

Madison150 Plan

I. Introduction

- Like a stone tossed into a lake the idea of Madison's sesquicentennial is causing ripples throughout the community. The Commission's role is to directly sponsor selected events, encourage organizations to use the opportunity for programs and activities, cheer on citizens to their own initiatives and have everyone feel they can have a part in the celebration.
- The Commission has established a web site, enunciated the values for the celebration, and determined that the entire year 2006 is appropriate for celebration with a special focus on the weekend of April 7-9, 2006 which marks the 150th anniversary of the beginning of city government. The Commission has met with City Departments and civic organizations to gather ideas. It has written over 400 organizations to encourage their participation. What follows is a status of planning and activities to date.

II. Madison150 Commission Directly Sponsored Events

- Madison150 Web site
 - Site is up (www.Madison150.org)
 - Finishing up "Madison150 facts" to post
 - Developing a calendar for posting information as we receive
- Hosted January-May 2005 monthly Commission meetings throughout the City of Madison for citizen outreach and suggestions
- Weekend of April 7-9, 2006
 - Outline of proposed events has been established
 - Call for Peace and Drums will perform on Sunday, April 9
 - Have a rental contract with Monona Terrace
 - Joining forces with Celebrate Madison
 - Work group established to work just on weekend
- Outreach Work Group has been established
 - Organized April 7, 2005 "kick-off" event with Mayor
 - Working with local graphic designer for template design for PSA's, "how to celebrate" kit
 - Developing a PowerPoint presentation to take to civic groups
 - Developing a publicity plan
- Historic Markers
 - Working group has been established
 - Sample marker is finished
 - Identifying funding sources
 - Issued an RFP for designer for markers
- Civic Conversations
- City Cable Programming
- Have price quotes from City Channel for "Sesquicentennial Minutes"

III. City Departments Activities and Programs

(Some events listed are in planning stages; others are ideas not yet planned)

- Madison Arts Commission grants – awarded to individual artists and arts organizations for events focusing on the Sesquicentennial. Commission funded seven projects directly related to Madison’s Sesquicentennial
- ARTSpace – Madison artists celebrating Madison’s 150th anniversary in the MMB lobby
- Library Events
- Olbrich Gardens Events
- Babcock Hollyhock – planting in front of City Buildings and possible sale of seeds (Olbrich)
- Parks Department Events
- Cemetery Tours (Parks)
- Park & Pleasure Drive Tours (Parks)
- Senior Center Events
- City Run / Walk (Mayor’s Office / Fit City)
- 2006 Neighborhood Summit (Planning Unit / Mayor’s Office)
- Community Enhancement Grants (Planning & Development Department)

IV. Local Organizations

(Plans known as of this date – letter sent to 470 organizations to stimulate activities)

- Children’s Art Festival (Overture Center)
- Spring Concert & Oral Histories (Madison Youth Choirs)
- Art Exhibit: *Between the Lakes* (MMoCA)
- College Class: History of Madison (Upper Iowa University)
- Concerts on the Square (WCO)
- Art Exhibit: Railroads & the History of Madison Neighborhoods (Center for Railroad Photography and Art)
- Theater: *Our Town* (Madison Rep)
- Art Exhibit: Madison Photographer (LVM)
- Art Exhibit: *A Weekend in Madison* (Center for Photography at Madison)
- Art Exhibit: *The Face of Madison: A Snapshot of Madison at 150 Years Old* (Center for Photography at Madison)
- Theater: Sesquicentennial Play [Historic Madison, Inc. (HMI). Madison Theatre Guild]
- Forest Hill Cemetery tour: Graves of first mayor, city officers, and their unsuccessful rivals (HMI)
- Historical Calendar (HMI)
- Old fashioned ice cream social in conjunction with Blooming Grove’s historical society (HMI)
- July 4, 2006 Sesquicentennial Fireworks (Rhythm & Booms)
- Madison Women: Coming of Age book launch (Sarah White)

- James Madison Birthday Party on March 16, 2006 (Madison Pro Chapter of the Society of Professional Journalists)
- Story Telling: *Celebrate the Madison Sesquicentennial* for grades K-5 (Bob Kann)
- Book: *Madison The Illustrated Sesquicentennial History* (Stu Levitan)
- Madison Symphony Orchestra is looking into incorporating a “Birthday message”

The following groups have expressed an interest in participating in the April Weekend:

- Madison Maennerchor
- Polish Heritage Club
- Madison District Dietetic Association

V. Citizen Activities

(To be encouraged for own initiatives with packets and outreach by Madison150 Commission)

- Picnics
- Potluck Dinners
- Friends and Neighborhood Parties or Dinners
- Book Clubs focus on Madison books and authors
- Flotillas on the Lakes

VI. Other Items and Media

- Produce a Sesquicentennial ice cream flavor (Babcock Dairy)
- Article on the first city election (HMI)
- Series of articles by Stuart Levitan detailing the history of Madison, decade by decade (Madison Magazine)
- *Badger Herald* is producing a series on Madison’s Sesquicentennial
- *Isthmus* to produce article(s) on Madison’s Sesquicentennial
- MNI to produce series of articles and help to promote April 7-9 weekend with possible special publication