

1. The Madison Common Council should revise Madison General Ordinance 8.33, redefining the Madison Arts Commission's membership and role, broadening its responsibility to include arts and culture rather than art alone. (See Appendix A: Restructuring the Madison Arts Commission) [2011]

1. The Madison Common Council should revise Madison General Ordinance 8.33, redefining the Madison Arts Commission's membership and role, broadening its responsibility to include arts and culture rather than art alone. (See Appendix A: Restructuring the Madison Arts Commission) [2011] (In appendix A, remove reference to size of MAC and approve representation from the suggested sectors) 3/15/2012

2. The Department of Planning and Economic Development should convene a Creative Initiatives Staff Team staffed by the Neighborhood Planning, Preservation & Design Section. The Creative Initiatives Staff Team should be responsible to advance practice regarding creative sector issues in the built environment and in the city's social and economic development work. (See Appendix B: The Creative Initiatives Staff Team) [2011]

2. The Department of Planning, Community, and Economic Development should convene a Creative Initiatives Staff Team staffed by the Neighborhood Planning, Preservation & Design Section. The Creative Initiatives Staff Team should be responsible to advance practice regarding creative sector issues in the built environment and in the city's social and economic development work. (See Appendix B: The Creative Initiatives Staff Team) [2011] 3/15/2012

3. The Madison Arts Commission should take steps to re-prioritize staff public art responsibilities, making room for obligations associated with the Creative Initiatives Staff Team. Activities should include reducing the number of "Blink" deadlines to two per year; creating a handbook for individuals, schools, businesses, organizations, and neighborhoods interested in commissioning public works that are funded independent of the city; and creating a checklist for municipal agencies interested in displaying works of art in public areas of their workspaces. The purpose of the handbook and checklist is to give residents and city agencies the tools they need to proceed with greater independence, concomitantly creating less burden on staff time. [2012]

3. The Madison Arts Commission should take steps to re-prioritize staff responsibilities, making room for obligations associated with the Creative Initiatives Staff Team. 3/15/2012
4. The Madison Arts Commission should refine its approach to grant making and explore two options for reducing the workload associated with its arts grants. The grants process should be managed electronically with online application and reporting functions. To accomplish this, the Commission should consider two options: 1) a shared grant-making and grants administration system with the Dane County Cultural Affairs Commission; or 2) developing its own electronic grant application process in tandem with the City's Enterprise Financial System development. [2012]
4. The Madison Arts Commission should refine its approach to grant making and explore the options for reducing the workload associated with its arts grants while increasing access. 3/15/2012
5. The Finance Director should review and modify current fiscal management tools and methods to insure accurate annual reporting of the city's aggregate arts and cultural expenditures, both operating and capital. [2012]
5. The Finance Director should review and modify current fiscal management tools and methods to insure accurate annual reporting of the city's aggregate arts and cultural expenditures, both operating and capital. [2012] (That will be included in the annual report of CIST Highlight the positives, lose the price tags – celebrate achievements quantify and qualify.) 5/14/2012
6. The Office of the Mayor should lead a community effort to form an independent public/private/creative sector partnership. This entity should be formally designated as a partner to the city and, over time, any other units of local government within the region wishing to participate programmatically and financially. (See Appendix C: Detailed Recommendations Concerning The Partnership) [2012]
6. The Office of the Mayor should convene a regional effort to form a public/private/creative sector coalition to advance the creative sector. (See Appendix C) 5/29/2012

