

**Final Report Form for  
Project funded by  
Madison Arts Commission  
Grants Program**

Madison Arts Commission  
City of Madison Department of Planning and  
Community and Economic Development  
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1. Grantee Name: Make Music Madison



2013

2. Project Title: Make Music Madison

3. Participating Artists or Organizations:

207 groups of artists, including soloists and multi-person groups, performed at 103 venues throughout Madison, presenting 280 concerts on June 21, 2013. Please refer to the attached Isthmus Insert for complete listings.

4. Total number of project producers/presenters:

Counting artists and venues as producers/presenters, there were 310 presenters/producers

5. Total size of audience:

Spread over 103 sites, audience size was highly variable. Volunteers who roved the city over the course of the event were asked to provide their estimate of audience size, but these numbers were just snapshots from the moment in time when volunteers were present. Many of the locales were spaces that do not normally receive a lot of foot traffic. Other locales were well promoted and organized, drawing hundreds of spectators over the course of the day. Our overall estimate for total audience size is about 50 people per concert with higher and lower audience sizes for various artists:  $280 \times 50 = 14,000$ .

6. Locations and populations reached:

The goal of Make Music Madison was to create music “performed by anyone, enjoyed by everyone”. What differentiated Make Music Madison from other similar events was the musical reach into all Madison neighborhoods. Of the 103 venues, locations were distributed as follows: 35 central, 31 west, 21 east, 18 south and 4 north.

Neighborhood Organizations, non-profits, and businesses worked together to present musical line-ups at several locations throughout Madison. Here are some highlights from all sectors of the city.

- In South Madison: The Madison Promise Zone, working together with Madison Neighborhood Police Officer Mike Alvarez, pulled together a multi-site event including The Boys and Girls Club, Centro Hispano, Fountain of Life, The Urban League, and the Goodman Library. The culminating event for South Madison was a percussion parade from the Urban League to Penn Park, led by percussionist Rockameem Bell. On Allied Drive, the Boys and Girls Club and the Allied Dunn's Marsh Neighborhood Association organized a neighborhood picnic and performances. At Bernie's Beach there was Celtic music scheduled from noon until 9:00 PM.
- In West Madison: Monroe Dudgeon Neighborhood Association put together five hours of performances in Glenwood Children's Park, while Monroe Commons, and the Monroe Street Art Center provided music from 4-8 pm. Wingra Boats provided entertainment from 2:00- 6:00 pm. In Sunset Village, a neighborhood association event took place at Lucia Crest Park. In the Hill Farms neighborhood, performances ran from 3:00 to 9:00 with music at the Rennebohm Park Shelter, at the Sheybogan Community Gardens, and at the Hilldale Shopping Center. A rousing evening block party took place at Bear Mound Park with about 300 people in attendance.
- On the UW campus: Performances included student musicians from India and South Asia presenting four hours of music at the Podium on Library Mall on State Street. There were two hours of music at the UW Carillon Tower; the Isthmus Jazz Festival, at the Union Terrace, with performances from 4:30 to 11:00 pm was listed as a Make Music Madison event.
- In East Madison: The Goodman Community Center and Wirth Park hosted performances from 1:00-8:30. Numerous businesses including Monty's Blue Plate Diner, The Talbot Studio, Hatch Art House, Brink Lounge, High Noon Saloon, and the Sugar Shack provided extensive line-ups of music. The Forward Marching Band provided entertainment from pontoon boats, plying the shoreline of Lake Mendota, the Yahara River and Lake Monona on a four-hour cruise/concert. Several private homes hosted porch concerts in this neighborhood. Two locations featuring rap and indie rock included the East Madison Community Center, with performances scheduled from 3:00-8:00, and Elvehjem Park where indie-rockers entertained from 4:30-9:00pm.
- On the far north side of Madison: Performances were highlighted by nine hours of live music greeting travelers at the Dane County Regional Airport. Lakeview Library and Fire Station #10 also offered musical entertainment.
- In Central Madison: There were lively line-ups at the Madison Children's Museum, the Wisconsin Historical Museum, and the Madison Senior Center. All three sites began performances at 10 AM, and each were able to provide a suitable indoor venue to offer seamless performances in spite of the pouring rain. The James Madison Park venue was sponsored by the Clean Lakes Alliance, and cosponsored by the Friends of James Madison. 12 hours of performances were scheduled, from 9:00 AM to 9:00 PM. Unfortunately, the morning performances were scrubbed owing to the downpour, but afternoon and evening performances continued apace. Fontana, the Madison Public Library and the Overture Center loading dock provided a Henry Street corridor of sound in the late afternoon. Businesses in the central core, up and down State Street and around the Capitol Square participated as well. GAP provided rain or shine music just inside its open doors, Capitol Kids erected a tent to keep the performances going during the morning rain. Urban Land Interest, the Heibing Group, and the Dream Bank are among non-retail locations that hosted music.

