

From: [Tyler Brunsell](#)
To: [Finance Committee](#)
Cc: [Tishler, Bill](#); [All Alders](#)
Subject: Writing In Support of the 2025 Mad Lit Event Series | Agenda Item 3
Date: Monday, April 28, 2025 12:40:18 PM

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Dear Members of the Finance Committee,

My name is Tyler Brunsell, I grew up in Middleton and spent a large amount of time on the west side of Madison prior to living in the Hilldale area. I currently work with Urban Community Arts Network, Ltd. (UCAN) as a Creative Strategy Coordinator. Since I've started working with UCAN, I've found Mad Lit is a series I greatly look forward to each year; from both behind the scenes and day-of event perspectives.

Behind the scenes part of my joy as an employee is being able to assist with the growth of the series. For example, Mad Lit's audience doubled from 3,000 in 2023 to 7,000 in 2024 due to our team being able to lean further into social media advertising and local ad placements. With continued funding, our team plans to expand to 15,000+ attendees and invite national-level artists, boosting tourism and downtown traffic.

Day-of, I've been met with a continuously reinforced belief that it's possible to create an inclusive space in our city, uplifting Hip-Hop, spoken word, and DJ culture—forms of art historically underrepresented in Madison. Although Mad Lit is only physically present in the summer, the series creates a venue for fans who identify as Black, Indigenous and people of color offering a sense of belonging in the heart of Downtown Madison.

This event series represents the best of what Madison can be—creative, inclusive, and community-driven. I hope you will continue to invest in this economic and cultural asset that strengthens Madison's future.

Sincerely,
Tyler Brunsell
Madison Resident | District 11

From: [Tyler Brunsell](#)
To: [Finance Committee](#)
Subject: Agenda Item 3 | Mad Lit Impact Reports
Date: Monday, April 28, 2025 2:49:57 PM

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Dear Members of the Finance Committee,

I will be speaking tonight, but wanted to provide you all with our [2023](#) and [2024](#) Mad Lit Impact Reports.

Thank you,
Tyler Brunsell
[Urban Community Arts Network](#)
[Greater Madison Music City](#)

From: [Sabrina Madison](#)
To: [Johnny Winston Jr.](#)
Subject: Re: In Support of Mad Lit
Date: Monday, April 28, 2025 2:02:27 PM

You don't often get email from hello@centerforblackwomen.org. [Learn why this is important](#)

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(FCC Bcc'd)

Hi Johnny,

Just a quick note that my district email address is district17@cityofmadison.com and that's the address to Cc me on City related emails.

Thanks for sending your comments.

Sabrina

On Mon, Apr 28, 2025 at 1:37 PM Johnny Winston Jr. <johnnywinstonjr@gmail.com> wrote:
Dear Members of the Finance Committee,

As a proud resident of Madison and a supporter of local arts and culture, I am writing to express my strong support for the continued funding of the Mad Lit event series. Mad Lit has become a vital part of our community, providing not just entertainment, but opportunity, healing, and connection at a time when our city has needed it most.

Since its creation in 2020, Mad Lit has filled a clear need for equitable spaces that uplift the talents of artists identifying as Black, Indigenous, and people of color in Madison. It's the only event series of its kind that centers diverse musicians, visual artists, and small business owners—without being tied to a cultural or ethnic festival. Events like Mad Lit help make State Street and downtown feel welcoming to everyone, creating a true sense of community in the heart of our city.

Mad Lit has also increased access to art forms that historically haven't been well-represented in Madison, especially Hip-Hop, DJ culture, and spoken word. As a member of the rap group Fresh Force, I experienced this firsthand. After not performing together for over 30 years, we reunited on the Mad Lit stage in 2023—and our show turned out to be one of the most highly attended events of the series. It was an unforgettable experience not just for us as artists, but for the diverse and intergenerational crowd that came out to celebrate the culture and community. Mad Lit gave us, and so many others, the chance to share our art in an inclusive, vibrant space.