7. The Madison Arts Commission should execute an \$85,000 contract for one year of service related to establishing The Partnership. (See Appendix D: Outline of Requirements of an RFP to Create The Partnership) [2012]
8. The Partnership should initiate immediate efforts to develop a comprehensive online information sharing system for the sector and its consumers and patrons, both to meet a profound community need and to demonstrate its own relevance to the community. (See Appendix E: Detailed View of the Electronic Information System) [2012]
9. The Madison Arts Commission and The Partnership should support the Superintendent of Schools' newly proposed advisory committee on arts education and assist in advancing its work. [2011]
10. The Madison Police Department should undertake a discussion with nightclub owners and music promoters concerning licensing structures, fees, and public safety practices. This discussion should explore the concerns of venue operators and promoters of live and electronic music on audiences, artists, and the venues themselves. If warranted, policies and practices should be changed. [2011]
10. The ALRC should continue its discussion with input from the Madison Police Department, Office of the City Attorney, nightclub owners, musicians, performers, and music promoters concerning licensing structures, fees, and public safety practices. This discussion should explore the concerns of venue operators and promoters of live and electronic music on audiences, artists, and the venues themselves. If warranted, policies and practices should be changed. [2011]  
5/20/2012
11. The Madison Arts Commission should create an ad hoc Study Committee on Fairs, Festivals and Special Events and recommend revised municipal policies and practices as warranted. (See Appendix F: The Study Committee on Fairs, Festivals, and Special Events) [2012]
11. The City should create an ad hoc Study Committee on Fairs, Festivals and Special Events and recommend revised municipal policies and practices as warranted. (See Appendix F: The Study Committee on Fairs, Festivals, and Special Events) [2012] 5/14/2012

12. The Madison Arts Commission should work with the Madison School Community Recreation Department to monitor state and local budgetary impacts on the provision of arts and cultural recreation programs, and to develop cooperative mechanisms for offsetting losses. This work should include investigating whether afterschool nonacademic programs should be transferred to the city in order to create a formal city recreation function. Should the transfer be deemed wise, the Office of the Mayor should negotiate the transfer and to manage its implications for district/municipal structures and cost sharing. [2012]

12. Strike from the Plan. 5/29/2012

13. City Parks should work to increase arts and cultural programming at the Warner Park Community Recreation Center via partnerships with Madison School Community Recreation and other creative sector programmers. [2013]

13 & 13.1: Change to read, "City Parks and the Coalition should work to strengthen arts and cultural programming at Neighborhood and Community Centers via partnerships with Madison School Community Recreation and other creative sector programmers, with particular emphasis on underserved areas." 5/30/2012

13. City Parks and the Coalition should work to strengthen arts and cultural programming at Neighborhood and Community Centers via partnerships with Madison School Community Recreation and other creative sector programmers, with particular emphasis on underserved areas. 5/30/2012

14. The Office of the Mayor should initiate a city/county study group on neighborhood centers, to explore policy options for an effective partnership in the creation and maintenance of a comprehensive system of neighborhood centers (including arts and cultural programs) distributed throughout the city and county. [2013]

14. The Office of the Mayor should include in its work on neighborhood centers an emphasis on establishing arts and cultural programming throughout the City. 5/29/2012

15. The Partnership and the Overture Center should work together to develop a structured program designed to increase the capacity of local arts and cultural institutions, artists, and creative workers to provide high quality outreach and education programs and engage in deep partnerships with sponsoring schools and neighborhood-based outreach sites all across Madison. [2013]

15. The Creative Sector Coalition, and the Overture Center for the Arts, in cooperation with local organizations, should work together to develop a structured program designed to increase the capacity of local arts and cultural institutions, artists, and creative workers to provide high quality outreach and education programs and engage in partnership with sponsoring schools and neighborhood-based outreach sites. [2013] 5/30/2012

15.1 The coalition shall make as a priority the issue of arts and education and consider formalizing a training program to assist in training local teaching artists (add to appendix as a recommendation to the coalition). 5/30/2012

16. The Partnership should convene discussions between the University of Wisconsin and local commercial music venues, musicians, and promoters to explore ways in which the Kohl Center, the Union Terrace, and Camp Randall could play a leadership role in the cultivation of a live music audience. [2013]

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. 5/20/2012

17. The Madison Arts Commission should update the structure and policy underpinning the Public Art Program, seeking to adopt current best practices from the field. In particular, the Commission should explore options for making the site-approval process more efficient for both permanent and temporary installations, for strengthening application and selection mechanisms, and for streamlining the contracting process. [2013]

17. The Madison Arts Commission should update the structure and policy underpinning the Public Art Program, seeking to adopt current best practices from the field. In particular, the Commission should explore options for making the site-approval process more efficient for both permanent and temporary installations, for strengthening application and selection mechanisms, and for streamlining the contracting process. [2013] 5/14/2012

