



2025 Room Tax Request

Madison Arts Program

Mission

Madison Arts emphasizes that arts & culture are an essential part of life. We champion policies and practices that create an inclusive, welcoming, and equitable city. We support the arts through:

- Grants
- Exhibitions
- Calls for artists
- Performances
- Events



2025 Budget

Request = \$212,500

2024 Allocation = \$202,500

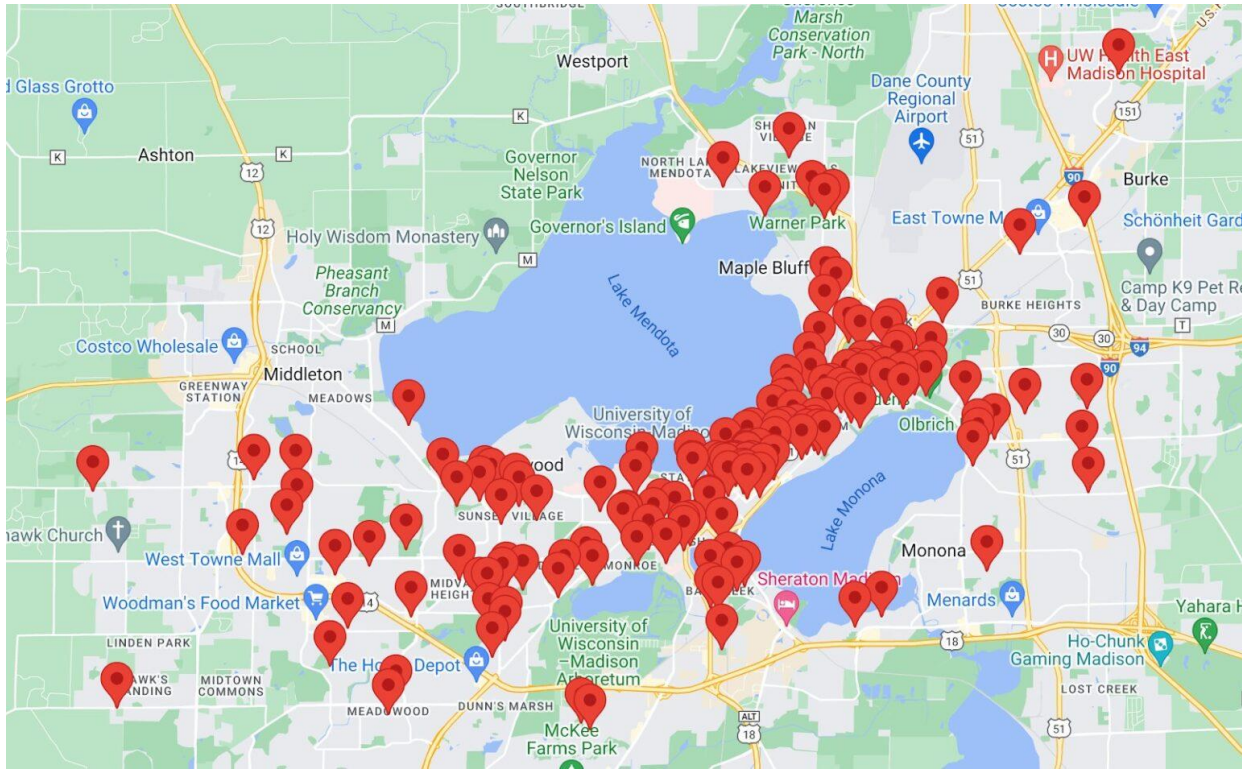
- Dane Dances - **\$25,000**
- Make Music Madison - **\$30,000**
- Fairs/Festivals/Summer Concerts - **\$17,500**
- Blink + (Temporary Public Art for Downtown and Public Market) - **\$40,000**
- Continued implementation of Music Tourism, Recovery - **\$100,000**



Impact (AEP6)

	Local Attendees	Nonlocal Attendees (outside of Dane County)	All Attendees
Total Attendance to In-Person Events	4,916,984	867,703	5,784,687
Percentage of Total Attendance	85.0%	15.0%	100.0%
Average Per Person, Per Event Expenditure	\$30.49	\$81.74	\$38.15
Total Event-Related Expenditures	\$149,918,841	\$70,926,043	\$220,844,884

Make Music Madison



- Madison joined over 200 American cities to celebrate Make Music Day.
- **Madison had the highest participation level in North America.**

Dane Dances



Fairs/Festivals/Summer Concerts



Downtown Temporary Public Art & Placemaking



Downtown Temporary Public Art & Placemaking



Music Tourism, Recovery & AAW



Music Tourism



#MadisonIsMusic 2024

FRANCES ST
@ STATE ST
MADISON, WI



THURS
SEP
05

ALISE MOSLEY
6-7 PM

BOBdAHIPPIE
6-7 PM

FRI
SEP
06



SAT
SEP
07

ESSENSUAL BEATZ
6-7:30 PM

ERIC DE LOS SANTOS
@ The Madison Night Market 5-9 PM

THURS
SEP
12



FRI
SEP
13

LAKE COLLECTIVE
6-7 PM

THE SOUL IMPRESSIONS
6-7 PM

SAT
SEP
14



Sponsored by:



www.visitdowntownmadison.com
#FlockToState #MadisonIsMusic
Don't forget to tip musicians!



Music Tourism

PREVIEW

ISTHMUS

NEWS OPINION FOOD & DRINK ARTS EVENTS ABOUT STORE SUPPORT ISTHMUS

Search...