The event is free, family-friendly, and incredibly inclusive—bringing together people of all backgrounds. Community organizations like Public Health Madison-Dane County and the City Clerk's Office use Mad Lit as a platform to connect with residents, demonstrating how essential it has become beyond just the arts.

The 2023 Mad Lit Impact Report shows real results: attendance doubled from 3,000 to

nearly 7,000 people last year, and social media engagement soared. With additional support, organizers plan to reach over 15,000 attendees and continue to expand opportunities for local creatives to thrive. Continued city funding will ensure that Mad Lit remains free and accessible while giving fair pay to the artists and entrepreneurs who make it special.

As a community member and artist who has seen the impact firsthand, I urge you to continue investing in Mad Lit. This event series represents the best of what Madison can be—creative, inclusive, and community-driven.

Thank you for your consideration.

Sincerely,

Johnny Winston Jr.

Retired Firefighter, Retired School Board Member and member of rap group Fresh Force

[502 Traveler Lane](#)
[Madison, WI 53718](#)

(608) 225-9771

From: [Latimer, Carlee](#)
To: [Finance Committee](#)
Subject: Mad Lit = investing in community cohesion, racial equity, and the long-term health of Madison's arts scene
Date: Monday, April 28, 2025 3:00:26 PM

Hello all!

Thank you for all the work you do on the Finance Committee for the City of Madison. I am writing to express my **unwavering and enthusiastic support for the City of Madison's continued funding for the Urban Community Arts Network (UCAN) and the Mad Lit Concert Series.**

The Mad Lit series has become a vibrant and essential part of Madison's cultural landscape, offering free, public events that bring people of all backgrounds together in the heart of downtown Madison. **The Urban Community Arts Network's (UCAN) work has been STEADY, FOCUSED, and EQUITABLE** for years and Mad Lit is one public-facing embodiment of all that they're doing to rewrite the expectations around how artists and performers in Madison are valued and treated. UCAN's work is often invisible, behind-the-scenes and strategically integrated into existing systems connected to the City of Madison, community partners, music venues and businesses, along with local and national arts-focused organizations.

In so many words, UCAN (and Mad Lit) have been WALKING THE WALK for years. I find it a bit baffling that I'm even needing to write this email in support of their efforts again. I know in this current climate funding is stretched, layered, and decreasing. There are a lot of unknowns, resulting in feelings of fear and scarcity. Arts have always been on the cutting block whether or not that is the case and I want to express my support stating that of all the amazing festivals Madison is known for, Mad Lit is simply one-of-a-kind and reflects the talents and participation of Madison citizens who are likely not comfortable or emphasized within in other festivals. The dedication of Mad Lit in particular has not only provided a platform for local musicians—especially artists of color—but has also promoted economic activity by supporting small businesses, vendors, and entrepreneurs from historically underserved communities. **Mad Lit and all involved aren't just checking boxes, they're building something sustainable that is shifting things for Madison in the direction that will positively affect the people who often get missed.**

By investing in Mad Lit, the city is investing in community cohesion, racial equity, and the long-term health of Madison's arts scene. It's a proven example of how public and private funds together can help foster inclusive, community-driven growth. As someone who works for the City and advocates for the arts/artists again and again (and again). I hope that Mad Lit is granted the full 30K from the City --and more importantly I hope we're not here having the same conversation again in the future.

UCAN and Mad Lit does A LOT with a little for the community, while making sure it's not at the expense of the artists/vendors.

I respectfully urge you to continue supporting this vital concert series -- and all efforts from UCAN especially since their mission and actions continue to effectively align with the City of Madison's goals of equity, access to the arts, and economic opportunity for all.

Thank you for your time and continued dedication to the people of Madison.

Sincerely,
Carlee Latimer

Carlee Latimer

Bubbler Program Administrator

Madison Public Library

201 W. Mifflin St. Madison WI 53711

clatimer@madisonpubliclibrary.org

608-266-5975

www.madisonbubbler.org

From: [DJ Fusion](#)
To: [Finance Committee](#)
Subject: Support for Continued Funding of Mad Lit
Date: Monday, April 28, 2025 3:41:40 PM

You don't often get email from fusion@madtownjamz.com. [Learn why this is important](#)

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Dear Members of the Finance Committee,

My name is Shay Newman, and I'm a local radio personality / DJ, and community advocate who's been actively supporting Mad Lit since its very first year. Through my work at 93.1 JAMZ and my personal platforms, I have not only performed at Mad Lit but have also referred other artists, promoted the event heavily, and advocated for its importance in our city.