18. The Creative Initiatives Staff Team should develop a plan for a community cultural center or community school for the arts in South Madison paralleling the city's commitment to the Warner Park Community Recreation Center. A preliminary, anticipatory plan should be completed during 2014, so that once the city's debt service costs are reduced to a sustainable level an actionable plan can be rapidly deployed. [2014]

18. The Creative Initiatives Staff Team should develop a plan for a community cultural center or community school for the arts in South Madison paralleling the city's commitment to the Warner Park Community Recreation Center. The Creative Initiatives Staff Team should also review the results of the research of the Community Services Staff Team to determine if there are other places in the City where Cultural Programming is needed. 5/30/2012

19. In implementing the Madison Sustainability Plan (2011), the City of Madison should insure strong consideration of historic and aesthetic issues. [TBD by Sustainability Plan implementation schedule]

19. In implementing the Madison Sustainability Plan (2011), the City of Madison should ensure strong consideration of historic and aesthetic issues. 5/29/2012

20. The Creative Initiatives Staff Team should develop methods to promote the inclusion of visible green architectural features such as small wind turbines and green walls via incentives, public education, and the city's regulatory role. [TBD by Sustainability Plan implementation schedule]

20. Strike this recommendation 5/30/2012

21. The Landmarks Commission should clearly define its work as the preservation of both historic buildings and historic spaces including Native American sites, archaeological sites, buildings, and designed and planned landscapes. [2011]

21. The Landmarks Commission should clearly define its work as the preservation of both historic buildings and historic spaces including Native American sites, archaeological sites, buildings, and designed and planned landscapes. [2011] 5/14/2012

22. The Landmarks Commission should continue assessing the Landmarks ordinance and make amendments that will clarify the intent of the ordinance, update and/or clarify the design guidelines for historic districts if necessary, and make the process for designation and review more efficient and predictable. Changes should not reduce the effectiveness of the ordinance to compel the conservation of our important historic cultural resources. The requirement for a supermajority of Common Council members to overturn a decision of the Landmarks Ordinance should be retained. [2011]

22. The Landmarks Commission should continue assessing the Landmarks ordinance and make amendments that will clarify the intent of the ordinance, update and/or clarify the design guidelines for historic districts if necessary. Changes should not reduce the effectiveness of the ordinance to compel the conservation of our important historic cultural resources. The requirement for a supermajority of Common Council members to overturn a decision of the Landmarks Ordinance should be retained. The City should establish a goal of conducting a City-wide comprehensive architecture and history survey and begin exploring ways to fund that work. [2011] 5/30/2012

Add a New recommendation--The City should more proactive in promoting the adaptive reuse of historic buildings. 5/30/2012

23. The Director of Planning and Economic and Community Development should insure that City of Madison's Comprehensive Plan establishes a specific goal of preserving and enhancing public access to and uses of lakeshores as primary community assets and articulates basic guidelines for their development. [2012]

23. The Director of Planning and Economic and Community Development should ensure that City of Madison's Comprehensive Plan establishes a specific goal of preserving and enhancing public access to and uses of lakeshores as primary community assets and articulate basic guidelines for their development. 5/29/2012

23.2 Any proposed new uses for public parklands and lakeshore property need to respect existing uses of these lands as well as their historic and natural attributes. Existing natural areas and conservation parks must not be compromised by any effort to modify adjacent lands with additional development. 5/29/2012

24. The Creative Initiatives Staff Team should explore municipal capital contracting approaches that incent bids from local built environment design teams and recommend appropriate policies allowing smaller local firms to collaborate in competing for large projects. [2013]

24. The Creative Initiatives Staff Team should explore ways to build the capacity of local built environment design teams so that they can access the City's procurement process. 5/30/2012

25. The Creative Initiatives Staff Team should develop more efficient and easily available information resources regarding urban design, historic preservation, and sustainability that will assist neighborhood residents and other stakeholders in understanding how these issues may pertain to their neighborhoods during the early phases of neighborhood planning activities. Options could include podcasts, on-line publications, allocation and timing of staff appearances, and/or cataloging available presentations from outside resources for use by neighborhood associations. [2013]

