



GREATER MADISON MUSIC CITY PROJECT

MUSIC RECOVERY FRAMEWORK

Appendices

Appendix 1. Economic Impact Assessment

Music ecosystem activities - NAICS Codes

DESCRIPTION	NAICS CODE
Artistic and creative segment	
Other Performing Arts Companies	71119
Independent Artists, Writers, and Performers	7115
Musical Groups and Artists	711130
Professional and support segment	
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	71141
Drinking places (Music Venues)	72241
Drinking Places (Alcoholic Beverages)	72241
Promoters of Performing Arts, Sports, and Similar Events without Facilities	71132
Radio Broadcasting	51511
Record Production	51221
Fine Arts Schools	611610

Sound Recording Industries	5122
Sound Recording Studios"	51224
Other Sound Recording Industries	51229
Musical Instrument and Supplies Stores	45114

Developed by: Sound Diplomacy

RIMS II Multipliers definition

“RIMS II is based on a set of national input-output (I-O) accounts that show the goods and services produced by each industry and the use of these goods and services by industries and final users. Like most other regional I-O models, RIMS II adjusts these national relationships to account for regional supply conditions.”¹

Type I Multipliers: “Multipliers that account for only the interindustry effects (direct and indirect) of a final-demand change.”²

Type II Multipliers: “Multipliers that account for both the interindustry effects (direct and indirect) and household-spending effects (induced) of a final-demand change”³

American Community Survey (2015–2019) 2017 NAICS activities for the music ecosystem

DESCRIPTION	NAICS CODE in ACS
Artistic and creative segment	
Performing arts companies	7111
Independent Artists, Writers, and Performers	7115
Professional and support segment	
Promoters of performing arts, sports, and similar events, agents and managers for artists, athletes, entertainers, and other public figures	711M

¹ Ibid 21.

² Ibid, Page 62

³ Ibid, Page 62

Drinking Places (Alcoholic Beverages)	7224
Sound recording industries	5122
Other schools and instruction, and educational support services (incl. Fine Arts Schools)	611610
Musical Instrument and Supplies Stores	45114

Developed by: Sound Diplomacy

NAICS activities from the Music Ecosystem from the Quarterly Census of Employment

Due to the level of aggregation in the Quarterly Census Employment, below are the NAICS activities used to define the Music Ecosystem:

Artistic & creative segment

- 7111 Performing arts companies
- 7115 Independent artists, writers, and performers

Professional & supporting

- 45114 Musical instrument and supplies stores
- 51222 Integrated record production and distribution
- 51223 Music publishers
- 51225 Record production and distribution
- 51229 Other sound recording industries
- 51511 Radio broadcasting
- 61161 Fine arts schools
- 7113 Promoters of performing arts and sports
- 7114 Agents and managers for public figures
- 7224 Drinking places, alcoholic beverages.

Appendix 2. Regulatory Assessment

Literature Review: City Plans

Madison Cultural Plan, 2013⁴

The Madison Cultural Plan (2013) is a five-year action plan by the City to “advance Madison’s position as a center for creativity and innovation”.⁵ The plan looks at the city’s existing cultural resources and recommends practical steps to invigorate the sector, increase access to cultural opportunities, and strengthen the connection between creative and cultural workers and organizations and their consumers and investors.

The plan is focused around six broad strategic goals which are listed below, along with some of the recommended actions needed to achieve these goals and their current implementation status:

1. For the goal of **positioning municipal government for leadership in the creative sector**, recommendations include:

- Redefining the Madison Arts Commission’s (MAC) membership and role, broadening its responsibility to include arts and culture rather than art alone
 - Achieved in 2012⁶
- Refining MAC’s approach to grant making and creating an online electronic submission process which would increase access and reduce workload
 - A page on the City’s website exists containing information and links to MAC guidelines, reports and application forms (although some application links do not work)⁷
- Providing an annual report from the Cultural Initiatives Staff Team of the City’s arts and cultural highlights
 - Latest annual report, as of 2018-2019, recognizes the accomplishments of the Madison Arts Commission across all sectors⁸

