

Purpose, Outcomes and Results of the Task Force on Equity in Music and Entertainment

Purpose: To make recommendations to the Mayor and the Common Council that will improve upon Madison's reputation as a music and entertainment hub that offers an enjoyable and welcoming environment for all of our residents and guests of all ages, thereby providing positive social, cultural, and economic impact for Madison.			
Outcomes			
Identification of the root causes of issues that may detract from equal access to entertainment by all residents and guests including transportation and public perception of safety concerns.	Explore best practices used in other communities, especially those that are home to large populations of college students, young professionals, residents who are active in urban arts that can be adapted to our own downtown.	Recommend long-term and short-term strategies to establish an atmosphere of continued communication, which will assure the sustainability of the desired environment and benefits.	Analysis of costs, revenues, and timelines that will support both short term and long term recommendations.
Results: Task Force shall complete a report with recommendations and submit its work to the Mayor and Common Council by February 27, 2018.			