



Legislation Text

File #: 84168, **Version:** 1

Fiscal Note

The proposed resolution authorizes the Planning Division Director to execute agreements and expenses for the 2024 Artist at Work program in the total amount of \$75,000. The 2024 Adopted Room Tax Fund Budget included a \$75,000 allocation for the Artist at Work program. No additional City appropriation required.

Title

Authorizing the Planning Division to continue the Artist at Work program, focusing on destination marketing for Madison's music sector, and to select and contract non-profit partners as grantees.

Body

WHEREAS, to support a full creative life for all, the Madison Arts Commission (MAC) commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable City; and

WHEREAS, the COVID19 pandemic caused sudden and overwhelming losses of income for cultural sector workers and a steep decline in revenue opportunities for the sector as a whole; and

WHEREAS, on February 22, 2022, the Common Council approved a resolution RES-22-00138, File ID #69226 to establish the Artist at Work grant program; and

WHEREAS, the Greater Madison Music City (GMMC) team was created as a result of the Task Force on Equity in Music and Entertainment Report, which was accepted by the Common Council on February 26, 2019, under the resolution RES-19-00159, and file #53956; and

WHEREAS, the City of Madison Arts Program is an active member of the Greater Madison Music City team led by the Urban Community Arts Network, LTD (UCAN); and

WHEREAS, the Room Tax Commission allocated \$75,000 of Room Tax funds in the 2024 budget to the City's Arts program to continue support for Artist at Work grant program that specifically focus on promotion and marketing to increase Madison's music sector tourism; and

WHEREAS, the 2024 Room Tax allocation of \$75,000 will help support creative workers, continue the work of the GMMC in implementing their music tourism recovery plan, and market Madison's music sector; and

WHEREAS, Madison's grant program, Artist at Work, has identified four (4) non-profit arts organizations, Destination Madison Foundation, Inc., Make Music Madison, Inc., Overture Center Foundation, Inc, and Urban Community Arts Network, LTD., who have successfully established sustainable positions for creative workers in the music sector and are committed to the goals of the GMMC; and

WHEREAS, \$10,000 of the Room Tax fund allocation will be reserved for the implementation of marketing strategies as GMMC progresses in establishing a brand for Madison's music sector, including, but not limited to, testing the new brand, community engagement, creation of a logo;

NOW, THEREFORE, BE IT RESOLVED, that the Planning Division is authorized to contract with Destination Madison Foundation, Inc. for \$15,000, Make Music Madison, Inc. for \$15,000, Overture Center Foundation, Inc. for \$15,000, and Urban Community Arts Network, LTD for \$20,000 to support positions that promote Madison as a music destination, and use \$10,000 towards testing branding, marketing, and community engagement for Madison's music sector;

BE IT FINALLY RESOLVED, that these Artist at Work grants and marketing expenses will be awarded and administered by the Madison Arts program staff, and authorizes the Planning Division Director to execute the agreements for such projects, upon countersignature of the Finance Director and approval of the City Attorney.