7. Performance, Activity or Exhibit: Make Music Madison  
 Date provided: June 21, 2013  
 Location: see above for details  
 Audience size: see above for details  
 New audiences served (if known): Music in neighborhoods throughout Madison
  
8. Arts Education/Appreciation Activity:  
 Date provided: June 21, 2013  
 Location: see above for details  
 Audience size: see above for details
  
9. Please briefly describe how the MAC grant was helpful to your organization, and how the citizens of Madison benefited.



In short, the MAC grant provided the seed money to launch Make Music Madison. This funding along with the vote of support it represented from the City of Madison allowed us to make our vision for Make Music Madison a reality. The grant provided us with the foundation upon which to seek other donations to fully fund the event. We especially appreciate the assistance offered by the Parks Division in allowing for citywide permitting and for reserving large park shelters and downtown performance spaces for our use. The Department of Planning & Community & Economic Development, Planning Division, Neighborhood Planning, Preservation & Design Section was also enormously helpful in making it possible for us to reach out to neighborhood associations, and community centers across the city. Other city and county departments that lent support and resources included: the Fire Department, Libraries, Madison Metro, and Dane County Regional Airport Authority.

The key benefit Make Music Madison offered to all Madisonians was of a fun, inclusive opportunity for everyone to come out and enjoy a day of music and summer merriment. Make Music Madison was the ultimate participatory event, affording anyone the opportunity to be a music maker, to enjoy listening to music makers, or to offer their home, business or organization as a venue. Volunteer led, with no registration fee for performers, no ticket price for audience members, Make Music Madison reached out to all genres and skill levels of musicians.



## Harmonica Mass Appeal

Examples of extending the music making opportunity to all included creating three “Mass Appeal” gatherings open to anyone who wanted to join in. A highlight was the Harmonica Mass Appeal. Hohner Harmonicas, Inc. donated 100 harmonicas, and Madison’s own Harmonica Man, DeWayne Keyes, taught 100 newcomers how to play. In one hour, the crowd mastered “Mary had a Little Lamb”, “Twinkle, Twinkle Little Star” and learned a classic blues riff. In South Madison, Rockameem Bell led percussionists in a parade from the Urban League to Penn Park, where everyone was invited to take part in a drumming circle. A Fiddler’s Hoedown was scheduled, but rained out. With the donation of pianos from Billings Piano Gallery, four fire stations hosted open mic pianos. Here is a TV news clip featuring a young pianist and capturing the spirit of the Day.<http://www.nbc15.com/home/headlines/New-music-tradition-hits-a-high-note-in-Madison-212578251.html>

We made it easy for musicians to come out and play by waiving permitting requirements for performances on city sidewalks and in city parks. Our matchmaking software offered a way for anyone who wanted to perform to find a place, removing a barrier faced by many amateur and student musicians.

As noted in Question 6, we created an event that allowed neighborhoods to come together and create community gatherings and celebrations, using neighborhood parks as venues, and drawing on neighborhood talent as performers.