⁴ City of Madison (2013) “Madison Cultural Plan 2013.” Online at https://www.cityofmadison.com/dpced/planning/documents/cultural_plan.pdf accessed 16-12-2021

⁵ Ibid.,

⁶ City of Madison (2021) “Madison Arts Commission.” Online at <https://www.cityofmadison.com/cityhall/legislativeinformation/roster/103400.cfm> accessed 16-12-2021

⁷ City of Madison (2021) “Grants Programs, Funding, and Direct Purchases.” Online at Madison Arts Commission Annual Arts Grants Opportunity 2020-2021 accessed 16-12-2021

⁸ City of Madison (2018) “Projects, Programs, and Partnerships, 2018-2019.” Online at https://www.cityofmadison.com/dpced/planning/documents/MAC_Accomplishments_2018-19_web.pdf accessed 27-6-2022

- The musical segment focuses on equitable access, professional development, education, and audience development

2. For the goal of **creating a nexus for sustainable local and regional creative sector development**, recommendations include:

- The Office of the Mayor should convene a regional effort to form a public/private/creative sector coalition to advance the creative sector
 - No public/private/creative sector coalition found
- The Cultural Coalition should initiate efforts to develop a comprehensive online information sharing system for the sector and its consumers and patrons
 - No creative sector coalition or electronic information sharing system found

3. Actions relating to the goal of **strengthening programs that serve the broadest possible audience**, include:

- Continuing the Alcohol License Review Committee’s (ALRC) discussion with input from the Madison Police Department, Office of the City Attorney, nightclub owners, musicians and promoters concerning licensing structures, fees, and public safety practices. This discussion should explore the concerns of venue operators and promoters, with policies and practices changed if warranted
 - ALRC continues to meet once a month with meetings recorded and easily available online⁹
- The plan also recommends that the City create an ad hoc Study Committee on Fairs, Festivals and Special Events and recommend revised municipal policies and practices as warranted
 - No Study Committee found

4. Actions for the goal of **engaging creative sector resources in defining place**, include:

- Implementing the Madison Sustainability Plan
 - See below for details
- Ensuring the City works to preserve and promote the use of historic buildings and spaces
 - Both the city’s first Historic Preservation Plan¹⁰ and an Underrepresented Communities Survey Report¹¹ were adopted and commissioned in 2020
- Ensuring the City works with the Greater Madison Convention and Visitors Bureau (GMCVB) to increase their destination marketing of Madison’s arts and culture

⁹ City of Madison (2021) “Alcohol License Review Committee.” Online at <https://www.cityofmadison.com/CityHall/legislativeInformation/roster/100300.cfm> accessed 16-12-2021

¹⁰ City of Madison (2020) “City of Madison Historic Preservation Plan.” Online at https://www.cityofmadison.com/dpced/planning/documents/Madison%20HPP%20Final%202020_r.pdf accessed 16-12-2021

¹¹ City of Madison (2020) “Underrepresented Communities Historic Resource Survey Report.” Online at <https://www.cityofmadison.com/dpced/planning/documents/City%20of%20Madison%20Underrepresented%20Communities%20Intensive%20Survey%20Report%20-%20REDACTED.pdf> accessed 16-12-2021

- Destination Madison¹² has a detailed calendar of creative and cultural events including concerts, gigs and club nights
- Ensuring that the Comprehensive Plan establishes a specific goal of preserving and enhancing public access to and uses of lakeshores as primary community assets and articulate basic guidelines for their development
 - In the Comprehensive Plan, Strategy 7 of the Green and Resilient goal is to improve public access to the lakes¹³

5. The plan's recommendations for achieving the goal of **strengthening policy and practice around creative sector facilities utilization and development**, include:

- The Creative Initiatives Staff Team should explore creating incentives for public art investments by private developers; promote the use of parks lands and facilities for arts and cultural events; and systematically recommend the inclusion of artist live/work spaces in affordable housing and community development plans and initiatives whenever feasible
- The Transit and Parking Commission, Madison Metro, private transportation companies and the Madison Area Transportation Planning Board (MPO) should routinely consider: weekend, evening, and late night and service industry riders; location and operating schedules of its regional arts, culture and entertainment industry resources; special events; and cultural districts in transportation planning
- The Transit and Parking Commission, Madison Metro, and the Madison Area Transportation Planning Board (MPO) should consult with live entertainment venue operators in crafting approaches and solutions to reduce bar time instances of intoxicated driving