25. The Creative Initiatives Staff Team should develop easily available information resources regarding urban design, historic preservation, and sustainability that will assist neighborhood residents and other stakeholders in understanding how these issues may pertain to their neighborhoods during the early phases of neighborhood planning activities. 5/29/2012

26. The Creative Initiatives Team should develop formal standards that require the participation of artists and landscape architects in early design work associated with capital municipal facilities, infrastructure, and grounds projects. The City of Madison should adopt such standards, making sure they compliment the public art program's design. [2013]



26. The Creative Initiatives Team should develop formal standards that require the participation of artists and landscape architects in early design work associated with capital municipal facilities, infrastructure, and grounds projects. The City of Madison should adopt such standards, making sure they compliment the public art program's design. [2013] 5/14/2012

27. The Landmarks Commission should continue to identify municipal funding and seek funding through the Wisconsin Historical Society's CLG grant program to survey more areas of the city for historically significant properties and districts. These surveys should include areas planned or built in the post-war decades. The city should support the designation of properties identified in these surveys, under either the local or federal preservation program. [2013]

27. The Landmarks Commission should continue to identify municipal funding and seek funding through the Wisconsin Historical Society's CLG grant program to survey more areas of the city for historically significant properties and districts. These surveys should include areas planned or built in the post-war decades. The city should support the designation of properties identified in these surveys, under either the local or federal preservation program. [2013] 5/14/2012

28. The Creative Initiatives Staff Team should develop affirmative incentives for the preservation of worthy historic buildings and spaces. The City of Madison should adopt such incentives. [2014]

28.5 There is a missing recommendation between #28 & #29 (28.5) that should describe the role of the Greater Madison Convention and Visitors Bureau as increasing destination marketing including arts and culture. 5/14/2012

Change order of recommendations on page to #28, #28.5, #32, #29, #30, #31. 5/14/2012

29. The Greater Madison Convention and Visitors Bureau should undertake a community branding process that captures Madison's unique attributes including its lakes and shorelines; the University of Wisconsin and its sports empire; its role as the state capital; and its arts, science, and history sectors. It should include local representatives from the creative sector in the formulation of the brand. This effort, which will require special funding, should be supported by a special one-year Room Tax appropriation of \$40,000 and corporate donations from the hospitality industry. [2014]

29. The Greater Madison Convention and Visitors Bureau should undertake a community branding process that captures Madison's unique cultural attributes. This effort will require special funding, and should be supported by a special one-year Room Tax appropriation (amount to be determined) and corporate donations from the hospitality industry. [2014] 5/30/2012

30. The Creative Initiatives Staff Team should explore options creating incentives for public art investments by private developers and implement those incentives via the city's public education, permitting, impact fee and/or review processes. The City of Madison should adopt such incentives. [2015]

30. The Creative Initiatives Staff Team should explore creating incentives for public art investments by private developers and implement those incentives via the city's public education, permitting, impact fee and/or review processes. The City of Madison should adopt such incentives. [2015] 5/29/2012

31. The Greater Madison Convention and Visitors Bureau should create specific marketing tools and programs supporting the use of the new community identity including training for local creative sector and hospitality industry leaders. [2015]

31. The Greater Madison Convention and Visitors Bureau should create specific marketing tools and programs supporting the use of the new community identity including training for local creative sector and hospitality industry leaders. [2015] 5/30/2012

32. The Partnership and the Greater Madison Convention and Visitors Bureau should collaborate to develop and implement shared marketing programs that include creative sector products, activities, and destinations. As a part of this work, the two collaborating entities should explore options for ongoing resources to expand the Bureau's capacity to engage in this kind of work. [2015]

32. The City and the Greater Madison Convention and Visitors Bureau should collaborate to develop and implement shared marketing programs that include creative sector products, activities, and destinations. As a part of this work, the two collaborating entities should explore options for ongoing resources to expand the Bureau's capacity to engage in this kind of work. [2015] 5/30/2012