## Amateurs

We sought participation through extensive networking, focusing on neighborhood associations, non-profit organizations, business associations, musician organizations, music teachers and the Madison School District. Here are some of the benefits for various categories of musicians:

**Offering student musicians the opportunity to come out and play.** The Madison Metropolitan School District has a long history of excellence in fostering music education with orchestra and band instruction beginning as early as fourth grade. Make Music Madison built on this strength, and offered the opportunity for students to self-organize into performance ensembles over the summer. Through the auspices of Laurie Fellenz, Fine Arts Coordinator, Make Music Madison sent flyers and posters to each middle school music teacher and each high school music department; WYSO also distributed flyers to student musicians. Some of the youth musicians who stepped forward included: Shabbaz Fiddlers; the classical music students of the Memorial High School Quintet, Mad Walt and the Moonshine Ramblers, the High School Jazz All Stars, MadCap School of the Arts, middle school performers in Ukulele Wednesday, Projecta Roda Aberta, the Suzuki Strings of Madison, the Hippo Kids Band, Drum Power Youth, teen soloists including Gab Burdulis, and a capella singer, Becca. Unnamed youth performed at the Boys and Girls Club talent show and played pianos at four fire stations throughout Madison. University performers included the a cappella group, Ambulatones, and numerous South Asian and Indian students organized through Saaz.

**Offering amateur musicians the opportunity to come out and play.** Madison has countless amateur ensembles, many of which occasionally perform in public. Make Music Madison gave many of these groups the opportunity to bring their performances to new and unexpected audiences. Here are a few examples: Internationally renowned women's barbershop chorus, the Yahara River Chorus, greeted travelers with music at the Dane County Regional Airport; Perfect Harmony Men's Chorus performed up and down State Street; The Madison Horn club performed in front of Fanny Garver Gallery. Rennebohm Park Shelter offered performances by the Hill Farms Brass Quintet and Madison's

Bagpipers. There were also numerous amateur bluegrass, Celtic, jazz, and world music soloists and ensembles taking the opportunity to share their musical stylings in new and unexpected locations all across town.

**Offering aspiring professional musicians more exposure.** While a small percentage of musicians are able to regularly book paying gigs, many more struggle to get exposure to find an audience at all. Business venues such as the GAP, Fontana, the Froth House, the Hatch House, The Old Sugar Distillery, Sherman Terrace, Talbot Studio and Gallery, the Sugar Shack, and Heid Music (to name a few), provided ideal locations for up and comers to strut their stuff. In a survey returned by performers and venues, we read anecdotal stories of retail establishments and restaurants that observed that music makers might have helped attract new patrons to their businesses.



## Pros

**Offering numerous venues for amplified and loud music.** Early in the planning process we heard a concern voiced by rap, rock, and indie musicians that it is difficult to find outdoor locations to perform. By waiving permitting requirements, offering city parks and community spaces as venues, Make Music Madison made ample room for loud music. Hoos.In, James Madison Park, Elvehjem Park, and the East Madison Community Center are a few of the locales that offered amplified rock.

10. Briefly describe the project, its strengths and weaknesses, and its impact on the audience. Comment on future plans, if any, for the project. (Use back or attachments if necessary.)

Make Music Madison was envisioned as a way for all Madisonians to celebrate the Summer Solstice, enjoying the longest day of the year, while sampling a buffet of musical merriment. It was designed as a citywide celebration open to music makers of all ages, skill levels, and musical persuasions. Although the heaviest concentration of performances took place during core hours, from 4:00 PM to 9:00PM,

performances began at Cargo Coffee at 7:30 AM and continued through to a final performance at the Wisconsin Memorial Union Terrace beginning at 10 PM. 35 of the venues hosted 3 to 10 performances. Performance locations and venues included: 20 city parks; 8 public libraries; 6 fire stations; approximately 30 community centers, neighborhood associations and senior centers; 2 museums; 5 churches; the Dane County Regional Airport; the Overture Center; Monona Terrace; UW Memorial Union Terrace; approximately 50 private businesses, restaurants and homes.

