

Room Tax Request

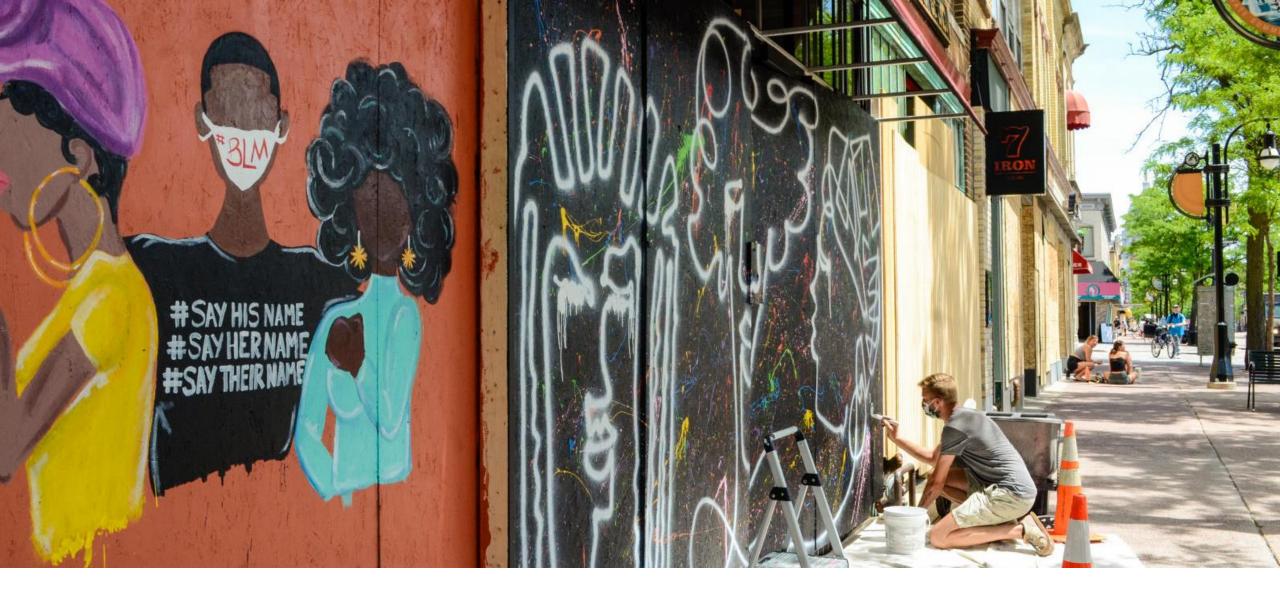
Karin Wolf

Arts Program Administrator

Angela Puerta

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

Continued investment will help stabilize the creative sector affected by COVID19



Dane Dances

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



Between the Waves

- 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+

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



SOUND DIPLOMACY

"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"

\$45,000

Outcomes



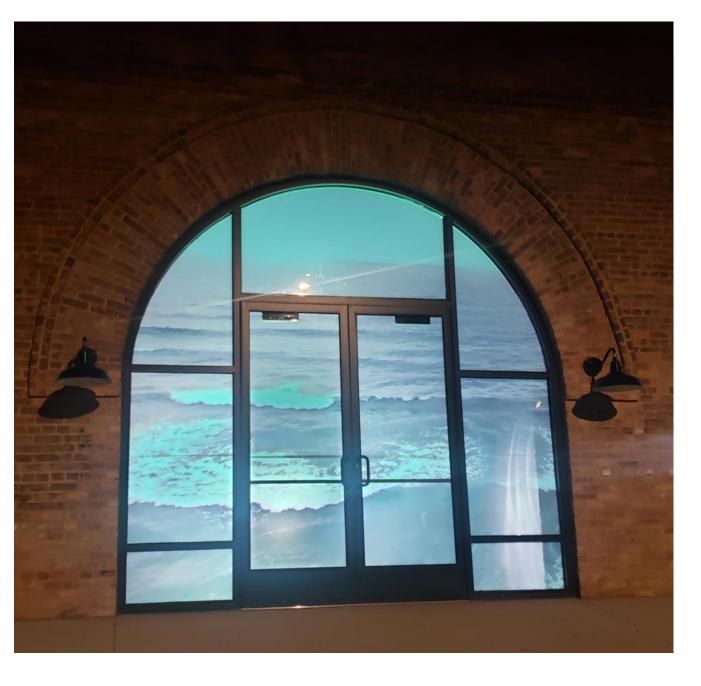
- Recognition of music's value to attracting tourism to Madison, similar to Austin & Nashville.
- 2. An increase in music-related jobs and increase in local investment.
- Improved community relations and public perception of equity, especially focused on recognizing, promoting and protecting the hiphop community and other musicians of color.
- Engagement from a wide variety of sectors to stimulate tourism and creative industries.
- 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