



PREPARED FOR THE MADISON ARTS COMMISSION

Title: Greater Madison Music City (GMMC)
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Summary

This report provides a succinct update on the status of Madison's music-related projects to which the Planning Division has dedicated increased efforts over the past three years. The City of Madison remains committed to enhancing the cultural vibrancy of our community through the realms of arts and music, all while maintaining an unwavering focus on equity.

The Planning Division has been actively involved with the Greater Madison Music City project (GMMC) and its Tourism Music Hub subgroup (TMH). Noteworthy initiatives include an Interactive Cultural Calendar, a Downtown Live Music Pilot Program, and the introduction of the "Madison Is Music" brand. Additionally, a funding proposal of \$202,500 for 2024 has been submitted to the Room Tax Commission, targeting essential projects such as Make Music Madison and Dane Dances. The pursuit of equity and implementation of the Equity in Music and Entertainment Report recommendations continue to shape ongoing efforts.

1. Greater Madison Music City project (GMMC) and its Tourism Music Hub subgroup (TMH)

After conducting a community survey and holding various conversations with the TMH subgroup, the GMMC team created the [Music Tourism Recovery Plan](#). This plan lays out three goals for the subgroup to spearhead, including sharing information about music's value in attracting tourism, becoming the first cultural music and art hub of the Midwest, and engaging people of color and local artists. The following projects have been initiated to achieve those goals:

- Interactive Cultural Calendar.
 - Through a competitive application process, Isthmus Media Inc. was awarded a grant of \$50,000 from Room Tax funds to improve their current calendar platform and make it more accessible to Madison residents and visitors. The Isthmus anticipates launching the calendar by the end of this year.
- Downtown Live Music Pilot Program – from September 14th to September 17th, 2023
 - This pilot program aims to bolster cultural tourism, raise awareness of spaces available to musicians to create amplified performances downtown, and affirm Madison's identity as a music city. The City will evaluate the program's impact by gathering data from performers about audience numbers, performance conditions, and tip earnings. The pilot will include four shows, including: 1 solo artist, 2 duets, and 1 trio. See Pilot Program proposal attached.
- Madison Music Brand
 - Following numerous discussions and valuable community feedback, the Tourism Music Hub team within the Greater Madison Music City (GMMC) has developed the tagline "Madison Is

Music" to create a music brand for the city. The primary objective behind this tagline (#MadisonIsMusic) is to elevate Madison's recognition as the forefront music city in the Midwest region. In line with this vision, GMMC intends to initiate the process of nurturing this brand and get the buy in from the community, especially from underrepresented populations within our local music sector. The following are our next steps:

- Present to the Madison Arts Commission and request their support & endorsement
- Create a logo that represents Madison's music community (roundtables to gather feedback will be needed)
- Promote our new music brand within music venues, local artists and merchandise (potentially T-shirts, mugs, magnets, pens and the like)
- [Outdoor Music Guide](#) to inform and educate local musicians how their creative work can be legally performed outdoors.
- [Marketing material](#) to help activate assigned downtown performance spaces.

2. 2024 Room Tax Request

On August 21, 2023, the Planning Division submitted a funding proposal of \$202,500 for the year 2024 to the Room Tax Commission (RTC), indicating a modest increase from the previous year. While MAC received the same pre-pandemic funding of \$127,500 in 2023, if granted our increased request, Planning would be able to allocate \$75,000 to continue the successful [Artist at Work Program](#) (AAW). The AAW initiative, initially supported by a one-time grant from the National Endowment for the Arts, exemplifies MAC's commitment to fostering workforce development in the creative sector, thereby enhancing cultural experiences and fostering a stronger sense of community identity. Please find a breakdown of our request below for your reference:

- Dane Dances - \$25,000
- Make Music Madison - *\$30,000*
- Fairs/Festivals/Summer Concerts - \$17,500
- Blink + (Temporary Public Art for Downtown Doors and Public Market) - *\$30,000*
- Implementation of Music Tourism, Recovery, [GMMC](#) Recommendations - \$25,000
- NEW Artist At Work (workforce development grants) - \$75,000

3. Continue administering contracts funded by the Room Tax Commission

- Make Music Madison
 - This full-day event was a success in 2023 with 196 locations hosting over 621 shows. Over 1,500 individual artists participated.
 - This year MMM hired an Artists-in-residence, increased marketing performance, and conducted a community survey. Find MMM Final Report attached.
- Dane Dances
 - Dance Dances made a successful return this year, offering a rain backup site for its four scheduled dates. The events showcase a total of eight performances, each featuring 30 minutes of family-friendly dance music every evening. Dane Dances will provide a final report later this year.

4. Implementation of Equity in Music and Entertainment Report Recommendations

The City has monitored the 31 recommendations outlined in the Equity in Music and Entertainment [Report](#). Notably, significant headway has been made on eight of these recommendations with some on the cusp of completion including hiring a consultant to create a plan to sustainably build Madison music infrastructure (see report [HERE](#)) and supporting a [music festival](#) featuring Hip-Hop music (rec #4, 7, 22, 23, 24, 25, 26, 27). The Planning Division has started or is half way through nine of these recommendations (rec #1, 6, 8, 9, 10, 14, 15, 16, & 17).

Conclusion

In conclusion, it is worth noting that GMMC endeavors aimed at enhancing the music ecosystem may not have attained the desired level of accomplishment. This limitation can be attributed to the absence of a full-time dedicated City staff member and constraints in financial resources. Nonetheless, the Planning Division will continue to support these efforts that can significantly improve residents' quality of live.