### Impact on Audience:

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We created an on-line survey to gauge the responses of venues, artists, volunteers, and spectators to our event. The survey asked what was most successful and least successful about the event, asked for suggestions for improvement, and asked respondents to name their favorite experience of the day. The survey was available via our web-based contact list and via Facebook. Madisonians also uploaded images and video clips via Facebook and Flickr that revealed a very positive response to the event. Media coverage of the June 21 event also painted a colorful picture of people all over town enjoying a day of music and neighborliness. Included in the Media coverage was a piece in the British digital magazine, Urban Times, capturing the spirit of localism that fueled Make Music Madison's success. <http://urbantimes.co/magazine/2013/07/madison/>



## What it's all about.

Here are some of the responses from artists, venues and audience, when asked in the survey to name their favorite experience from June 21. The range of responses touched all of the key elements we envisioned for the event.

- “People singing along with our songs”
- “Audience participation in sing alongs and the chicken dance”
- “Sitting at the Blue Plate watching a couple of kids playing jazz”
- “The cars driving by honking, and people walking out of stores and stopping to listen.”
- “When an impromptu wedding party in a bus stopped as they were driving by, and they all filed out to dance and whoop it up while we were playing.”

- “I really enjoyed playing at James Madison Park facing the water; being able to play amplified outside in the city; the band got a lot of exposure in one day and met lots of other bands.”
- “A lady came up to us and said she wished we had been at O'Hare Airport earlier where she had a 7 hour layover. She said we would have made it much more fun!”
- “The community feeling, watching the audiences enjoying the music, and enjoying the music myself”
- “Spending time with family at a park listening to great music.
- “Our second show that night was probably the best one we have ever played--the place was packed, audience was into it, lightning storm outside, it was just a ton of fun.
- “The harmonicas at the top of State Street!”
- “Stumbling across a great neighborhood park (not in my neighborhood) and sticking around for hours because of the people and the music. Great community event!”
- “Hearing "Summertime" by a lovely soprano”
- “My favorite experience was at the end of my performance when an audience member asked me questions about my instrument.”
- “Ben Z rapping with kids from our community center”.
- “Hill Farms Brass Quintet at Rennebohm Park.”
- “Audience participation.”
- “Watching the Capitol Chordsmen serenading State Street outdoor diners spontaneously.”
- “Connecting with community people of all walks of life who were very appreciative.”
- “Getting the crowd dancing at the Train Car.”
- “Getting to play music for people in Madison! A couple people approached me after each performance to ask questions or comment on my music, and having people respond to my music like that is really nice. ”
- “Meeting, talking with people and the venue staff.”
- “Playing on State St., in front of the Fanny Garver Gallery”
- “We hosted a terrific performer and the audience was delighted!”
- “I loved watching him and his teacher play and it was so neat that the crowd had music and harmonicas to play along. That was a very novel idea.”
- “Watching the crowd enjoying the whole atmosphere of the Solstice party: the music, the food, the neighborhood coming together were all wonderful.”
- “The West High school group performing at Froth House”
- “The Fordem flyers (people with mental illness )”
- “Hearing a cappella and looking out our shop door and seeing a crowd of people smiling”
- “Meeting all the bands and seeing the neighborhood families come and watch their shows. I also really liked just wandering around town and finding shows everywhere! It really felt like a city-wide festival.”
- “Glenwood Children's Park. Great location, great crowd, great organizers. I'm looking forward to working with them again in the future.”
- “We hope to continue the connection made as a form of exercise at our sites. I loved seeing the performers at various sites as I moved throughout the city.”
- “Having a great variety of artists here at our venue. Everyone, including the artists, had fun!”
- “I didn't know there were so many talented people in the community.”
- “My favorite experience was having a growing audience that was clearly enjoying being there. It was a mix of people from the Dunn's Marsh Neighborhood, Prairie UU Society members, and friends of the performers.”



