



City of Madison Department of Planning and
Community and Economic Development
Planning Division
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February 21, 2025

Dear Members of the Room Tax Commission:

I am writing to request an extension of the 2024 Room Tax allocation for cultural tourism marketing activities. We successfully spent nearly 90% of the \$202,500 in funding and we are requesting a one-year extension for the remaining \$25,000 so our partners and hired creative workers are able to complete efforts which are well underway. While \$25k may seem like a comparatively negligible sum to other orgs receiving room tax money, this is a significant amount of money to the arts and music sector and retaining access to that funding will go far in accomplishing our goals and in conserving staff time required to find additional funding to fill that gap.

Approved 2024 Room Tax Budget for Madison Music City

Dane Dances \$25,000 (fully spent)

Make Music Madison \$30,000 (fully spent)

Music Tourism Study / Implementation \$25,000 (\$5,000 remaining)

Arts Workers Grants \$75,000 (\$20,000 remaining)

Fairs / Festivals / Summer Concerts \$17,500 (fully spent)

Downtown Temporary Art Installations \$30,000 fully spent

Total Allocation \$202,500 | Total Spent \$177,500 | Remaining funds \$25,000

In 2024, \$202,500 in Room Tax funds supported successful completion of our Music Tourism Recovery Strategy, a community engagement process conducted by EQT by Design to validate the Greater Madison Music City (GMMC's) strategic priorities, and a new concert series and temporary public art that was part of the State Street Experiment. We also hired 3 artists to work on promoting music tourism through the Artist at Work program, and we supported Dane Dances, Make Music Madison, and several other summer concerts and arts events. These activities touched over 300,000 people and helped make Madison a travel worthy destination. However, due to numerous unexpected delays, several contract deadlines weren't able to be met by December 31, 2024 and staff desires to extend deadlines for completion to the end of 2025 in

some cases.

City Staff, as part of the Greater Madison Music City Collective, reviewed each circumstance and developed a clear plan to utilize the remaining 2024 funds to complete the following activities which are already underway.

- Isthmus \$5,000 to complete interactive mapping for the cultural calendar extended through December 31, 2025
- Dawry Ruiz Artist at Work contract to serve as Youth Arts Ambassador \$5,000 extended through August of 2025
- AAW Internship supporting the GMMC Music City Tourism Strategic Plan \$15,000

An extension will ensure we fully achieve our original objectives to increase music sector tourism through marketing and promotion. Isthmus Newspapers continues to problem solve a way to create fully interactive mapping feature for their calendar and has assured us that a year extension will allow them to meet our expectations. We have built a solid cohort of AAW grant recipients who are dedicated to the work of bolstering Madison's music infrastructure and cultivating more music tourism. We are confident we can now complete all activities within the extended timeframe.

Thank you for considering this request. I am happy to provide any additional information needed and can be reached kwolf@cityofmadison.com. We remain deeply committed to marketing Madison as a Music City and a cultural arts destination and greatly appreciate your continued support.

Sincerely,

A handwritten signature in cursive script that reads "Karin Wolf".

Karin Wolf
Madison Arts & Culture Administrator