32.2 Do not add to the Plan. 5/29/2012

32.2 City already doing this. Don't add. 5/30/2012

33. The Creative Initiatives Staff Team should review lease negotiations concerning park lands and facilities and make recommendations for the accommodation and promotion of arts and cultural events where feasible. [To be determined by rate at which new leases are negotiated or existing leases ripen for renewal]

33. The Creative Initiatives Staff Team should promote the use of parks lands and facilities for arts and cultural events. 5/30/2012

34. Breese Stevens Field should become a frequent site for major performing arts events and festivals, especially as proposed increases in nearby parking are realized. City Parks should continue efforts to fund artificial turf at the field and work with concert and event promoters, neighbors, neighborhood businesses and the Creative Initiatives Staff Team to create rental policies that are tailored to attract summer concert and cultural uses. [2011]

34. Breese Stevens Field should become a more frequently used site for performing arts events and festivals. 5/29/2012

35. City Parks should include professional music promoters in planning the proposed amphitheatre at Central Park. [2011]

35. Strike from the Plan. 5/29/2012

36. The Transit and Parking Commission, Madison Metro, and the Madison Area Transportation Planning Board (MPO) should routinely consider the location and operating schedules of its regional arts, culture and entertainment industry resources, special events, and cultural districts in public transportation planning. [2012]

36. The Transit and Parking Commission, Madison Metro, private transportation companies and the Madison Area Transportation Planning Board (MPO) should routinely consider: weekend, evening, and late night and service industry riders; location and operating schedules of its regional arts, culture and entertainment industry resources; special events; and cultural districts in transportation planning. 5/29/2012

37. The Transit and Parking Commission, Madison Metro, and the Madison Area Transportation Planning Board (MPO) should consult with live entertainment venue operators in crafting approaches and solutions to reduce bar time instances of intoxicated driving. [2012]

37. The Transit and Parking Commission, Madison Metro, and the Madison Area Transportation Planning Board (MPO) should consult with live entertainment venue operators in crafting approaches and solutions to reduce bar time instances of intoxicated driving. 5/29/2012

38. The Creative Initiatives Staff Team should systematically recommend the inclusion of artist live/work spaces in affordable housing and community development plans and initiatives whenever feasible. [2012]

38. The Creative Initiatives Staff Team should systematically recommend the inclusion of artist live/work spaces in affordable housing and community development plans and initiatives whenever feasible. [2012] 5/14/2012

39. The Creative Initiatives Staff Team should review all municipal and community development mechanisms available for financing studio, production, arts residencies (artist colonies), and live/work spaces; assess gaps in available financing mechanisms; and develop any necessary programs for the specific support of those spaces. The team should create a handbook describing the available tools and how they might be applied to such developments, and it should disseminate the handbook to developers and interested parties. [2012]

39. The Creative Initiatives Staff Team should review all municipal and community development mechanisms available for financing studio, production, arts residencies (artist colonies), and live/work spaces; assess gaps in available financing mechanisms; and develop any necessary programs for the specific support of those spaces. The team should create tools, determine how they might be applied to such developments, and disseminate the resources to developers and interested parties. 5/29/2012

40. The Creative Initiatives Staff Team should regularly identify opportunities to create flexible, neighborhood-based spaces that support creative activities, especially in underserved areas (South Central, South West, and North Madison). Opportunities could include small amphitheatres, neighborhood center classroom/workshop/production spaces, and dedicated activity/rehearsal/performance studios in community facilities including parks, libraries, and neighborhood and community centers. [2012]

40. The Creative Initiatives Staff Team should regularly identify opportunities to create flexible, neighborhood-based spaces that support creative activities, especially in underserved areas (South Central, South West, and North Madison). 5/29/2012

41. The Madison Arts Commission should research model policies and ordinances requiring or incenting vacant commercial spaces to display art in street facing windows and/or encouraging use of vacant facilities for temporary installations. The Commission should consider both compulsory and voluntary participation approaches, and it should recommend a model for development and adoption by the City of Madison. [2012]

41. The Madison Arts Commission should be encouraged to research model policies and ordinances regarding incenting the use of vacant facilities for cultural uses. 5/29/2012