6. Lastly, the recommendations relating to achieving the goal of **creating a coherent funding system for creative sector development**, include:

- The City of Madison should support capital participation in arts and cultural facilities owned by nonprofit arts and cultural organizations governed by representative community-based boards and serving a critical role as either a neighborhood or a discipline-specific resource
- The City of Madison should increase support to Madison Arts Commission's arts grants to \$150,000 in year one and grow this fund at the annual rate of city budget growth until the annual allocation is equivalent in value to \$1/resident
- The City shall allocate an additional \$100,000 to the Madison Arts Commission to seed the creation of the Creative Coalition

¹² Visit Madison (n.d.) "Events." Online at <https://www.visitmadison.com/events/> accessed 16-12-2021

¹³ Imagine Madison WI (2018) "City of Madison Comprehensive Plan." Online at https://imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Combined_Comprehensive%20Plan_interactive_0.pdf accessed 16-12-2021

City of Madison Comprehensive Plan, 2018¹⁴

Madison's Comprehensive Plan establishes the long-term growth framework for the City, with broad policy recommendations and urban development strategies. It was produced by Imagine Madison, prepared by the Department of Planning, Community & Economic Development and adopted by the Common Council in 2018. The Comprehensive Plan "translates community input and ideas into policies and actions that affect City budgets, ordinances, and growth".¹⁵ The Plan looks 20 years into the future and seeks to address long-term issues as well as focus on actions to guide near-term efforts. There are six plan elements: Land Use and Transportation; Neighborhoods and Housing; Economy and Opportunity; Culture and Character; Green and Resilient; and Effective Government.

The Culture and Character element has two goals; to make Madison a "vibrant and creative city that values and builds upon its cultural and historic assets" and to ensure Madison is a city that has a "unique character and strong sense of place in its neighborhoods and the city as a whole".¹⁶ The Plan outlines seven strategies and their corresponding actions to achieve these goals.

Strategy 1: **Create vibrant and inviting places through creative architecture and urban design.**

Actions include:

- Prioritize placemaking as a way to focus on who and how public spaces will be used and designed throughout the city;
- Emphasize high quality, human-scaled design in new buildings and public spaces;
- Use the City's development review standards and processes to ensure that redevelopment and infill projects result in interesting, high-quality buildings and spaces and harmonious design relationships with older buildings;
- Update Urban Design Districts 1-6 and consider expanding urban design districts to redevelop corridors.

Strategy 2: **Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.** Actions include:

- Complete, adopt, and implement a Historic Preservation Plan as a framework for the future of Madison's historic preservation program;
- Finish updating the Historic Preservation Ordinance by revising the standards for each of the local historic districts;
- Identify ways to retain older buildings and places that contribute to the special character of an area, or are associated with diverse cultures, through the adoption of sub-area plans prior to redevelopment pressures;

¹⁴ Imagine Madison WI (2018) "City of Madison Comprehensive Plan." Online at https://imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Combined_Comprehensive%20Plan_interactive_0.pdf accessed 16-12-2021

¹⁵ Ibid.,

¹⁶ Ibid.,

- Update the zoning code and height maps to better link the code with the City's historic preservation plan and ordinance.

Strategy 3: Create safe and affirming community spaces that bring people together and provide social outlets for underrepresented groups. Actions include:

- Identify existing underutilized spaces, both public and private, and help facilitate their increased usage and activation;
- Design a wide variety of new parks and public spaces in developing parts of the city for enjoyment by a broad range of users;
- Engage artists and talent to find positive ways for the City to improve its support of concerts, events, and gatherings, including encouraging music venues for a wider range of audiences.

Strategy 4: Balance the concentration of cultural and entertainment venues between the downtown and other areas of the city. Actions include:

- Continue to implement Madison's Cultural Plan and regularly update it to ensure it reflects Madison's changing population;
- Promote cultural and music events in diverse neighborhoods where the whole community is welcome;
- Develop a streamlined protocol to set up temporary spaces for smaller events.