- “Playing my own music for kids and having kids dancing to it and then saying, "No! Don't go!" when it's time for me to leave.”
- “The venue owners went above and beyond. I made some new friends. The camaraderie between the venue owners, artists and audience. It was like a holiday”
- “Playing a fairly solid set of music to a bunch of people who hadn't heard us (a roots duo) before and keeping the crowd engaged the whole set.”
- “At the last minute we talked to a guy (Jack Lussier) who had his washboard in the car. He became our guest artist and did a great job. Everyone loved it.”
- “When a band was a NO SHOW and didn't even contact me, a 7 year-old neighbor brought out her violin and filled in. She played everything she knew. It was her first public performance and she was awesome. Also, the local high school fiddle class came and totally inspired us all.”
- “7:30 AM show at Cargo on Park (especially the comment that they never have that many customers at that time of day) and 7:30pm at Bear Mound Park (with 300 neighbors)”
- “Lumanya Drum & Dance Ensemble, also Indigo Sky Jazz Guitar Duo”
- “The expressions on the face of the airport crowd”
- “The people stopping on the bike path to listen.”
- “As a venue, it was fun to have live local bands performing in front of our store to their friends & fans. We're a music instrument store, so the musical content of the event was very appropriate for us. It felt very good to support the local music community by rolling out the red carpet to the musicians that performed at our venue. As a performing musician with Mad City Funk, it was a fun, unusual outdoor performance space.”

## Strengths:

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We believe that the greatest strength of Make Music Madison was the way it reflected the spirit of our city: creative, talented, fun-loving, neighborly, with a long tradition of creating volunteer led musical festivals. The musicians, venues and volunteers who envisioned a day of music “performed by anyone, enjoyed by everyone” were the driving force that made this event a success.

### Our Core Team:

An extraordinarily focused and hardworking small core of volunteers allowed us to mount the entire event on a \$35,000 budget, built on a \$25,000 city grant plus \$10,000 in community donations. By our most conservative estimate, the cost to mount this event without the pro-bono services of volunteers, and discounted billable rates of contractors and media partners would have been at least \$300,000.

### Some of the key volunteers and their roles:

- ~ Founder with visionary passion, strong leadership skills, and expertise in marketing and promotion.
- ~ A graphic design volunteer created Isthmus Insert and layout for weekly updates.
- ~ Pro Bono lawyers managed incorporation and intellectual property details.
- ~ Volunteer Ad agency developed our brand logo and advertising, and created and disseminated press releases.
- ~ A volunteer created a handbook and led neighborhood and venue recruitment efforts.
- ~ The minutia of confirming matchmaking details was managed by a volunteer.

Two contractors and a media partner offered services at deeply reduced billable rates.

- ~ An events coordinator with extensive national experience in events planning, community organizing, volunteer coordination and grant management contracted to manage the event at less than half her billable rate.
- ~ A tech team volunteered to develop a website, matchmaking software, scheduling, mapping, and smart phone apps, and managed social media. Using Madison as its test client, this team of young Madison tech entrepreneurs developed a national platform for matching platform and Smartphone apps. As a result, our cost to create our website and applications was only \$1,700.
- ~ Isthmus provide a deeply discounted advertising package for the month prior to the event in exchange for being named our sole print media partner.

#### Publicity and Communication:

There were many strengths in our communications and publicity efforts. In the months leading up to our event, efforts focused on signing up participants, and more than 300 musicians and venues heard about MMM and signed up. In reading through survey comments, our planning committee received high praise for our responsiveness and thoroughness in communication with venues and artists before and after they registered.

Grass roots awareness building took place through neighborhood associations, posters, social media and networking. Neighborhood publicity drove attendance at local venues. We made good use of social media including Facebook, Flickr and Twitter. We created an 8-page Isthmus insert, which was very useful and user friendly. We asked for and received publicity assistance in the form of email blasts and announcements from United Way, Overture, and others. Our logo and slogan worked well in launching and branding our event. Several radio stations, newspapers, and web sites promoted MMM. Volunteers staged Make Music Madison Preview Concerts and leafleted prior to Overture Center concerts and at the Farmers' market for the two weeks before June 21.