Madison has never seen anything like Mad Lit before. This series isn't just about live music, it's about building a real, multicultural heartbeat in the center of our city. Mad Lit gives artist the chance to shine unapologetically, to be compensated fairly, and to show the city what true, creativity looks like when it's given space to thrive.

The impact is undeniable: crowds have doubled, artists and entrepreneurs have grown their businesses, and people who may have never crossed paths otherwise have connected, learned from one another, and built bridges. Mad Lit has brought real healing, real unity, and real economic opportunities to downtown Madison.

It's not just music on a Friday night, music is apart of culture. It's community-building. It's education, opportunity, and economic equity wrapped up in a free, family-friendly event series that the city should be proud to uplift, not shy away from.

I've seen it firsthand, this program changes lives. It inspires artists, strengthens businesses, and makes downtown feel welcoming to everyone. That's the Madison I want to live in. That's the Madison we should be investing in.

I urge you to continue funding Mad Lit. Supporting Mad Lit means supporting Madison's future, our downtown's vibrancy, and the multicultural spirit that makes this city better for everyone.

Thank you for your time and continued commitment to Madison's growth.

Sincerely,

Shay Newman

Music Director / On-Air Personality for 93.1 JAMZ

aka DJ Fusion

From: [Wendy Rdrz-Prz](#)
To: [Finance Committee](#)
Cc: [All Alders](#)
Subject: Monday Support Mad Lit Agenda 3
Date: Tuesday, April 29, 2025 1:42:17 PM

[You don't often get email from rdrzprzwendy@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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Dear Finance Committee Members,

I am writing to express my strong support for continued funding of Mad Lit. As a proud Madison resident who cares deeply about the vitality of our downtown and the future of our city, I believe Mad Lit plays a critical role in not only supporting our local creative economy but also in helping position Madison as a destination for cultural tourism.

In the few short years since it began, Mad Lit has drawn thousands of people into the heart of downtown during the summer months. In 2024 alone, Mad Lit doubled its audience from 3,000 to nearly 7,000 attendees. These aren't just local residents—many attendees come from surrounding communities and even from out of state to experience a music and arts festival that is truly unique in its commitment to equity, diversity, and inclusion.

As Madison competes with other cities for tourism dollars, events like Mad Lit offer an authentic and welcoming reason for visitors to come, stay, and spend money. Mad Lit enhances the downtown experience with free outdoor concerts, vibrant art displays, and opportunities to shop local. When people attend Mad Lit, they are also dining at our restaurants, booking hotel rooms, shopping in local stores, and experiencing everything else Madison has to offer.

With continued investment, Mad Lit plans to grow to 15,000+ attendees and bring national performing artists alongside our incredible local talent. This will further establish Madison as a forward-thinking city where arts, culture, and tourism intersect in powerful ways.

I urge you to continue supporting Mad Lit. It is not only a local treasure—it is an economic and cultural asset that strengthens Madison's future.

Thank you for your time and consideration.

Sincerely,

Wendy Rodriguez
Madison Resident

From: [angelina.u614](#)
To: [Finance Committee](#); [All Alders](#)
Subject: Monday Support Mad Lit Agenda 3
Date: Tuesday, April 29, 2025 1:42:08 PM

You don't often get email from angelina.u614@gmail.com. [Learn why this is important](#)

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Dear Finance Committee Members,

I am writing to express my strong support for continued funding of Mad Lit. As a proud Madison

resident who cares deeply about the vitality of our downtown and the future of our city, I believe

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position Madison as a destination for cultural tourism.

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With continued investment, Mad Lit plans to grow to 15,000+ attendees and bring national performing artists alongside our incredible local talent. This will further establish Madison as a

forward-thinking city where arts, culture, and tourism intersect in powerful ways.