Strategy 5: Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations. Actions are:

- Adhere to the Maximum Building Heights Map and Views and Vistas Maps in the Downtown Plan;
- Conduct a viewshed study of the lakes, downtown skyline, and Capitol from vantage points within the city and beyond its borders and implement zoning restrictions to preserve these views.

Strategy 6: Integrate public art throughout the city. Actions include:

- Continue to implement recommendations in the Public Art Framework and schedule a comprehensive revision of that plan to ensure it represents all segments of the community;
- Emphasize the equitable geographic distribution of City investment in public art;
- Incorporate art and the work of artists that reflects Madison's cultural diversity and heritage at City facilities;
- Work with community partners to integrate art into their buildings and spaces.

Strategy 7: Provide opportunities to learn about, create, collaborate, and enjoy the arts.

Actions include:

- Promote and support a diverse array of local artists to increase their ability to flourish as creative professionals;

- Support the efforts of community partners to identify and implement art and creative activities that are open and accessible to the public;
- Work with educational institutions and community organizations to provide culturally relevant arts education for all groups and age ranges;
- Utilize artists in planning and other City processes to highlight the value of art as a cross-cultural communication tool.

The status of the Culture and Character actions according to the 2021 Progress Update¹⁷ are:

- One action is complete - the Historic Preservation Plan¹⁸ was adopted in 2020;
- Three actions are in progress - updating the Historic Preservation Ordinance; updating the zoning code and height maps; and conducting a viewshed study of the lakes, downtown skyline, and Capitol from vantage points and implementing zoning restrictions to preserve these views;
- One has not started - updating Urban Design Districts 1-6 and considering expanding urban design districts to redeveloping corridors;
- The rest of the actions are ongoing.

Culture and Character highlights that occurred between 2018 and 2021 include:

- State Street Murals - In the wake of the George Floyd murder and the corresponding Black Lives Matter protests, the City of Madison partnered with downtown businesses and property owners, the Central Business Improvement District, Madison Museum of Contemporary Art (MMoCA), Overture, and over 100 local artists on an artistic response that amplified the voices of people who have been directly impacted by racial injustice. Over 65 murals were created on State Street depicting the BLM movement and racial injustice (Strategy 7);
- Making Justice, a Madison Public Library Bubbler program, worked with teenagers at juvenile detention centers and shelters to create a mural on the Shelter Home's driveway (Strategy 1);
- Four Madison-based artists were commissioned to create works ranging from large-scale functional structures to wall-sized, hand-stitched embroidery in the new Pinney Library¹⁹ (Strategy 1);
- The City hired three artists to create stencil designs to encourage people to stay six feet apart (Strategy 6);
- Madison's program that turns traffic light utility boxes into works of art continues to expand. In 2020, eleven professional artists from Black, Indigenous, and people of color

¹⁷ City of Madison (2021) "2021 Progress Update." Online at https://imaginemadisonwi.com/sites/imaginemadisonwi.com/files/document/pdf/Progress%20Update%202021_Final.pdf accessed 26-01-2022

¹⁸ City of Madison (2020) "Historic Preservation Plan." Online at https://www.cityofmadison.com/dpced/planning/documents/Madison%20HPP%20Final%202020_r.pdf accessed 26-01-2022

¹⁹ BUBBLER (n.d.) "Art in New Pinney Library." Online at <https://www.madisonbubbler.org/new-pinney-library-art> accessed 26-01-2022

(BIPOC), LGBTQ+, and other historically underrepresented communities were selected to showcase their work on utility boxes in prominent locations throughout the city (Strategy 6);

- The Parks Division developed the Neighborhood and Community Group Park Event permit to provide a low-cost, streamlined process for reserving park spaces. Additionally, in response to COVID-19, the City piloted a streamlined application for small private events using outdoor space and created an online park event application (Strategy 4);
- The Greater Madison Music City (GMMC) initiative formally launched in July 2020. The Planning Division led a team to begin implementation of the recommendations in the Task Force on Equity in Music and Entertainment Report. The GMMC officially kicked off the Music Tourism Economic Recovery Plan funded by \$45,000 from the Room Tax Commission (Strategy 4).