BARK IN THE PARK
AUG 29TH 7PM VS. UNION OMAHA

GET TICKETS NOW

GET A FMFC DOG SCARF



HOME / EVENTS

Events

Search for events

SEARCH

Advanced Search

GOT AN EVENT TO PROMOTE?
Submit your event here or email calendar@isthmus.com



ISTHMUS PICKS



hark morison
Maddie Batzli.
AUG 29, 2024 6:00 PM
A ROOM OF ONE'S OWN



SOLD OUT: Run
\$35 (\$30 adv.).
AUG 29, 2024 7:00 PM
THE BUR OAK



Ma Rainey's Black Bottom
August Wilson drama, 6/27/91.
AUG 29, 2024 7:30 PM
AMERICAN PLAYERS THEATRE, SPRING GREEN

SPONSORED BY



With our community working alongside us, we are fully committed to creating a music ecosystem for the Greater Madison Area that provides equity in entertainment and access for all.

- THEATER & DANCE
- BOOKS
- MUSIC
- MOVIES
- LECTURES & SEMINARS
- KIDS & FAMILY
- HOLIDAYS
- COMEDY
- FAIRS & FESTIVALS
- ART EXHIBITS & EVENTS

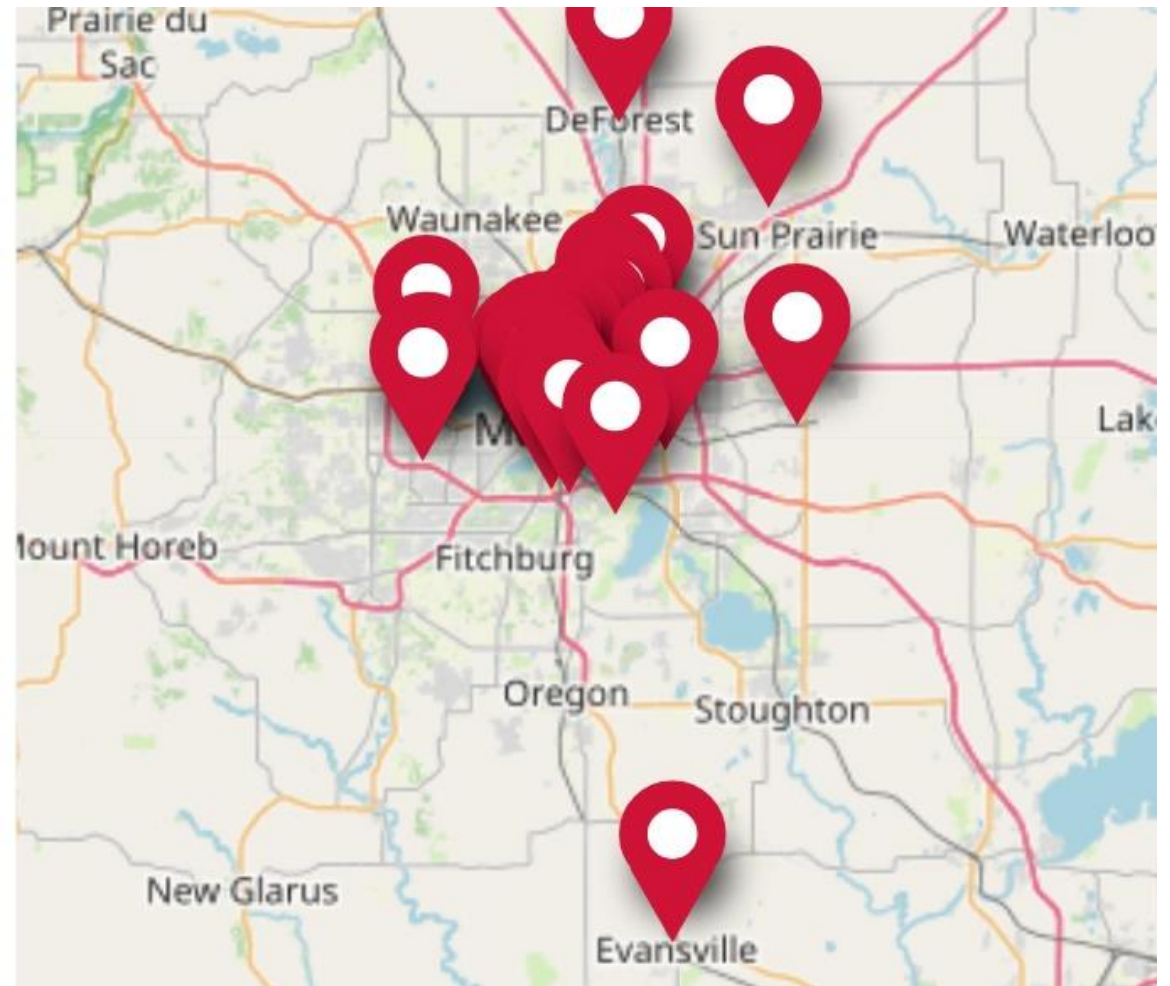
Rosebud Baker
7:30 pm on 8/29 and 7:30 & 10 pm on 8/30-31. \$25-\$10.
AUG 29, 2024 7:30 PM
COMEDY ON STATE



GLEAM: Art in a New Light
Created and performed by...



Heavy Looks, Smart Cookie, Wild Violets, DJ Cissy





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Thank you! Questions:

Karin Wolf, Madison Arts Program Administrator

kwolf@cityofmadison.com