I urge you to continue supporting Mad Lit. It is not only a local treasure—it is an economic and

cultural asset that strengthens Madison's future.

Thank you for your time and consideration.

Sincerely,

Angelina Uk

Madison Resident

From: [Bradley Thomas](#)
To: [Finance Committee](#)
Cc: [Madison, Sabrina](#)
Subject: Support for Continued Funding of Mad Lit
Date: Monday, April 28, 2025 4:33:55 PM
Attachments: [Support for Continued Funding of Mad Lit 2025.docx](#)

You don't often get email from bradley.thomas@me.com. [Learn why this is important](#)

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Dear Members of the Finance Committee,

I hope this message finds you well.

Attached is a letter expressing my support for continued funding of the Mad Lit event series. As a Madison resident, I believe Mad Lit is a critical investment in both the cultural vitality and economic health of our downtown.

Thank you for your time and consideration.

Bradley Thomas, MBA
bradley.thomas@me.com

4/28/25

Dear Finance Committee Members,

My name is Bradley Thomas, a proud Madison resident, and I'm writing to ask you to continue supporting Mad Lit. This series is doing real work for our downtown—building business, building community, and making Madison a place people want to be.

Mad Lit has helped bring thousands of people downtown during the summer when small businesses need it most. In 2023, nearly 7,000 people attended—double the year before. Those numbers mean full restaurants, busy shops, and a downtown that feels alive again.

It's not just visitors. Mad Lit gives real opportunities to local artists and entrepreneurs, many of whom are people of color. More than 200 musicians, artists, and vendors have used the event to grow their income and their businesses. That kind of support doesn't happen by accident—it happens because of smart investment.

Mad Lit is free to attend, making it accessible to everyone and giving businesses a better shot at reaching new customers. With more funding, the team behind Mad Lit plans to bring 15,000 people downtown in 2025.

This is the kind of investment that pays off in real ways: stronger businesses, a more connected community, and a better downtown experience for everyone. I urge you to keep Mad Lit moving forward with your support.

Thank you for your time and consideration.

Sincerely,

Bradley Thomas, MBA
Bradley.thomas@me.com
Madison Resident

From: [SJ Reinardy](#)
To: [Finance Committee](#)
Subject: Please Support 4/28 Finance Committee Agenda Item #
Date: Tuesday, April 29, 2025 1:42:30 PM

You don't often get email from sjreinardy26@gmail.com. [Learn why this is important](#)

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Dear Finance Committee Members,

My name is Sandi Reinardy, and I am writing as a Madison resident who strongly supports continued funding for Mad Lit. I want to highlight how Mad Lit is not just an arts program—it plays an important role in addressing social determinants of health in our city.

Research consistently shows that strong social connections, inclusive public spaces, and cultural representation are crucial factors in community health. Events like Mad Lit strengthen **social cohesion**, creating a space where residents of all backgrounds can gather, interact, and celebrate diversity. These interactions build trust, reduce isolation, and help create the sense of belonging that is essential for mental and emotional well-being.

By intentionally centering artists, vendors, and communities of color, Mad Lit also actively works to decrease discrimination. It provides a public, highly visible platform where Black, Indigenous, and other artists of color are celebrated for their creativity, leadership, and entrepreneurship. This representation challenges harmful stereotypes and builds a more equitable community culture.

Public health is about more than clinics and hospitals—it is shaped by whether people feel seen, safe, and connected where they live. Mad Lit contributes to this healthier Madison by promoting inclusion, resilience, and opportunity in the heart of downtown.

With audience growth from 3,000 in 2023 to nearly 7,000 in 2024, and nearly 300 artists and entrepreneurs supported since the series began, Mad Lit's impact is clear. I urge you to continue funding this critical community asset that strengthens both the social and economic health of Madison.

Thank you for your time and consideration.