City of Madison Downtown Plan, 2012²⁰

The Downtown Plan (2012) articulates nine keys to ensure the vision for the future of downtown Madison is achieved. The vision is that downtown will be a “flourishing and visually exciting center for the arts, commerce, government and education”.²¹ The keys are 1) Celebrate the Lakes, 2) Strengthen the Region’s Economic Engine, 3) Ensure a Quality Urban Environment, 4) Maintain Strong Neighborhoods and Districts, 5) Enhance Livability, 6) Increase Transportation Choices, 7) Build on Historic Resources, 8) Expand Recreational, Cultural and Entertainment Offerings and 9) Become a Model of Sustainability.

Key 8, **Expand Recreational, Cultural and Entertainment Offerings**, focuses on parks, art in city building and arts, cultural and entertainment venues.

The **parks** objective is to create additional park land and enhance existing parks. The City of Madison Parks Division has a long list of park improvement and enhancement projects;²² the James Madison improvement master plan was approved in 2019,²³ and the Vilas Park improvement master plan was approved in 2021.²⁴ Recommendations include creating pocket parks as gathering places that can become neighborhood assets at key locations downtown (like the pocket park at the corner of Sharpsburg and Galileo which hosts the neighborhood North

²⁰ City of Madison (2012) “Downtown Plan.” Online at https://www.cityofmadison.com/dpced/planning/documents/Downtown_Plan.pdf accessed 20-12-2021

²¹ Ibid.

²² City of Madison Parks Division (n.d.) “Projects.” Online at <https://www.cityofmadison.com/parks/projects> accessed 10-01-2021

²³ City of Madison Parks Division (2019) “James Madison Park Master Plan.” Online at <https://www.cityofmadison.com/parks/documents/James%20Madison%20Park%20Master%20Plan%20Report%20w%20Appendices-New.pdf> accessed 10-01-2021

²⁴ City of Madison Parks Division (2021) “Vilas (Henry) Park Master Plan.” Online at <https://www.cityofmadison.com/parks/projects/vilas-henry-park-master-plan> accessed 10-01-2021

Star Fest²⁵); promoting the development of private and quasi-public outdoor spaces (see Madison Parks Division Parks and Open Space Plan²⁶) and consider requiring them as part of large-scale downtown development projects (no official requirement found); and creating strong linkages to Central Park (renamed McPike Park in 2018).

The **art in city building** objective is to “interweave public art that evokes a sense of place and expresses Madison’s cultural diversity”²⁷ into downtown. Recommendations are: include artists on design teams for downtown public spaces; locate signature public art at key downtown locations; and identify locations for temporary and/or event-only placement of art pieces and public performances.

The **arts, cultural and entertainment venues** objective is to provide a wide variety of cultural experiences by clustering and connecting arts, cultural, and entertainment venues and strengthen the arts, culture and entertainment corridor. Recommendations include designating a cultural district (as of February 2022, no official cultural district has been designated); supporting existing downtown branding programs for the cultural district (no official downtown branding action plan found); locating an urban multi-purpose entertainment facility; enhancing the existing pedestrian-friendly environment that includes spaces for spontaneous street performance (plans to turn State Street into a grand pedestrian mall for a test in summer 2021 failed²⁸); developing an “Arts, Culture and Entertainment Business Plan” (no plan found) to encourage locally-owned retail, cultural entrepreneurs and artists to invest in the downtown arts, culture and entertainment corridor; promoting the arts, culture and entertainment corridor; and promoting public/private cooperation for the use of public open spaces and facilities for a diverse array of festivals, street fairs, performances, special events and exhibits.

