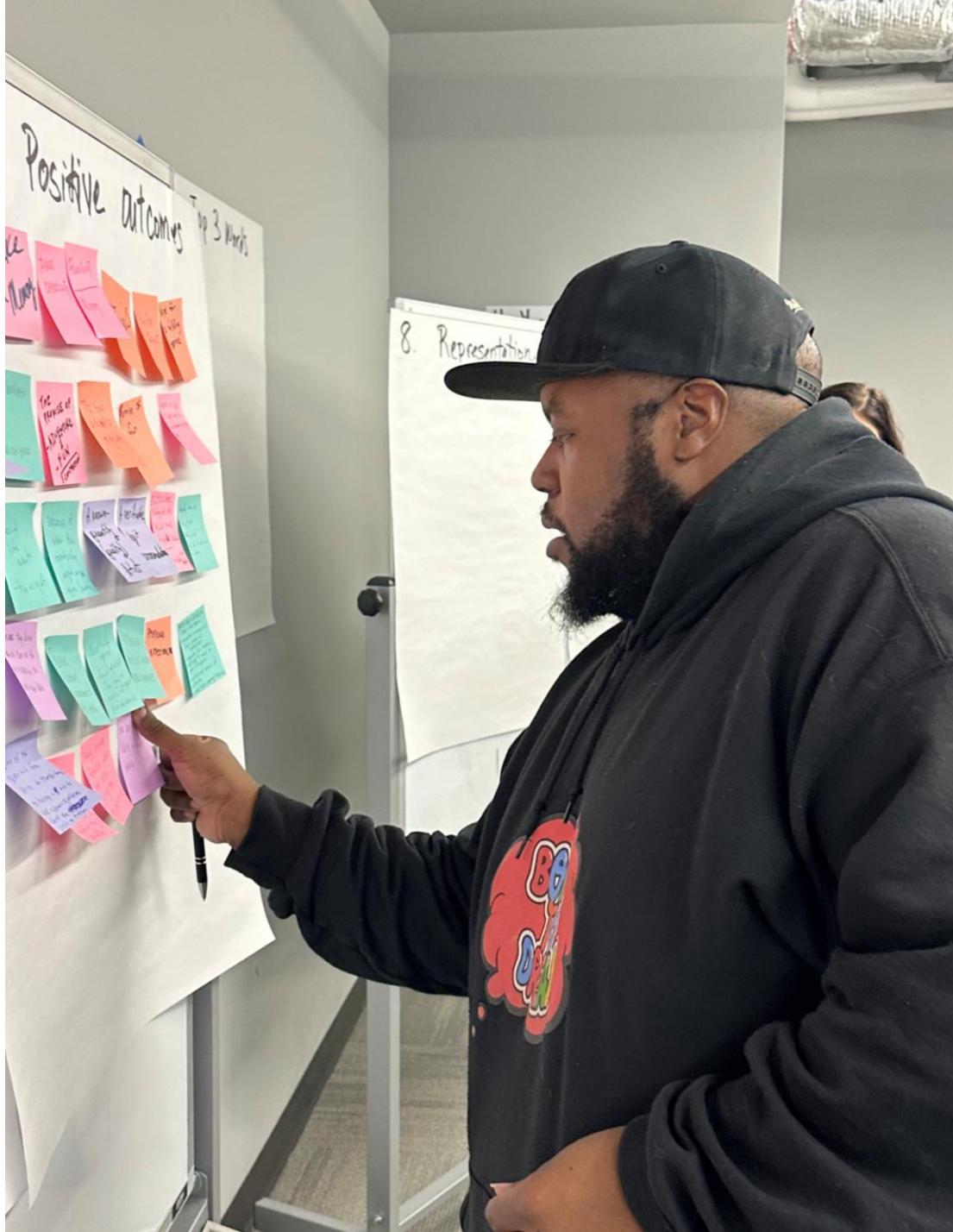


# GREATER MADISON MUSIC BRAND





# ENGAGEMENT

- Artists and Musicians
- Venues and Promoters
- Community and Cultural
- Organizers and Partners
- Residents and Visitors
- Regional Partners

# SURVEY DEMOGRAPHIC BREADTH

12.4% HISPANIC

9.87% SELF-DESCRIBED – MOSTLY BIRACIAL

7.24% BLACK

5.16% RESIDING OUTSIDE DANE COUNTY

HERO'S JOURNEY WORKSHOP



# Help shape greater Madison's music identity with City of Madison's "Hero's Journey"

By Omar Waheed - Dec 17, 2025 0



## Madison Reporter

Thursday, December 4, 2025

Business Real Estate Government Schools Sports Arts & Entertainment Crime & Courts Directory