Sincerely,
Sandi Reinardy
Madison Resident

From: [Jan Sternbach](#)
To: [Finance Committee](#)
Subject: re Agenda Item 3
Date: Tuesday, April 29, 2025 1:42:48 PM

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In addition to submitting a written comment to all Alders re the Mad Lit funding, I want to note that the support/oppose option in the registration form did not work for me, in the sense that I checked "oppose", but it was because I oppose a reduction in the funding. I now see on social media that the way to express what I meant is to check "support". Apologies, but please don't count me in the oppose pile of registrations.

Ruefully,
Jan

Jan Sternbach

From: [Anthony Conners](#)
To: [Finance Committee](#)
Subject: Mad Lit
Date: Tuesday, April 29, 2025 1:42:58 PM

You don't often get email from fishertony608@gmail.com. [Learn why this is important](#)

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Dear Finance Committee Members,

I am writing to express my strong support for continued funding of Mad Lit. As a proud Madison

resident who cares deeply about the vitality of our downtown and the future of our city, I believe

Mad Lit plays a critical role in not only supporting our local creative economy but also in helping

position Madison as a destination for cultural tourism.

In the few short years since it began, Mad Lit has drawn thousands of people into the heart of downtown during the summer months. In 2024 alone, Mad Lit doubled its audience from 3,000

to nearly 7,000 attendees. These aren't just local residents—many attendees come from surrounding communities and even from out of state to experience a music and arts festival that

is truly unique in its commitment to equity, diversity, and inclusion.

As Madison competes with other cities for tourism dollars, events like Mad Lit offer an authentic

and welcoming reason for visitors to come, stay, and spend money. Mad Lit enhances the downtown experience with free outdoor concerts, vibrant art displays, and opportunities to shop

local. When people attend Mad Lit, they are also dining at our restaurants, booking hotel rooms,

shopping in local stores, and experiencing everything else Madison has to offer.

With continued investment, Mad Lit plans to grow to 15,000+ attendees and bring national performing artists alongside our incredible local talent. This will further establish Madison as a

forward-thinking city where arts, culture, and tourism intersect in powerful ways.

I urge you to continue supporting Mad Lit. It is not only a local treasure—it is an economic and

cultural asset that strengthens Madison's future.

Thank you for your time and consideration.

Sincerely,

Anthony Conners

Madison Resident

From: [Johnny Winston Jr.](#)
To: [Finance Committee](#)
Cc: [Sabrina Madison](#)
Subject: In Support of Mad Lit
Date: Tuesday, April 29, 2025 1:43:13 PM

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Dear Members of the Finance Committee,

As a proud resident of Madison and a supporter of local arts and culture, I am writing to express my strong support for the continued funding of the Mad Lit event series. Mad Lit has become a vital part of our community, providing not just entertainment, but opportunity, healing, and connection at a time when our city has needed it most.

Since its creation in 2020, Mad Lit has filled a clear need for equitable spaces that uplift the talents of artists identifying as Black, Indigenous, and people of color in Madison. It's the only event series of its kind that centers diverse musicians, visual artists, and small business owners—without being tied to a cultural or ethnic festival. Events like Mad Lit help make State Street and downtown feel welcoming to everyone, creating a true sense of community in the heart of our city.

Mad Lit has also increased access to art forms that historically haven't been well-represented in Madison, especially Hip-Hop, DJ culture, and spoken word. As a member of the rap group Fresh Force, I experienced this firsthand. After not performing together for over 30 years, we reunited on the Mad Lit stage in 2023—and our show turned out to be one of the most highly attended events of the series. It was an unforgettable experience not just for us as artists, but for the diverse and intergenerational crowd that came out to celebrate the culture and community. Mad Lit gave us, and so many others, the chance to share our art in an inclusive, vibrant space.

The event is free, family-friendly, and incredibly inclusive—bringing together people of all backgrounds. Community organizations like Public Health Madison-Dane County and the City Clerk's Office use Mad Lit as a platform to connect with residents, demonstrating how essential it has become beyond just the arts.

The 2023 Mad Lit Impact Report shows real results: attendance doubled from 3,000 to nearly 7,000 people last year, and social media engagement soared. With additional support, organizers plan to reach over 15,000 attendees and continue to expand opportunities for local creatives to thrive. Continued city funding will ensure that Mad Lit remains free and accessible while giving fair pay to the artists and entrepreneurs who make it special.