42. The Creative Initiatives Staff Team should regularly assess underutilized historic sites and surplus properties for their potential to help meet the housing and/or professional needs of the creative sector in planning or their continuing role in the community. [2013]

42. The Creative Initiatives Staff Team should regularly assess City-owned properties for their potential to help meet the housing and/or professional needs of the creative sector in planning for their continuing role in the community. [2013] 5/29/2012

43. The Partnership should train groups of artists and creative workers to form collectives for the development of production, studio, and live/work spaces. [2014]

43. MOVE TO THE COALITION Appendix C The Creative Sector Coalition should train groups of artists and creative workers to form collectives for the development of production, studio, and live/work spaces. [2014] 5/30/2012

44. The Partnership should lead efforts to help Madison learn more about the different kinds of cultural districts that exist. It should test local interest in developing a local approach. If warranted by local interest, the Madison Arts Commission should establish a Study Committee on Cultural Districts. [2015]

44. The Creative Initiatives Staff Team should lead efforts to help Madison learn more about the different kinds of cultural districts that exist. It should test local interest in developing a local approach. 5/30/2012

45. Once the city's debt service costs are reduced to a more sustainable level, the City of Madison should earmark \$500,000 annually for capital participation in arts and cultural facilities owned by nonprofit arts and cultural organizations governed by representative community-based boards and serving a critical role as either a neighborhood or a discipline-specific resource. [TBD based on capital budget management decisions]

45 & 45.1. The City of Madison should support capital participation in arts and cultural facilities owned by nonprofit arts and cultural organizations governed by representative community-based boards and serving a critical role as either a neighborhood or a discipline-specific resource. (At a level comparable to peer Cities) 5/30/2012

45.2 reject this suggestion 5/30/2012

46. Once the city's debt service costs are reduced to a more sustainable level, the City of Madison should adopt a formal 1% for art ordinance that attaches to municipal capital projects including infrastructure and landscape projects and TIF districts. Any final program design should direct 5% of the annual allocation for public art to a conservation fund and provide for support of a full range of program activities. [TBD based on capital budget management decisions]

46 & 46.1. The City of Madison should adopt a formal 1% for art ordinance that attaches to municipal capital projects including infrastructure and landscape projects and TIF districts. Any final program design should direct 5% of the annual allocation for public art to a conservation fund and provide for support of a full range of program activities. [TBD based on capital budget management decisions]  
5/30/2012

47. The City of Madison should increase support to Madison Arts Commission's arts grants to \$150,000 in year one and grow this fund at the annual rate of city budget growth so long as economic recession is ongoing and at double that rate in better times until the annual allocation is equivalent in value to \$1/resident. [2011]

47. The City of Madison should increase support to Madison Arts Commission's arts grants to \$150,000 in year one and grow this fund at the annual rate of city budget growth until the annual allocation is equivalent in value to \$1/resident. [2011] 5/30/2012

47.1 Reject the idea that this should be distributed per district.

48. The Director of Planning should create a mechanism compensating the Madison Arts Commission for staffing costs related to capital projects participation. This mechanism should create one full-time additional staff position within the Madison Arts Commission, giving the Commission the capacity to meet its obligations under this plan. Staffing levels should grow according to capital projects participation over time. [2012]

48. The Director of Planning should adopt standard City practice for interagency billing compensating the Madison Arts Commission for staffing costs related to capital projects participation. The salary savings for Planning should be used to employ more arts staff.  
5/30/2012

49. Beginning with the next budget cycle, the Madison Arts Commission should earmark \$85,000 of its \$150,000 grant fund per year for five years to seed the creation of The Partnership. Earmarked funds should be used to support a contract for services to develop The Partnership. In year one, the \$85,000 earmark should be used to create a contract for organizational development services as described in this document. [2012]

In the subsequent four years, the \$85,000 should be structured as a challenge grant requiring a 1:1 match and be designated for The Partnership's operating expenses. Annual contracts between The Partnership and the city should include performance standards. After the initial five years, the city's financial participation should be governed by the general rules established for membership by local units of government. (Appendix C: Detailed Recommendations Concerning The Partnership and Appendix D: Outline of Requirements for an RFP to Create The Partnership)

