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TO: Common Council

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SUBJECT: Mad Lit Program Legislative File 65497

DATE: May 11, 2021

The purpose of this memo is to provide an overview of the Mad Lit Program proposed by the Urban Community Arts Network, Ltd. (UCAN).

Overview

Mad Lit is a new outdoor series of events hosted by the Urban Community Arts Network, Ltd. (UCAN) that will serve to revitalize the 100 block of State Street through art, music and retail. COVID-19 has negatively impacted State Street and many groups are collaborating to bring this area back to life. The goal of these events are to 1. Increase traffic to downtown, 2. Provide opportunities to diverse artists, musicians and performers, and 3. Intentionally combine arts and culture with commerce by creating space for pop-up shops for small businesses owned by people of color. UCAN will work with the Greater Madison Music City, Downtown Madison Inc., BID and other stakeholders in the State Street and Downtown area to hold 8 events every other Friday nights from June through October between 8pm-12am. These events will include a DJ, along with solo performers and bands from the Greater Madison Music City roster. Each performance will prioritize people of color and feature multiple genres of music to promote all-inclusive audiences. The Philosopher's Grove area will be used to set up visual arts exhibits with an intentional effort to be a diverse artistic experience. Finally, business pop-ups featuring businesses of color will be located the 100 block of State Street. This event is free and open to all ages.