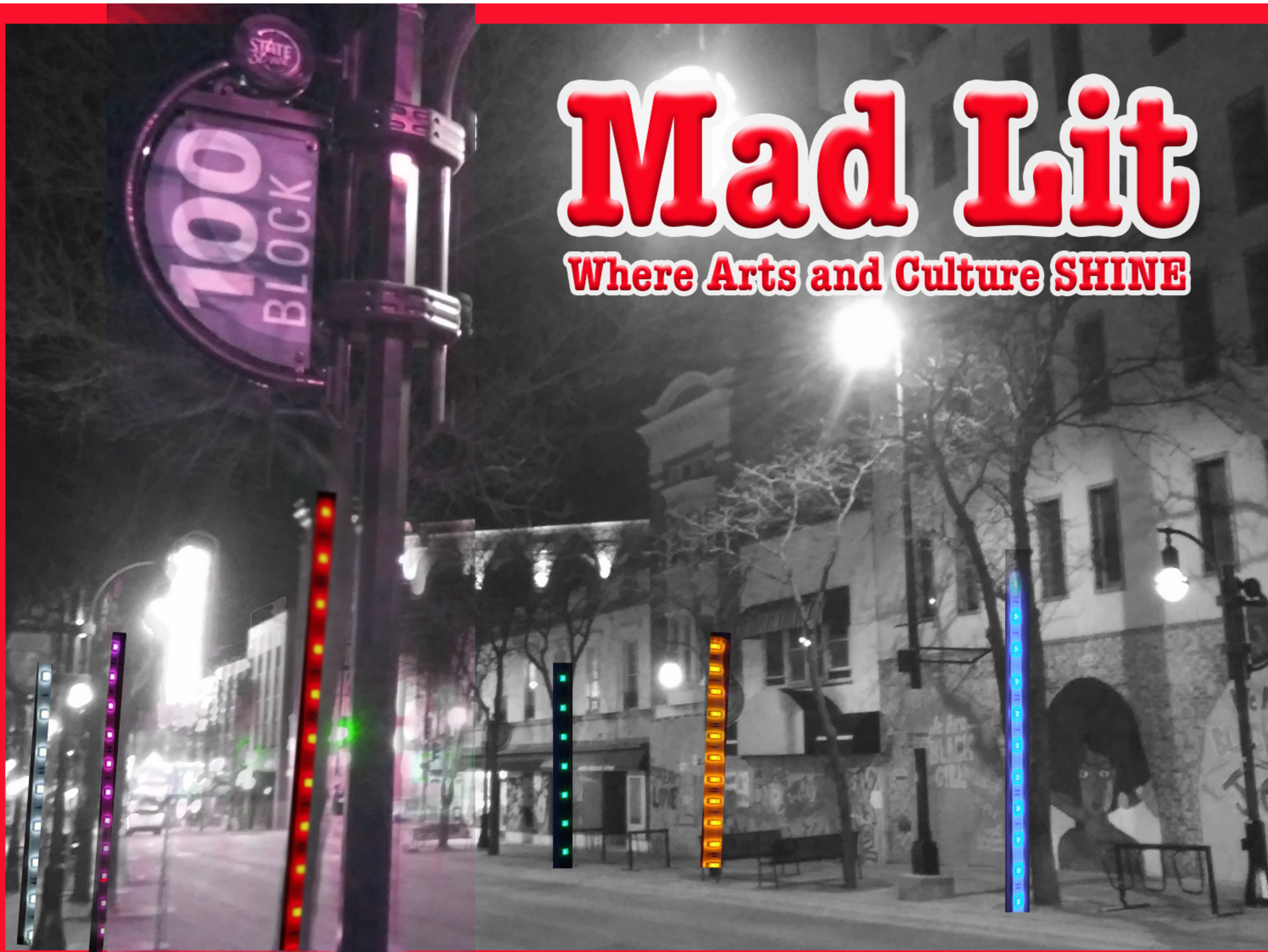


Mad Lit

Where Arts and Culture SHINE



Mad Lit

Mad Lit is a new outdoor event that is free and open to all ages and will serve to revitalize the 100 block of State Street this summer. COVID-19 has negatively impacted State Street in a major way and many groups are currently planning ways to bring this area back to life.

Although State Street has not always been a welcoming place for people of color, we witnessed the power of culturally relevant art to transform the area into a place where people of color feel welcome. Mad Lit builds on that concept by developing a series of events focused on music, art, and small business by making use of the open spaces around the 100 block of State Street.

The aims of this event are as follows:

- 1. To increase traffic to downtown Madison**
- 2. To provide opportunities to musicians, visual artists, dancers, and other performance artists**
- 3. To intentionally combine arts and culture with commerce by creating space for pop-up shops for small business owners of color.**

We will hold 8 events on every other Friday night from June through October from 8-midnight. We will light up the 100 block of State Street with strings of LED lights to bring a festive atmosphere. These events will include a DJ along with solo performers and bands from the Greater Madison Music City roster. Greater Madison Music City is an initiative to build infrastructure to support Greater Madison's music ecosystem. Each performance line up will prioritize artists of color, but also feature multiple genres of music to promote all-inclusive audiences. The Philosopher's Grove area will be used to set up visual art exhibits with an intentional effort to be a diverse artistic experience. We will also include small business pop ups featuring business of color along the 100 block of State Street.



