

MAC Strategic Matrix

MGO 33.35: Purpose. “The Madison Arts Commission exists to fund artistic activities and support cultural programs that integrate and advance arts and culture as an essential part of life in Madison

| Strategic Initiatives | Team | Date | Outcomes/Results |
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| MGO 33.35 Madison Arts Commission | | | |
| Advise the Mayor and CC on policies, budgets and regulations related to the arts, culture and creative commerce. | MAC | On-going | Intrinsic expression of human life Thriving community and quality of life |
| Implement the city’s public art program | MAC | On-going | Art is purchased, commissioned and sited |
| Advise efforts to engage artists, creative workers and community in broad range of range of civic initiatives | MAC | Om-going | Civic engagement |
| Unite and focus arts and cultural programs and services related to arts and cultural activities and creative sector commerce | MAC | On-going | Vibrant arts, cultural and creative sector commerce |
| Administer guidelines and procedures for distributing grants requesting RFPs for creative services and making recommendations on selection to CC. | MAC | On-going | Art is purchased, commissioned and sited for public enjoyment |
| CULTURAL PLAN | | | |
| Creative Initiatives Staff Team | K. Wolf B. Fruhling K van Lith | 12/13 | CIST formed |
| Strengthen cultural programming in neighborhood centers, particularly in underserved areas | | 12/14 | XX cultural programs conducted or initiated |
| Preserve public use of parks and lakeshore (Consistent with Downtown Plan) | K Wolf, B. Fruhling, Kay Rutledge, Sarah Lerner | 12/14 | Uses identified in XX city parks. (New park planned for targeted area in Downtown Plan— Nolan gateway— Broom St. New master plan for James Madison & Brittingham created) |

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| Landmarks Commission should continue to seek WI Historic Society grants to identify and preserve areas and properties of historic significance (Consistent with Comp Plan Chapter 8) | K Wolf, Amy Scanlon, Judy Olson | 12/14 | One grant applied and accepted |
| Establish a south Madison community center with strong cultural programming | K Wolf, Lorri Wendorf-Corrigan, Tariq Saqqaf | 12/14 | Community center programming assessed at existing centers / library and on-going plan developed |
| Develop artist work spaces as part of community development plans | K Wolf, B. Fruhling | 12/14 | One development plan includes artist work space |
| Adopt 1% for art ordinance | K Wolf, Mayor's Office | 12/14 | MGO adopted |
| COMPREHENSIVE PLAN | | | |
| Implement Cultural Plan | MAC, CIST | 12/14 | Priority items identified above are adopted and implemented |
| Continue to grow Madison's municipal arts program so that it remains responsive to the changing community and supportive of the local arts community | MAC, CIST | 12/14 | Public Arts Framework Plan elements are implemented |
| Maintain and enhance Madison's identity as a center for historic and cultural assets and activities | MAC, CIST | 12/14 | Provide educational programming and planning input on redevelopment or infill project in existing historic neighborhood |
| SUSTAINABILITY PLAN | | | |
| Integrate environmental sustainability into Madison Arts program and art and design into the city's sustainability efforts | CIST, MAC | 12/14 | Two art installations integrate environmental elements |
| Include sustainable art in city infrastructure projects | CIST, Parks, QSSC | 12/14 | Central Park project has sustainable art feature. (Addendum to Public Arts Framework that includes |

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| | | | sustainability guidelines for public art program) |
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