#### Web Applications:

The number and quality of web based apps developed by a small and nimble tech team was one of the most significant strengths and successes of MMM 2013. There was praise for the ingenuity and utility of the matchmaking software. It was our software that made it possible to sign up and coordinate 280 concerts, and remain in communication with venues and artists, resulting in very few glitches on June 21. Many people commented favorably on the usefulness of the mapping/scheduling software. We heard that the mapping was easy to use and yielded lots of information in many convenient ways. The rain icons identifying venues with rain locations proved very useful given the soggy start of the day. Nonetheless, as with all beta software development, one learns about the glitches as end-users attempt to use the product. There were a fair share of venues and artists who were confounded by the software and needed a high degree of coaching to register and complete matchmaking. Of positive note is the utter responsiveness of the tech team to the various calls for help in addressing staff and end-user's software conundrums. Comments logged from volunteers, the tech team and end-users all will all analyzed and addressed to improve the 2014 on-line experience.

#### Community Goodwill:

The goodwill of the community is counted as a large part of our ultimate strength. The willingness of musicians and venues to enthusiastically embrace this untried idea allowed us to present 280 concerts. The willingness of funders to step forward to aid in launching an untried event allowed us to raise the additional funds required to meet our expenses. The willingness of Dane County Time Bank to act as our fiscal sponsor allowed us to collect donations as a non-profit entity. The cheerfulness, can-do attitude, and goodwill of the City of Madison staff was unflagging. We believe that, in the end, even our bit of controversy can be counted in the strength column. A re-awakened and lively discussion of the role and value of music makers in Madison was one of the results of launching this new event in October 2012 at a town hall meeting well

attended by scores of musicians. We are eager to include more musicians in planning the 2014 event as a positive showcase for professional musicians, as well as a way to introduce new and rising talent.

#### Weaknesses:

The very fact that we were launching a new event from scratch meant that everyone was working at maximum capacity. We will need both more volunteers and sufficiently paid staff to sustain this event in the future. We did not have a fundraiser or dedicated volunteer coordinator. All of these roles must be filled for 2014.

In spite of our extensive publicity efforts, there was insufficient awareness of the event. Much of this we attribute to the fact that Make Music Madison was a completely new event and a new concept for a summer music event. Low awareness may have had an impact on signing up artists and venues, as well as on audience size. Awareness will improve over time as the community learns about Make Music Madison. And, of course, having a publicist and more funds to spend on raising awareness will certainly help.

We could have used a lot more musician involvement in planning and recruitment efforts. We need a strong musician spokesperson on our board.

As noted earlier, software was developed and launched without sufficient time for testing. As a result many users found the matchmaking interface clunky and not intuitive. One improvement will be to develop instructions that are clearer for artists and venue in the matchmaking process. We also are exploring making a demo video to walk people through the software registration and matchmaking steps.

A factor outside of our control had a negative impact on our launch year. With six solid hours of rain from roughly 7:30am to 1:30pm, some acts were scrubbed and some spirits were dampened. Still, venues' rain plans allowed the morning to play out in a positive way with very few cancellations.

#### Plans for Future:

Organizationally, Make Music Madison is still in its infancy. We need to find our place and a way to thrive alongside many mature summer music events, each with its own established following and funding sources. How can we best sustain and grow MMM? What organizational form will we take? Do we want to incorporate as a non-profit, or might we form a partnership with another non-profit as we did with Dane County Time Bank in 2013? We need to develop a realistic budget, and cultivate City, corporate and non-profit funding sources. We must also expand our board to include the expertise of fundraisers, publicists and volunteer coordinators.

Growing the public face of the event involves another list of aspirations. We must form a structure that is built on the collaboration of professional musicians as partners, and venues as impresarios. We must find a common embraceable goal that will allow Make Music Madison to grow to become a signature Madison musical event showcasing both Madison's professional talent as well its deep pool of amateur artists.

We must focus on the nascent community building potential of MMM. One of the most gratifying features of MMM 2013 was the way neighborhoods seized the opportunity to showcase their local talent. Building on these neighborhood events will ensure a place for everyone to come out and play.

There also are questions dealing with optimizing audience size and participation. With summer solstice 2014 falling on a Saturday, we look forward to cementing our strengths, growing our partnerships and finding more ways for everyone to come out and play.

There also is room for communication and publicity improvement in 2014. A larger budget would allow us to do more to publicize and promote the event, including getting printed posters out to artists and venue. We intend to build on our media partnership with Isthmus and develop deeper partnerships with other Madison media as well.

