2026 Room Tax Request

Presented by Karin Wolf, Madison Arts & Culture Administrator, Madison Arts Program

Planning Division

Wednesday, September 3, 2025

Monona Terrace

2026 Budget Request = $212,500

2025 Allocation = $212,500

- Dane Dances - **$25,000**
- Make Music Madison - ***$30,000***
- Fairs/Festivals/Summer Concerts - **$17,500**
- Blink + (Temporary Public Art for Downtown and Public Market) - ***$40,000***
- Continued implementation of Music Tourism, Recovery - **$100,000**

Comprehensive Plan, Culture & Character (2018)

- *Strategy 3, Create safe and affirming community spaces that bring people together and provide social outlets for underrepresented groups.*
  - ***Engage artists and talent to find positive ways for the City to improve its support of concerts, events, and gatherings, including encouraging music venues for a wider range of audiences.***
- *Strategy 4, Balance the concentration of cultural and entertainment venues between the downtown and other areas of the city.*
  - ***Promote cultural and music events** in diverse neighborhoods where the whole community is welcome.*
  - ***Develop a streamlined protocol to set up temporary spaces for smaller events**.*

Task Force on Equity in Music and Entertainment (2019)

This Plan includes 31 recommendations that aim to increase access to Hip Hop and all genres of music, build our music infrastructure, and support artists. Based on these recommendations, an Economic Impact Analysis and Music Recovery Framework were completed in 2022.

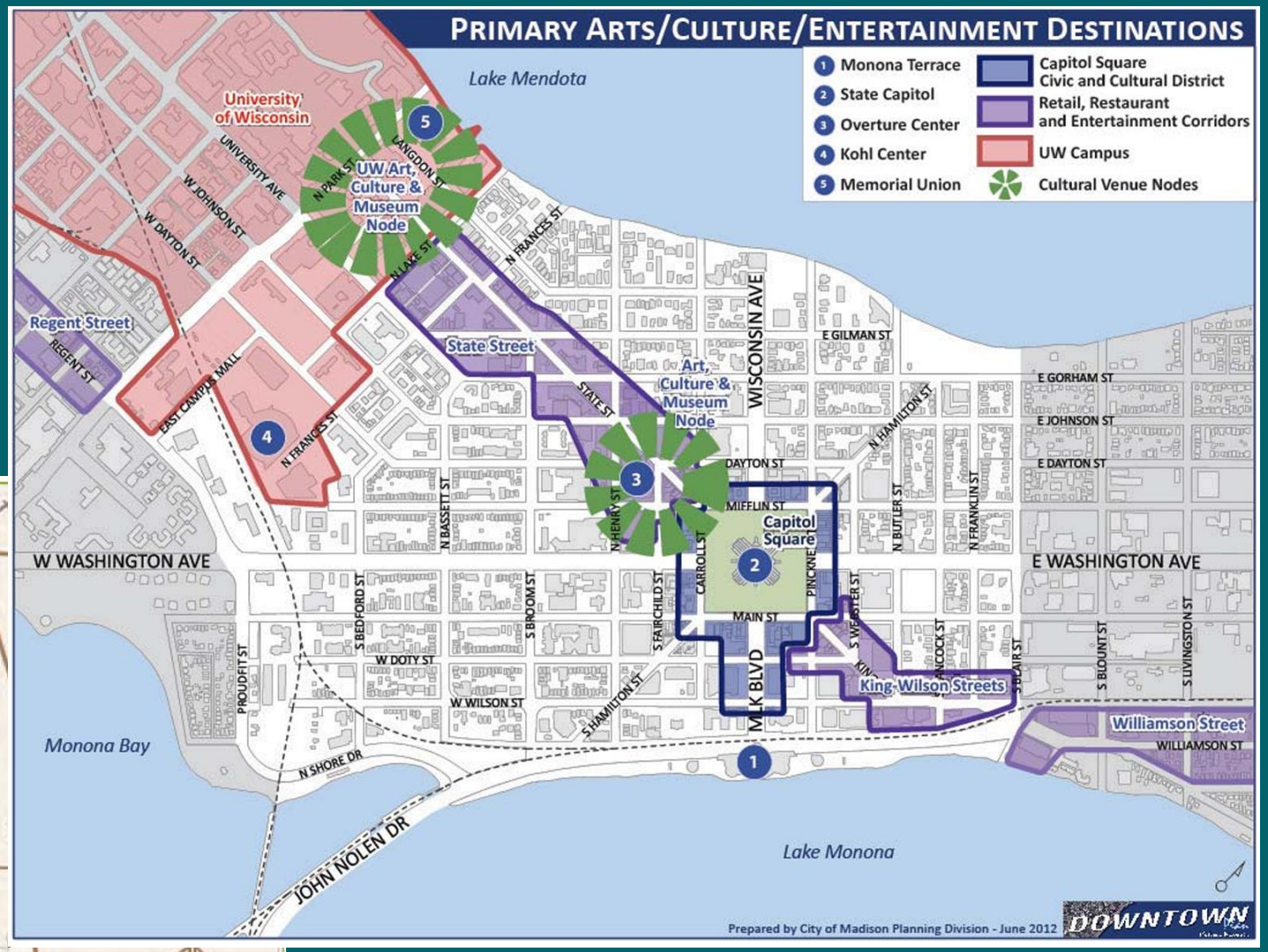
Downtown Plan (2012)