49. Beginning with the next budget cycle, the City shall allocate an additional \$100,000 to the Madison Arts Commission to seed the creation of the Creative Coalition. Funds should be used to create a contract for organizational development services as described in this document. The City should sustain its commitment for a minimum of five years. 5/30/2012

49.1 Reject MAC recommendation to make this read "a portion." A dollar amount will give policy makers an idea of the amount of funding we are talking about here. 5/30/2012

50. The City of Madison should end its practice of providing line item support to select arts and cultural entities and events, instead requiring all such organizations except the Henry Vilas Zoo and the Overture Center to seek support competitively in a process managed by the Madison Arts Commission. With regard to the Overture Center, the Madison Arts Commission should become the primary agency for review and evaluation of the annual performance contract. [2012]

50. The City of Madison should end its practice of providing line item support to select arts and cultural entities and events, except for all such organizations with which we are contractually obliged, instead requiring all such organizations to seek support competitively in a process managed by the Madison Arts Commission. 5/30/2012

51. The City of Madison should award a one-year \$40,000 contract for services to the Greater Madison Convention and Visitor's Bureau to seed funding for a community branding process. [2014]



51. Strike as written because this idea can be incorporated into recommendation number 29 and replace 51 with an entirely different recommendation that reads, "With regard to the Overture Center, the Madison Arts Commission should become the primary agency for review and evaluation of the annual performance contract. (2012)"

5/30/2012

52. In undertaking planning for a South Madison area community arts facility, the Creative Initiatives Staff Team should explore a wide range of capital and operating funding mechanisms and structural options. The National Guild for Community Arts Education (<http://resourcecenter.nationalguild.org>) provides a variety of useful tools to guide planning, development, and operation. [2014]

52. MOVE TO CONSULTANT COMMENTS -- In undertaking planning for a South Madison area community arts facility, the Creative Initiatives Staff Team should explore a wide range of capital and operating funding mechanisms and structural options. The National Guild for Community Arts Education (<http://resourcecenter.nationalguild.org>) provides a variety of useful tools to guide planning, development, and operation. [2014] 5/30/2012

53. The Partnership's Donors Roundtable should work to focus more private dollars on critical gaps in the funding spectrum, including multi-year general operating support; enhanced access to arts and cultural participation; organizational capacity enhancement activities including management training and technical assistance; earned and unearned income development; activities boosting individual artists' and creative workers' income-generating capacity and security; technological capacity enhancements; and creation of affordable studio, production, and rehearsal spaces. [2014]

53. Add to Appendix C --Creative Sector Coalition's Donors Roundtable should work to focus more private dollars on critical gaps in the funding spectrum, including multi-year general operating support; enhanced access to arts and cultural participation; organizational capacity enhancement activities including management training and technical assistance; earned and unearned income development; activities boosting individual artists' and creative workers' income-generating capacity and security; technological capacity enhancements; and creation of affordable studio, production, and rehearsal spaces. [2014] 5/30/2012

53. Add to Appendix C -- Creative Sector Coalition's Donors Roundtable should work to focus more private dollars on critical gaps in the funding spectrum, including multi-year general operating support; enhanced access to arts and cultural participation; organizational capacity enhancement activities including management training and technical assistance; earned and unearned income development; activities boosting individual artists' and creative workers' income-generating capacity and security; technological capacity enhancements; and creation of affordable studio, production, and rehearsal spaces. [2014] 5/30/2012
54. The Partnership's Donors Roundtable should create a loan fund to support entrepreneurial activities of artists, creative workers, cultural institutions, and small creative industry businesses. This fund should be focused on small and micro loans collateralized by powerful, feasible ideas rather than chattel. [2015]
54. Move to Appendix C --Creative Sector Coalition's Donors Roundtable should create a loan fund to support entrepreneurial activities of artists, creative workers, cultural institutions, and small creative industry businesses. This fund should be focused on small and micro loans collateralized on powerful, feasible ideas." [2015] (To visualize all of these Recommendations and Actions in a Timeline form, see Appendix H)

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