### **Internet Links to Social Media, Images and Media Coverage:**

Make Music Madison website

[www.makemusicmadison.org](http://www.makemusicmadison.org)

PDF version of Isthmus 8 page schedule/insert

[http://www.makemusicmadison.org/wp-content/uploads/2013/06/MakeMusicMadison\\_fullListings\\_2013.pdf](http://www.makemusicmadison.org/wp-content/uploads/2013/06/MakeMusicMadison_fullListings_2013.pdf)

Make Music Madison Facebook

<https://www.facebook.com/makemusicmadison>

Make Music Madison Twitter Account

<https://twitter.com/makemusicmsn>

Make Music Madison Flickr Images:

<http://www.flickr.com/groups/makemusicmadison/>

2.5 minute Make Music Madison Day of Event Video

<http://www.youtube.com/watch?v=u3RGsqgmwwo&feature=youtu.be>

Make Music Madison Gomers Promo Video

<https://www.dropbox.com/s/fhzbz9ayxppxy9l/MMM%202013.mp4>

Make Music Promo Video Featuring Paris

<http://vimeo.com/64093626>

Isthmus Daily Page Photo Gallery 1

<http://www.thedailypage.com/video/article.php?article=40241&sid=f487130a456301432f3e7a8d3167f33f>

Isthmus Daily Page- Photo Gallery 2 (Includes South Madison)

<http://www.thedailypage.com/music/article.php?article=40244>

Capitol Times Photos and Video

[http://host.madison.com/ct/news/local/city-life/check-out-our-storify-on-make-music-madison/html\\_07d78b18-db4a-11e2-b827-0019bb2963f4.html](http://host.madison.com/ct/news/local/city-life/check-out-our-storify-on-make-music-madison/html_07d78b18-db4a-11e2-b827-0019bb2963f4.html)

Capitol Times Photo Gallery

[http://host.madison.com/gallery/news/local/photos-make-music-madison/collection\\_f4c556f6-db42-11e2-a01b-0019bb2963f4.html#0](http://host.madison.com/gallery/news/local/photos-make-music-madison/collection_f4c556f6-db42-11e2-a01b-0019bb2963f4.html#0)



Wisconsin State Journal Photo Gallery

[http://host.madison.com/gallery/photos-make-music-madison/collection\\_3a259247-fbff-585d-85af-122247e982e6.html#2](http://host.madison.com/gallery/photos-make-music-madison/collection_3a259247-fbff-585d-85af-122247e982e6.html#2)

Wisconsin State Journal Feature Article

[http://host.madison.com/wsj/news/local/after-a-rainy-start-the-curtain-goes-up-on-make/article\\_632e88a8-a096-58fd-a496-5dab49d5b851.html](http://host.madison.com/wsj/news/local/after-a-rainy-start-the-curtain-goes-up-on-make/article_632e88a8-a096-58fd-a496-5dab49d5b851.html)

Wisconsin State Journal Post Event Editorial

[http://host.madison.com/wsj/news/opinion/mailbag/bob-drane-make-music-madison-will-be-a-lovely-new/article\\_c4ea26d6-8afb-58e1-bf0b-9164a952ab07.html](http://host.madison.com/wsj/news/opinion/mailbag/bob-drane-make-music-madison-will-be-a-lovely-new/article_c4ea26d6-8afb-58e1-bf0b-9164a952ab07.html)

June 17 - 77 Square Feature

[http://host.madison.com/entertainment/music/make-music-madison-a-field-day-for-music/article\\_afe0ea5d-2bad-584a-8e10-6c19da1a5ec2.html](http://host.madison.com/entertainment/music/make-music-madison-a-field-day-for-music/article_afe0ea5d-2bad-584a-8e10-6c19da1a5ec2.html)