- *Recommendation 211: Enhance the existing pedestrian-friendly environment that includes **opportunities for outdoor cafes and places for spontaneous street performance** within a well-designed streetscape.*
- *Recommendation 215: Promote private/public cooperation for the use of public open spaces and facilities for **a diverse array of festivals, street fairs, performances, special events and exhibits.***
- *Objective 8.3: Provide a **wide variety of cultural experiences for a diverse population** by clustering and connecting arts, cultural, and entertainment venues and strengthen the arts, culture, and entertainment corridor that runs from the UW campus, up State Street to the Capitol Square area.*

Cultural Plan (2013)

- *Engage creative sector resources in defining place and identity*
  - *Goal 10. The ALRC should continue its discussion with input from the MPD, City Attorney, Nightclub Owners, Musicians, Performers, and music promoters concerning **licensing structures, fees, and public safety practices**.*
  - *Goal 16. The creative Coalition should convene discussions among educational, non-profit and commercial music venues, musicians and promoters to **explore ways to grow and diversify the live music audience**.*

Cultural Plan - Naturally occurring Cultural Clusters



Downtown Plan

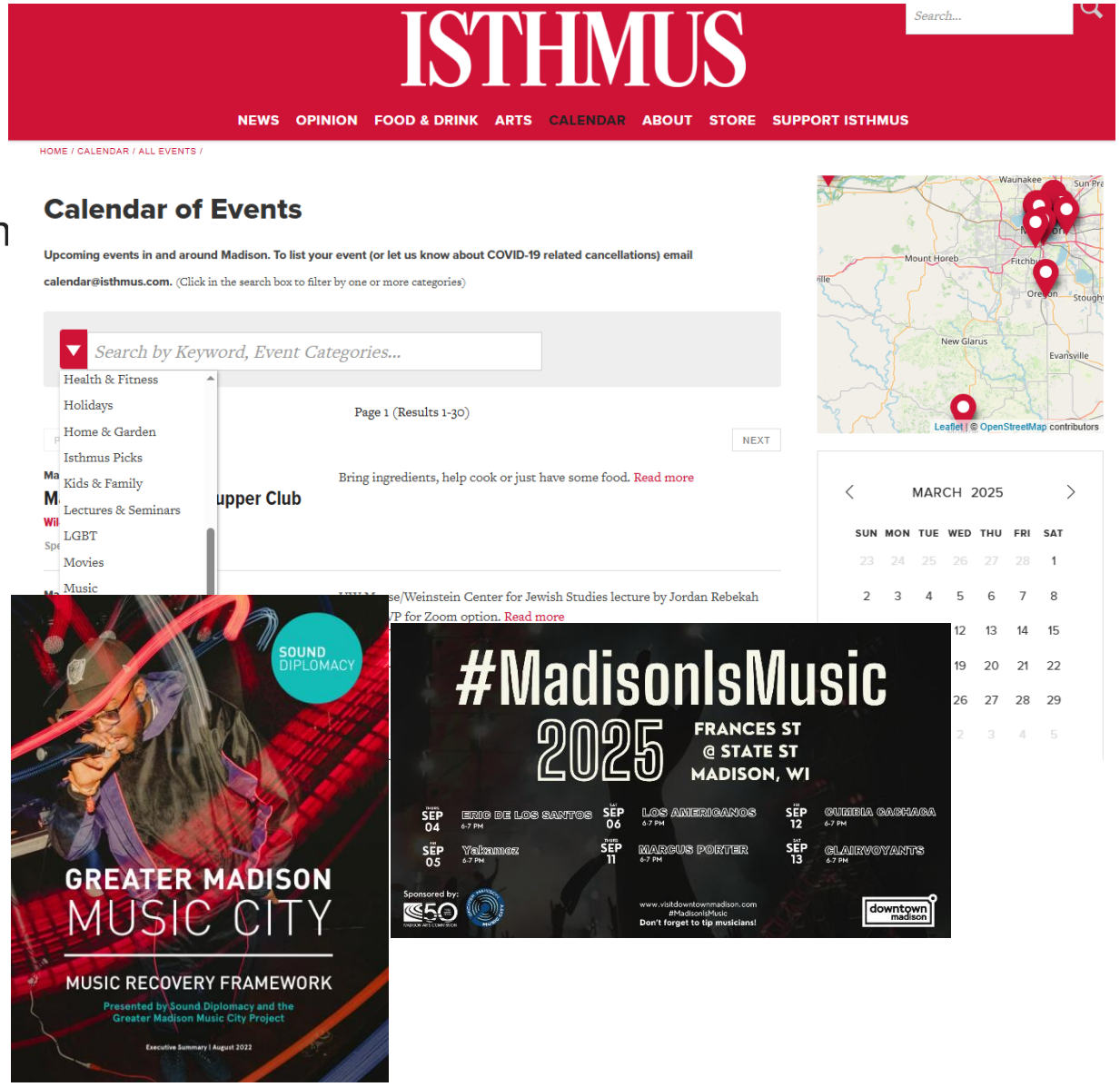
Greater Madison Music City