**Mad Lit will focus on music, arts and
small businesses through a series of
bi-weekly pop up events from
July to October**



**Mad Lit is designed to make use of the open areas
around the 100 block of State Street**



Music



Art



Art Area



**Small
Business**

Pop Ups

**Mad Lit also plans to utilize vacant business spaces in the
State Street area to create opportunities for newer small
businesses in the Mad Biz apprenticeship program.**

Music

The music part of Mad Lit will take place on the top of State Street and will feature artists on the Greater Madison Music City roster. Shows will be cross genre shows to feature and all inclusive series.

Art

The Philosopher's Point area will host pop up art exhibits. The area is designed to hold showings with the idea of having an intentionally diverse artistic experience.

Performance Art



This space would be designed as a performance space area offsetting music acts. It can feature everything from ballet to breakdance to mimes.

A nighttime photograph of a city street. In the foreground, a street sign on a black pole reads "100 BLOCK" in white text. A bright street light is visible above the sign, creating a lens flare. In the background, a multi-story brick building with several windows is visible. The scene is illuminated by streetlights, and the sky is dark.

Mad Biz

The Mad Biz Pop Up series will allow small business pop up possibilities for business that do not have brick and mortar scenarios. Businesses will set up in front of vacated buildings along the 100 block of State Street.

Table 1

BUDGET OPTIONS	\$25,000 Budget		\$50,000 Budget		\$100,000.00	
Artist Payment	\$9600.00		\$14,400.00		\$18,800.00	
	(performers/DJ's)					
Sound	\$4,000.00		\$8,000.00		\$20,000.00	
Marketing	\$8,000.00		\$12,000.00		\$20,000.00	
Mad Biz fees			\$6,000.00		\$14,000.00	
Misc.	\$3,400.00		\$1,600.00		\$11,200.00	
Alcohol(Beer Tent)			\$8,000 total (\$1,000 rental per show)		\$16,000 total (\$2,000 rental per show)	

Prospective Mad Lit Budgets
Based on 8 Friday shows from 7/2/21 through 10/1/21

\$25,000 budget outlook
Artist Payment- Two 45 minute set performances. One band/emcee/group and one dj. Band/emcee/group are paid \$1000(\$500 each for hip hop shows, split between two artists) and DJ's \$200 = \$9,600

Sound: basic street set up at \$500 per show for 8 shows = \$4,000

Marketing(radio, print) - \$8000 or \$1000 per event

Pop Up Fee, street level: Through BID

Misc fees or licenses: \$3,400

TOTAL - \$25,000

\$50,000 budget outlook
Artist Payment- Hour long sets for 2 acts(\$800 per act) and one DJ at \$200 - \$14,400
Sound - Basic flat stage set up with lighting at \$1000 per show for 8 shows = \$8,000

Marketing(print, radio, t.v) \$12,000 (\$6,000 for print/radio and \$6,000 for tv spots)

Business pop up space - \$6,000 (based at asking Vom Fass leasing at \$1500 per month for 4 months)

Beer Rental: \$8000 at \$1000 per night for 8 nights

Misc fees or licensing - \$1,600

TOTAL - \$50,000

\$100,000 budget outlook
Artist Payment - Hour long sets for 2 acts(\$1000 per act) and on DJ at \$350- \$18,800
Sound - Detailed stage set up with lighting at \$2,500 per show for 8 shows= \$20,000
Marketing- \$20,000 (\$10,000 for print/\$10,000 for tv)
Business pop up space - \$14,000 (based on standard \$3500 leasing for 4 months)
Beer: \$16,000 at \$2,000 per night for 8 nights

Misc fees or licensing - \$11,200

TOTAL - \$100,000

Mad Lit

Projected Performance Calendar

July 2: **KINFOLK** with Crown Vic and D.J. Ace

July 16: **Orchestra Sal Soul de Mad** with D.J. Flaco

July 30: **Natty Nation** with D.J. Phil Money

August 13: **Adem Tesfaye**/Zander Anim and DJ Vilas Park Sniper

August 27: **Spoken Word and Comedy Showcase** with D.L.O. and Opal
Ellyse and DJ M. White

September 10: **DJ Block Party featuring Bruce Blaq, Fusion, DJ Pain 1
and Nick Nice** with East Community Breakers and Dynamic Badgerettes

September 24: **Ray Cruz** with Landon Devon, Iesha K and DJ Chamo

October 8: **Supa Friends with Alexis Dean**, Marcus Porter, Juicee Monroe
and DJ K Spinz

Mad Lit Community Support



downtown
madison





Mad Lit

“Where Arts & Culture Shine”