June 13 Isthmus Article

<http://www.thedailypage.com/isthmus/article.php?article=40156>

May 16 Article- Isthmus

<http://www.thedailypage.com/daily/article.php?article=39942>

March 13 Launch of Software Story

<http://www.thedailypage.com/daily/article.php?article=39445>

June 21- 35 ways to Enjoy Make Music Madison in the Rain

<http://www.thedailypage.com/music/article.php?article=40237>

Brava Feature Story

<http://www.bravamagazine.com/BRAVAMagazine/Work/0613TheUltimateSummerGig.aspx>

Channel 15 Pre- Event Interview- Rothschild and Amy Carlson interview

<http://www.youtube.com/watch?v=1IIYLSJrlfg>

Channel 15 News Clip from Evening of June 21

<http://www.nbc15.com/home/headlines/New-music-tradition-hits-a-high-note-in-Madison-212578251.html>

Channel 3000 listing

<http://www.channel3000.com/entertainment/citywide-make-music-madison-starts-friday-morning/-/1628/20656278/-/mi8qmn/-/index.html>

June 21 Capitol Times Listing

[http://host.madison.com/news/local/by-land-or-by-sea-ways-to-enjoy-make-music/article\\_e4b9bcc8-d9eb-11e2-8e40-001a4bcf887a.html](http://host.madison.com/news/local/by-land-or-by-sea-ways-to-enjoy-make-music/article_e4b9bcc8-d9eb-11e2-8e40-001a4bcf887a.html)

Urban Times Focus on Localism

<http://urbantimes.co/magazine/2013/07/madison/>

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11. Final Financial Accounting:

Breakdown of Income:

- a. Cash (other than MAC): Please list all monies received for the project from admission fees, gifts, grants or sales.

Sources	Amounts
Grants: Madison Community Foundation	\$1000
Pleasant Rowland Foundation	\$ 500
Private donations:	
Various donors/business contributions	\$4,718.86
Pledged donation:	
MG&E	\$ 5,000.00
<b>Total</b>	<b>\$ 11,218</b>

- b. In-kind Contributions: Please list goods and services, if any, which were donated to the project, with amounts based on their fair market value.

Make Music Madison drew upon the in-kind contribution of a vast range of highly skilled volunteers. We asked all of our specialist volunteers to tally the fair market of their time and expertise to arrive at the figure below. Most notable is that our Madison team of 13 tech co-workers developed matchmaking software and mobile apps that were used nationally. Total fair market value of work undertaken by our volunteer team is \$367,000, but spread over 7 cities we are listing that value at only \$52,000. We recognize that it would not be possible to fully compensate our volunteers at their billable rates, and are extraordinarily grateful for their generosity and expertise.

Sources	Amounts
Executive Director 1500 hours @ \$100 per hour	\$150,000
Events Manager pro bono hours @ 37.50 hour	\$ 17,570
Legal services- intellectual property	\$ 3,000
Legal services- incorporation	\$ 1,500
Total Software development cost = \$367,000 for seven cities	
Madison Cost @ 1/7 total software development cost	\$ 52,000
Five person graphic design and social media team	\$ 11,000
KW2 Advertising agency	\$ 13,600
Fair market value Isthmus @ 29,100 - \$10,000 billable	<u>\$ 19,100</u>
<b>Total</b>	<b>\$ 267,770</b>
<b>MAC Grant Amount:</b>	<b>\$ 25,000</b>
<b>Total Income (Items a + b + c)</b>	<b>\$ 303,988</b>

B. Breakdown of Cash Expenses:

	MAC Funds Used for Item	Total Spent (including MAC Funds)
a. Personnel Fees	\$17,500.00	\$ 17,500.00
b. Supplies and Materials (Operations)	\$ 747.00	\$ 747.81
c. Equipment/Facility Rental	\$ N/A	\$ N/A
d. Promotion	\$ 5,203.00	\$ 11,800.00
. Transportation ( Piano Delivery)	\$ 300.00	\$ 300.00 f.Other: Busine
Other: Event Insurance	\$ 750.00	\$ 750.00
Other: Parks and Permits	\$ 450.00	\$ 450.00
g. <b>Total Expenses (Items a + b + c + d + e + f)</b>	<b>\$25,000.00</b>	<b><u>\$31,597.81</u></b>

**Reported by: Beth Mastin**

**Date: August 1, 2013**

**Project Administrator: Beth Mastin**

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