



City of Madison Department of Planning and
Community and Economic Development
Planning Division
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September 14, 2020

Room Tax Commission for the City of Madison
City-County Building, Room 406 210 Martin
Luther King, Jr. Blvd.
Madison, WI 53703-3345

Dear Members of the Room Tax Commission;

We are pleased to present our fiscal year (FY) 2021 Room Tax Budget request. We request \$105,000 in funding from room tax fee collections. As presented last Friday September 11, we are reducing our request compared to previous years hoping that our existing organizations can provide a scale down version of their events while complying with Public Health guidelines. This money will help the City attract tourists and help us market Madison as an extraordinary cultural tourism destination during and after COVID-19. Our 2021 Room Tax Request is broken down as follows:

Civic Conferences/ Fair/ Festivals/ Summer Concerts (\$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**

During this time of crisis, it is important to strategically plan to use these and future resources to bounce back as quick as possible and offer a great experience to all visitors during and after COVID-19. For this reason, we believe that a **Music Tourism Economic Recovery Plan** would achieve a mid-term recovery and make Madison a more resilient city.

Funding festivals and music initiatives is very important to our City but it is imperative that we understand the overarching, holistic make-up of the music sector. With the proposed Strategic Plan in place, we would be able to pave our path to a more equitable and regulated music ecosystem in which Madison brands itself as a "Music City" and is able to attract more tourists and encourage business visitors to stay longer. This is a project never seen before by the Madison Room Tax Commission and we strongly believe that by recognizing and acting in a unified manner around music - with artists of all backgrounds – we will become a more welcoming community for all.

Currently, we do not know the value that music, as a tourism driver, brings to Madison. We do not know the size of the sector and its make-up prior to the pandemic. A **Music Tourism Economic Recovery Plan** would help us primarily to:

- Determine music's economic impact to understand how much music in all its forms and functions is worth, what that 'worth' means and derives from and being to quantify the hases and have nots.
- Deliver an in-depth regulatory assessment to gain an understanding of current policy and regulations. This would help us undertake a regulatory reform, in which musicians can be recognized for their role in boosting the local economy and the current music scene for attracting a high number of visitors.

In furtherance of your objectives and mission, this 2021 budget request will be used to continue to market Madison as a cultural tourism destination and to attract visitors to Madison for their vacation destination. We appreciate your attention and look forward to meeting today at 4pm to answer any questions you might have.

Respectfully,



Karin Wolf
Madison Arts Program Administrator



Angela Puerta
Neighborhood Planner