



# Room Tax Request

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Arts Program Administrator

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Urban Planner

Room Tax Commission

Sept 11, 2020





Relief – Resiliency - Recovery

# 2020 Operational Goals and Financial Condition

Amount requested: \$127,500

**\$60,500** after amendment

- Dane Dances \$25,000 – **\$10,000**
- Make Music Madison \$30,000 - **\$10,000**
- Between the Waves Songwriting Conference \$25,000 - **\$10,000**
- Fairs/Festivals/Summer Concerts \$15,000 – **\$17,500**
- Blink + (Temporary Public Art for Downtown Doors and Public Market) \$30,000 - **\$20,000**





# Madison Arts, Tourism Welcome Back - 2021

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Continued investment will help stabilize the creative sector affected by COVID19



# Dane Dances

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- Planning to do event in 2021
- \$10,00





# Between the Waves

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- Planning to do event in 2021
- \$10,00



# Make Music Madison

Social Distancing concerts - \$10,000





## Music Festivals, Conferences & Recovery Planning

A healthy music ecosystem creates jobs, drives sustainable tourism across all communities and demographics





# BLINK+

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Pop-up concerts and arts events will attract regional tourists

\$15,000





“The COVID-19 global pandemic demonstrates a need to think about music and culture differently. Resilience means many things to many people.”



# A Path to a Sustainable Vibrant Music Tourism Scene

- Equitable Access
- Professional Development for Emerging and Professional Musicians
- Music Education
- Audience Development and Community Engagement

**Music Tourism Economic Recovery Plan**



#BETTER  
MUSIC  
CITIES

SOUND  
DIPLOMACY

# SOUND DIPLOMACY

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“A rich and vibrant music scene brings a lot of happiness. It’s like air – it’s important. You need to have that in your life just to remind you that life’s worth living”

MUSIC CITIES

RESILIENCE HANDBOOK

\$45,000



# Outcomes



1. Recognition of music's value to attracting tourism to Madison, similar to Austin & Nashville.
2. An increase in music-related jobs and increase in local investment.
3. Improved community relations and public perception of equity, especially focused on recognizing, promoting and protecting the hip-hop community and other musicians of color.
4. Engagement from a wide variety of sectors to stimulate tourism and creative industries.
5. Increased marketing opportunities to promote tourism and business travelers.
6. Competitive advantage in Wisconsin for attracting regional music tourism (first in the state to do so).

# Arts, Music, Diversity and Inclusion

are more important than ever

- 2020-2022 **Destination Madison** Strategic Plan
- 2018 **Task Force in Equity in Music and Entertainment**
- 2018 **Comprehensive Plan** - Culture and Character
- 2013 **Madison Cultural Plan**



# 2021 Operational Goals and Financial Condition

Amount requested: \$105,000

- Dane Dances **\$10,000**
- Make Music Madison **\$10,000**
- Between the Waves Songwriting Conference **\$10,000**
- Fairs/Festivals/Summer Concerts **\$15,000**
- Blink + **\$15,000**
- Music Tourism Economic Recovery Plan - **\$45,000**



# Madison Arts = Tourism Destination

Cultural Tourism has diminished  
but People's hunger for travel and  
experience has not, our focus is to  
create safe art and music  
experiences for local and regional  
tourists

(Artist: Adriana Barrios. May 2020, *From Outside Looking in Garver Feed Mill*,





Thank you