As a community member and artist who has seen the impact firsthand, I urge you to continue investing in Mad Lit. This event series represents the best of what Madison can be—creative, inclusive, and community-driven.

Thank you for your consideration.

Sincerely,

Johnny Winston Jr.

Retired Firefighter, Retired School Board Member and member of rap group Fresh Force

502 Traveler Lane

Madison, WI 53718

(608) 225-9771

From: [Eve Dorman](#)
To: [Finance Committee](#)
Cc: [Harrington-McKinney, Barbara](#)
Subject: Funding for Mad Lit
Date: Tuesday, April 29, 2025 1:43:20 PM

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My name is Eve Dorman and I have been a Madison resident for almost 25 years. While I live with privilege, I have contact with many marginalized communities in the Madison area. I strongly support continued local funding for Mad Lit.

Mad Lit offers a wide spectrum of benefits to our community. It is a visible and welcoming space for Black, Indigenous & other People of Color to showcase their art and their businesses, in our city that has often been challenged on failing to live up to our stated commitment to equity and diversity.

Mad Lit performances build social cohesion, and provide an avenue for public services (Public Health, City Clerk) to reach community members who might not otherwise go through the hassle of connecting with these services.

The events are free & family friendly, perfect for attracting to people to the downtown area. It's a great opportunity to showcase our beautiful downtown as well as attracting foot traffic and spending for local businesses.

I would also remind the Council that federal funding for these kinds of initiatives is increasingly uncertain. If we wish to preserve and encourage the development of a diverse and equitable community, it will require LOCAL commitment, which means LOCAL dollars. Mad Lit is a value-added opportunity & is very much worth the investment.

Thank you for your attention to this important issue!

Best,
Eve Dorman

From: [Hedi Rudd](#)
To: [Finance Committee](#)
Subject: MadLit
Date: Tuesday, April 29, 2025 1:43:28 PM

You don't often get email from hedirudd@gmail.com. [Learn why this is important](#)

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Hello Members of the Madison Finance Committee,
Thanks for taking up the issue to substitute a cut of 15K to the 2025 season of MadLit and continue to fund at 30K for this year. As it is April and the event around the corner, cutting 15K from the budget, would essentially make it close to impossible for the organizers to pull off the event this year. They could of course scramble to make up 15K, but considering that efforts are underway to confirm the actual event details, this would be a big ask.

Let me first say that I am the official photographer for MadLit and you can go to my [FB Page](#) and see for yourself the impact this event has on the community and in the event that seeing isn't believing for you, let me explain. This has been unequivocally the hardest year that I have had in my 54 years of living, why? Because everything that I hold dear is under attack. So I personally have been looking forward to MadLit as the one thing, place and event this year where for a few hours on a Friday night, I can be one with my community and be proud to live in Madison and feel safe and amongst friends and family. While I am there taking photos, I also bring my children, grandchildren and partner and we are able to connect with friends and make new friends. This isn't just true for me, it's true for many others.

What you might not also see is that there are not a lot of police, or a need for them. While there is also a considerable presence of the homeless population in the event area, for a few hours they too can relax, dance and be one with the community. Vendors are able to share their goods with the community and at a time when small businesses are going to be impacted, we should be ensuring they have space to share their goods and services.

When I take photos at MadLit, I often tell folks that while I am taking photos in the dark, it doesn't matter because the light from within the folks in attendance shines so bright that my photos are able to still tell a colorful story. I used to compare my photos to Live on King Street, which shows throngs of folks packed to the gills, many who are drinking and have a lot of privilege of great lighting and all that. I stopped, because what I noticed is that we don't serve alcohol, some may grab a drink from a spot nearby, but that's not the focus. It's not about alcohol consumption or a massive crowd. It's about the little touches, the chance encounters, the date nights, the space to breathe and interact with one another. That is what makes the event MadLit. This makes sense, because if you look up the meaning of MadLit, in the Urban Dictionary, it used to mean "intoxicating", now it means "exciting" and that's what it is. It's an exciting opportunity for the City of Madison to connect with an often forgotten population in Madison and build a bridge to the rest of Madison. Let's not stop doing that!