- In 2018, Madison's music ecosystem was responsible for generating $636 Million with a Gross Value Added amount of $428 Million to the local economy. The City's music output per capita is approximately $796, higher than the $444 music output per capita of the United States.

- There were also nearly 6,000 jobs generated and supported by the music sector, which is 1.86% of the employment in Dane county, a figure exceeding the 1.4% contribution of music employment to New York City.

Work in Progress

- Music Recovery Framework and Music Tourism Plan
- Planner Angela Puerta has 20% FTE assigned to work on music related recommendations.
  - Active member of Greater Madison Music City Team (GMMC)
  - Leading City staff discussions about removing barriers to implementation of music studies
- Room Tax Commission funding of nearly $300,000 since 2021
- Isthmus Interactive Calendar
- #MadisonIsMusic social media campaign
- 65+ artists engagement



Make Music Madison

- Madison joined over 200 American cities to celebrate Make Music Day.
- **Madison continues to have the highest participation level in North America.**
- In 2025 Madison represented the United States alongside 8 other countries in the Global Choir Project

Dane Dances

DANE Dances!
GET UP... GET DOWN... GET TOGETHER
Get up!
Get down!
Get together!

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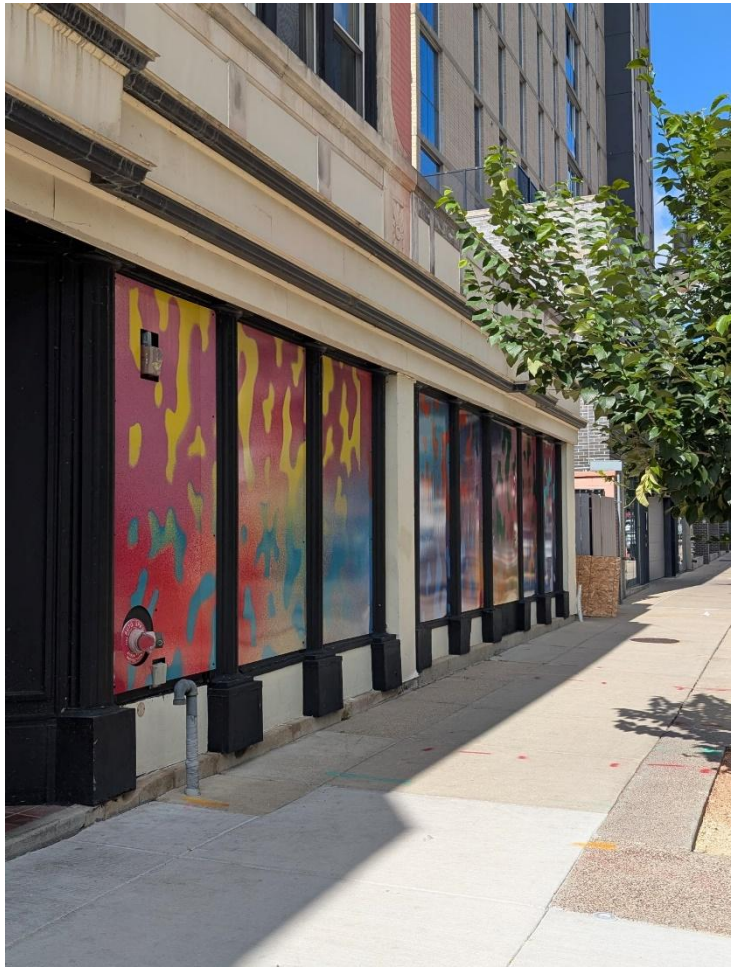
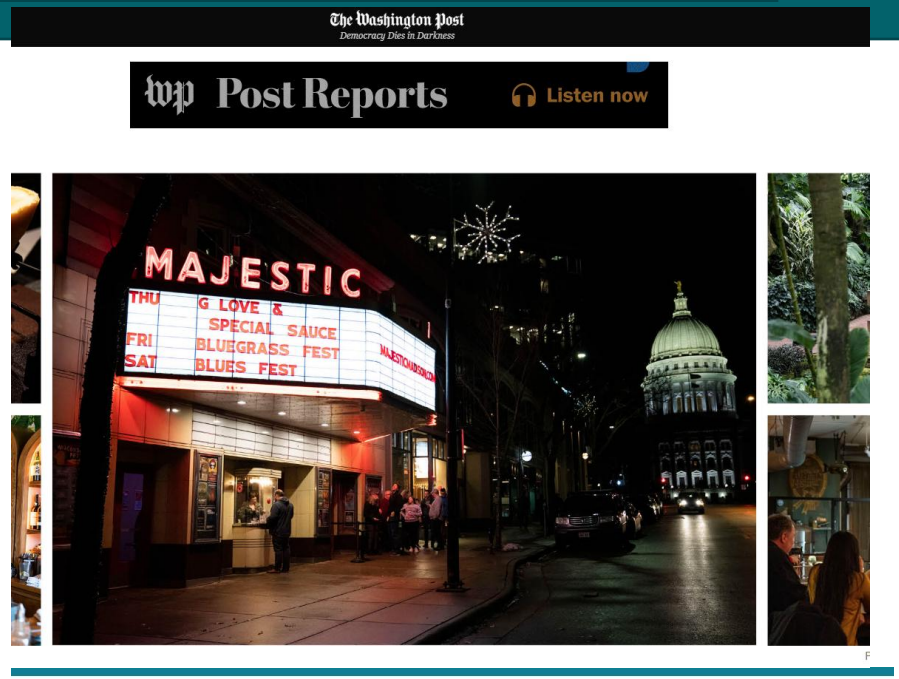
Fairs/Festivals/Summer Concerts