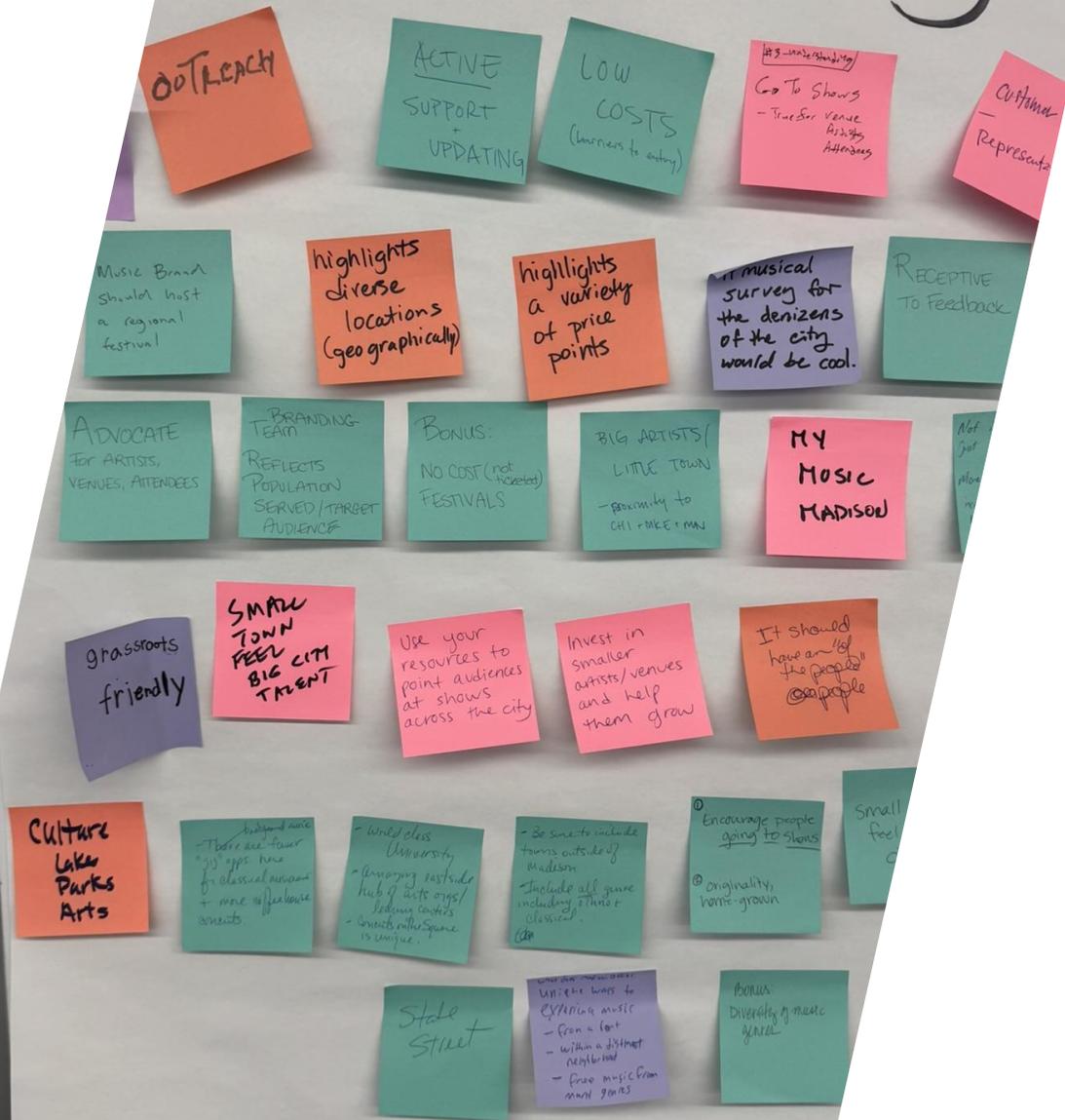
**Madison invites public input on shaping regional music identity through new survey**

BUSINESS

## SURVEY DISTRIBUTION

- Publication of the survey link on the City of Madison website
- Promotion through the City of Madison social media channels
- Distribution via a press release developed by The Creative Company and issued by the City of Madison
- Coverage by local media outlets, including Public Technologies (PUBT), Madison Reporter, and Madison365
- Promotion through The Creative Company's social media channels
- Additional sharing within the local music community, including a Madison-focused music group by a local musician involved in the project.

# Understanding



## MUSIC BRAND - 4 PILLARS

1. BUILT WITH & FOR GREATER MADISON'S MUSIC SCENE
2. MANY SOUNDS SEEN & HEARD ACROSS MANY SCENES
3. MUSIC BELONGS TO EVERYONE
4. EXPERIENCE MUSIC THAT'S EQUITABLE, WORTHWHILE, AND HUMAN

# REGIONAL MUSIC BRAND GOALS

<b>Increase</b>	Increase awareness and discoverability of all of Greater Madison's music experiences
<b>Support</b>	Support year-round music and cultural tourism
<b>Encourage</b>	Encourage music exploration beyond major events
<b>Strengthen</b>	Strengthen connections between visitors and local communities
<b>Elevate</b>	Elevate the region's identity as a place where music is part of daily life
<b>Unify</b>	Unify the entire Greater Madison music ecosystem and foster strong relationships



## NEXT STEPS

- CONSULTATION ON VISUAL IDENTITY AND BRAND TOOLKIT
- PUBLIC TESTING AND VALIDATION OF THE BRAND
- BRAND LAUNCH AND ROLLOUT
- BRAND ADOPTION AND ONGOING USE





THANK YOU

Angela Puerta

[apuerta@cityofmadison.com](mailto:apuerta@cityofmadison.com)