Madison Sustainability Plan, 2011²⁹

The Sustainability Plan (2011) lays out a series of priorities and directions that aim to help Madison become more sustainable and thrive in harmony with the environment. The plan defines sustainability as “meeting the current environmental, social and economic needs of the

²⁵ North Star Fest! Facebook (2021) “About.” Online at https://www.facebook.com/events/354550552684805/?acontext=%7B%22ref%22%3A%2252%22%2C%22action_history%22%3A%22%7B%5C%22surface%5C%22%3A%5C%22share_link%5C%22%2C%5C%22mechanism%5C%22%3A%5C%22share_link%5C%22%2C%5C%22extra_data%5C%22%3A%7B%5C%22invite_link_id%5C%22%3A498551131372917%7D%7D%22%7D accessed 10-01-2021

²⁶ City of Madison Parks Division (2018) “2018-2023 Park and Open Space Plan.” Online at <https://www.cityofmadison.com/parks/documents/2018-2023%20POSP.pdf> accessed 10-01-2021

²⁷ City of Madison (2012) “Downtown Plan .” Online at https://www.cityofmadison.com/dpced/planning/documents/Downtown_Plan.pdf accessed 20-12-2021

²⁸ Wisconsin State Journal (2021) “The bottom of State Street in Madison is still ripe for a pedestrian mall.” Online at https://madison.com/wsj/opinion/editorial/the-bottom-of-state-street-in-madison-is-still-ripe-for-a-pedestrian-mall/article_bded1113-f10b-55d7-a4ee-30be1778721f.html accessed 10-01-2021

²⁹ Sustainable Madison (2011) “The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience.” Online at <https://www.cityofmadison.com/sustainability/documents/SustainPlan2011.pdf> accessed 20-12-2021

community without compromising the ability of future generations to meet their needs”.³⁰ The overall vision is for Madison to rely on renewable and local resources and become self-reliant and adaptable. The Sustainability Plan acts in conjunction with the City’s Comprehensive Plan and covers three broad areas: Environment, Economic Prosperity and Social/Community initiatives, recognizing that a healthy environment supports economic and social well-being.

The plan contains ten Sustainability Categories: 1) Natural Systems, 2) Planning and Design, 3) Transportation, 4) Carbon and Energy, 5) Economic Development, 6) Employment and Workforce Development, 7) Education, 8) Affordable Housing, 9) Health, and 10) Arts, Design and Culture.

The Arts, Design and Culture sustainability category states that art, design and culture play vital roles in maintaining high quality of life and so should be an integral part of creating sustainable solutions for achieving civic goals. The category’s specific vision states that sustainability be an integral part of Madison’s art program and sustainable design efforts.

Goal 1 is to “integrate environmental sustainability into Madison’s arts program and art and design into the City’s sustainability efforts”.³¹ The goal’s first action is to encourage sustainable practices in Madison’s Public Art Program by:

- Creating pilot public art projects to demonstrate the use of public art in creating sustainable infrastructure by including environmental artists in planning and design phases of public projects;
- Designing public projects with environmental art³² as part of the green infrastructure that support economic and neighborhood development and can add to the overall environmental design of the project;
- Utilizing environmental artists’ participation on design and build teams to ensure that environmental art is a key part of the overall planning and design strategy.

For examples of these actions see Madison Arts Commission’s pilot Utility Box Art Project,³³ the *Madison Municipal Building Art & Nature: The Year of the Environment* exhibition,³⁴ the *Winter is Alive!* carnival³⁵, and the *How Lovely Are Thy Branches* installation.³⁶

³⁰ Ibid.

³¹ Ibid.

³² Environmental art refers to “artistic works that are intended to enhance or become part of the environment or make a statement on environmental issues.” Oxford University Press (2022) Website. Online at <https://languages.oup.com/google-dictionary-en/> accessed 17-6-2022

³³ City of Madison (2017) “Utility Box Art Program.” Online at <https://www.cityofmadison.com/news/madison-utility-box-art-program> accessed 06-01-2022

³⁴ City of Madison (2020) “Municipal Building 2020 Exhibition, Art & Nature.” Online at <https://www.cityofmadison.com/news/madison-municipal-building-2020-exhibition-art-nature> accessed 06-01-2022

³⁵ City of Madison (2021) “Winter is Alive! A cooler world carnival.” Online at <https://www.cityofmadison.com/news/winter-is-alive-a-cooler-world-carnival> accessed 06-01-2022

