



Legislation Text

File #: 65513, Version: 1

The proposed resolution authorizes accepting a \$50,000 grant and amending the Planning Division's 2021 adopted operating budget by the same amount to support the Greater Madison Region Music Strategy. No additional city appropriation is required with the acceptance of this grant.

Amending the 2021 adopted operating budget for the Planning Division, Neighborhood Planning, Preservation and Design Section to accept \$50,000 from the National Endowment for the Arts and authorizing the purchase of services for the Greater Madison Region Music Strategy

WHEREAS, the Greater Madison Region Music City Team was created as a result of the Task Force on Equity in Music and Entertainment Report, accepted by the Common Council on February 26, 2019 (RES-19-00159; File ID #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) working with consultant Sound Diplomacy; and

WHEREAS, Sound Diplomacy is a global expert in delivering economic growth to cities and regions through the tourism and real estate sectors using strategies focused on music and the night time economy; and

WHEREAS, on August 4, 2020, the Common Council passed a resolution (RES-20-00541; File ID #60605) supporting the City's application to the National Endowment for the Arts (NEA) for an Our Town Grant to help fund the consultant, Sound Diplomacy, to create the Greater Madison Region Music Strategy; and

WHEREAS, this effort will develop a comprehensive music ecology assessment and recovery plan, review regulations related to music and entertainment, undertake a comprehensive economic impact assessment and industry profile, write a set of draft ordinances and policies, connect with national and global music cities network, and provide a final event to unveil the plan to communities who participated with speakers and live music; and

WHEREAS, the City of Madison has been awarded a \$50,000 Our Town Grant from the NEA to support the development of the Greater Madison Region Music Strategy.

NOW, THEREFORE BE IT RESOLVED, that the Planning Division's 2021 adopted Operating Budget is hereby amended to accept a \$50,000 grant from the National Endowment for the Arts and appropriate the same amount in purchased services in the Neighborhood Planning, Preservation and Design service, and

BE IT FURTHER RESOLVED, that the Mayor and City Clerk are hereby authorized to accept and execute the terms of the National Endowment for the Arts Our Town Grant to support the Greater Madison Region Music Strategy planning effort, and

BE IT FINALLY RESOLVED, that the Director of the Planning Division is hereby authorized to amend the current contract with the Urban Community Arts Network, LTD, increasing it by \$50,000 to be funded through the NEA grant, for the creation of the Greater Madison Region Music Strategy.