognized.

## Interactive Culture Calendar

The City awarded the Isthmus Media Inc \$50,000 to strengthen and expand its [community event calendar](#). The funding supported major upgrades to the calendar’s design and functionality, making it more visually engaging and easier to navigate on both desktop and mobile devices. New features now include filtering tools, an event-submission form, and an interactive map.

Isthmus remains a key information resource for both residents and visitors. The calendar section of the website continues to draw strong regional traffic—particularly from Chicago and Milwaukee—helping travelers plan their time in Madison.

## The Greater Madison Music City Team

The City of Madison would like to thank the Greater Madison Music City (GMMC) Team for their leadership, collaboration, and sustained commitment to advancing a more equitable and vibrant music ecosystem in Madison. GMMC's collective work has played a critical role in building momentum around music policy, strengthening cross-sector partnerships, elevating local artists, and implementing key recommendations from the Task Force on Equity in Music and Entertainment.

While the City will no longer be able to participate directly in the GMMC collective moving forward, we extend our sincere appreciation for the impact of this work and wish the GMMC team continued success. We hope that the strong relationships, shared learning, and collaborative spirit fostered through this effort will continue in other forms and contribute to Madison's cultural and creative future.

## Artist At Work (AAW) Program

The Artists at Work Grant is a City of Madison program has been providing one-time funding to support workforce development and diversification in the music and performing arts sector. The grant encourages arts organizations to hire or partially fund a creative worker (such as a creative strategist) whose role focuses on promoting Madison's music and performing arts scene to support cultural tourism and help generate overnight stays that contribute to Room Tax revenue. Awards range from \$5,000 to \$15,000, funded through the City's Room Tax budget, and must be used for labor expenses. The program emphasizes community engagement, diversity, artistic merit, and expanding access to the arts. In 2025, the City funded Dawry Ruiz as a Youth Arts Liaison, Music Makes a Difference, Madison Area Music Association and ....