I trust you will continue to fund this important event and I hope to see you there and capture a photo of you enjoying the moment.

Warmest,
Hedi Rudd

From: [Corrie Graham](#)
To: [Finance Committee](#)
Cc: [Bill Jetzer](#)
Subject: Mad Lit funding
Date: Tuesday, April 29, 2025 1:43:37 PM

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Dear Members of the Finance Committee,

As a Madison resident who values both our cultural vibrancy and our economic health, I am writing to urge your continued support for Mad Lit. This event series is not only an important cultural asset, but also an economic driver that benefits our downtown businesses, local artists, and entrepreneurs.

Mad Lit directly contributes to the revitalization of the downtown State Street area, bringing thousands of people into the heart of Madison on Friday nights during the summer. In 2023 alone, attendance nearly doubled to close to 7,000 people—a remarkable growth that translates into more foot traffic for local restaurants, shops, and businesses at a time when downtown economies across the country are struggling to recover.

Beyond foot traffic, Mad Lit provides vital economic opportunities for small business owners and creatives of color. Over 200 local musicians, visual artists, and vendors have participated in the series so far, gaining both income and broader exposure. For many, events like Mad Lit are not just performances or pop-up shops—they are chances to build sustainable businesses, reach new customers, and invest back into the local economy.

Mad Lit is also unique because it fosters economic activity without charging entry fees to the public, creating an open and accessible environment that brings in diverse audiences who spend money in our city. With additional grant funding, the organizers plan to attract over 15,000 attendees in 2025, further boosting Madison's reputation as a vibrant, inclusive destination.

Investing in Mad Lit is investing in a stronger, more resilient Madison. It's a smart economic choice that supports local talent, strengthens small businesses, and energizes our downtown. I urge you to continue funding this vital community asset.

Thank you for your time and consideration.

Sincerely,
Corrie Graham

3326 Leopold Way, Fitchburg, WI

Madison Resident and Supporter of Mad Lit

Sent from my iPhone

From: [Eli Blakely](#)
To: [Finance Committee](#)
Subject: Finances for Mad Lit
Date: Tuesday, April 29, 2025 1:43:45 PM

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Hello, I go by the name Eli B, & I wanted to write this message to first show my love & appreciation. You guys for believing in us in the first place, backing us up & seeing the vision. But we can't stop here, with all the unbelievable things that are being brought to Madison there are some things that has to stay for the people. Mad Lit is a special concert and performance that the Madison people THRIVE for. The love to see the local talent & to support! I've seen it & the love is so real. With Madison expanding & growing, this is one of those things that would only enhance the city to stay! We already lost freak fest, we barely do Dane county fair anymore. What do the people in the community have to look forward to for hip hop & other talents? Quite frankly there isn't many places & that why we appreciate events like these that keep all us people together. Mad lit has been nothing but a success & I believe if you keep the full funding, and maybe even put more funding this could turn into Madison annual treasures! I've seen the love, I've heard the way people talk about it, people love this mad lit event! & for artist like me that love to perform & be apart of this, we just want to put on a great show for the people & show what Madison artist have to bring! We are a great city but we have to continue to do things for the community & for the people that's gonna keep the people thankful & happy to be here. Madison has to build up its own culture & I believe it's happening. We got this! Believe how you always believed in us. We thank you, please keep the funding please. You will not regret it in fact you'll be proud to say you did! Thank you

- Elijah Blakely (Eli B)

From: [Bonnie Roe](#)
To: [Finance Committee](#)
Subject: MadLit
Date: Monday, April 28, 2025 5:01:07 PM

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Dear Finance Committee,

As a regular attendee of MadLit, I agree with the speakers and hope you will find some budget fat to cut elsewhere and leave the funding in place for this unifying event until funds from the private sector can be committed, I would think within a year. There should be plenty of appetite in the private sector to maintain these events in the foreseeable future, but that support will need to be cultivated.

Thanks for your consideration,

Bonnie Roe
District 11