Downtown Temporary Public Art & Placemaking



Music Tourism, Recovery & AAW

Music Tourism



TRAVEL | THINGS TO DO | CHICAGO

Want a quick getaway? Madison beckons with art, architecture and oysters

Discover regional artists at affordable prices, historical gems and quirky delights on this visual art-inspired road trip through the region.

By Elly Fishman | WBEZ | Jul 18, 2025, 5:30am CDT

Music Tourism

MUSIC CITIES EVENTS

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Event Schedule

"How Music Drives Social & Economic Growth In Cities"

Creating The Most Ideal, Equitable And Prosperous City In The World Using Music And Culture

Welcome to the Huntsville Music Cities Convention programme. Below you'll discover the preview of all of the sessions that we're getting ready for the event. A complete schedule with all the details will follow shortly.

The theme of the conference is **"How Music Drives Social & Economic Growth In Cities: Creating The Most Ideal, Equitable And Prosperous City In The World Using Music And Culture"** which will be explored through sub-themes like:

- The role of music and culture in urban development, zoning, regulation, investment, real estate, planning.
- Economic, social and environmental impact of your music ecosystem: music, sustainability, ESG & social value.
- The best of the best of music & cultural policies in cities. How do we get there?

rg/leaders/leaders-of-color-fellowship/2024nationalfellows/2024artsmidwestnational/

leaders of color / network

Home About Programs Network

2024-25 National Cohort: Arts Midwest

Tyler Brunsell | Madison, Wisconsin

Creative Strategy Coordinator, Greater Madison Music City

Tyler Brunsell is a creative professional whose work is rooted in hip-hop and its culture of self-expression and community. After discovering his passion for music and digital arts in high school, he spent two years as a high school paraprofessional assisting with hip-hop workshops. An emcee, Brunsell became deeply involved in Madison's independent music scene, writing and recording as a solo artist, as half of the duo Homemade, and as a co-founder of Supa Friends. Supa Friends is a hip-hop group that hosted open mics and showcases, spotlighting and sharing the stage with a variety of local artists. A self-taught graphic designer, Brunsell creates event flyers and websites and assists with audio and video podcast production at Media 22, a local multimedia company. In 2021, Brunsell joined Urban Community Arts Network, a nonprofit that advocates for equity in Madison's music ecosystem. He has held roles including middle school teaching artist, administrative support, and project manager. Currently, as creative strategy coordinator for Greater Madison Music City, a collective impact project led by Urban Community Arts Network, Brunsell leads initiatives to position music as a key driver of tourism in Madison.

Hanh Bui | Bloomington, Indiana

Racial Equity Intern, Hoosier Asian American Power

Madison Arts Program 2026 Room Tax Request

Thank you! Questions:

Karin Wolf, Madison Arts Program Administrator

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