³⁶ City of Madison (2021) “How Lovely are thy Branches by Lillian Sizemore.” Online at <https://www.cityofmadison.com/news/how-lovely-are-thy-branches-by-lillian-sizemore> accessed 06-01-2022

The second action is to create an addendum to the Public Art Framework and Field Guide that includes guidelines for achieving sustainability in Madison's Public Art Program and support art becoming a key part of design and infrastructure planning (at the time of writing, no addendum was found³⁷). The third action is to research and identify best practices in sustainable art and design and encourage incorporation of such standards into public art projects and the fourth is to support neighborhood dance instruction for children and adults.

Goal 2 is to "include sustainable art in city infrastructure projects"³⁸ by including artists and designers early in the planning process for City infrastructure, building and public works projects. The supporting actions are first to encourage development of projects that serve the community and ecosystem by maintaining high design and environmental standards, creativity and community involvement by: hiring artists who are doing this type of work to be part of municipal projects to ensure that art is a key component of the design strategy and infrastructure as opposed to merely a decorative add-on; and by utilizing an artist-in-residence, community design charrettes, or hire artists to participate in the planning of municipal projects. The second action is to require artist and designer participation in municipal projects over \$1 million and reserve a percentage of the project budget to fund the art/design fees. For examples of these actions see the plans for the Imagination Center library and community facility at Reindahl Park³⁹ and its cultural program that includes an artist-in-residence program and multiple resident art opportunities, as well as The Bubbler at Madison Public Library's artist-in-residence program.⁴⁰

Equity in Music and Entertainment Report, 2018⁴¹

This 2018 report on equity in Madison's music and entertainment scene is the work of the Urban Community Arts Network⁴² and the local Hip-Hop community. Previous reports reveal that Dane County has some of the largest racial disparities between Black and white citizens in the country⁴³ and these disparities show themselves everywhere including in the entertainment and music

³⁷ City of Madison Arts Commission (n.d.) "Summary of the Public Art Framework and Field Guide for Madison, Wisconsin." Online at https://www.cityofmadison.com/dpced/planning/documents/Public_Art_Summary.pdf accessed 11-01-2022

³⁸ Sustainable Madison (2011) "The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience." Online at <https://www.cityofmadison.com/sustainability/documents/SustainPlan2011.pdf> accessed 20-12-2021

³⁹ Madison Public Library (2020) "Imagination Center at Reindahl Park." Online at https://www.madisonpubliclibrary.org/sites/www.madisonpubliclibrary.org/files/media/MPL_ICR-FINAL-pages-lowres_2.pdf accessed 06-01-2022

⁴⁰ City of Madison (2021) "the Bubbler at Madison Public Library Announces New Artist-in-Residence Program." Online at <https://cityofmadison.com/news/the-bubbler-at-madison-public-library-announces-new-artist-in-residence-program> accessed 06-01-2022

⁴¹ Task Force on Equity in Music and Entertainment (2018) "Task Force on Equity in Music and Entertainment." Online at https://static1.squarespace.com/static/58f7f35e9f745630b6952af8/t/5ee8ddebfb9c756767df9120/1592319470180/TFE_ME_report.pdf accessed 26-01-2022

⁴² Urban Community Arts Network (n.d.) "Home." Online at <https://www.ucanmadison.org> accessed 16-12-2021

⁴³ The State of Black Madison (2008) "Before the Tipping Point, Urban League of Greater Madison." Online at http://ulgm.org/wp-content/uploads/2017/04/State_of_Black_Madison_2008_web.pdf accessed 16-12-2021 & Race to Equity (2013) "A Baseline Report on the State of Racial Disparities in Dane County." Online at <https://racetoequity.net/baseline-report-state-racial-disparities-dane-county/> accessed 16-12-2021

scene. The task force's report states that any official "conversation centered around Hip-Hop music and culture usually focuses on public safety rather than the art itself".⁴⁴ In order to change this, the report identifies five areas to focus on: Culture & Community; Venues; Equity of Access; Public Safety & Media Coverage; and Transportation, and provides 31 recommendations to the Mayor and Common Council of Madison to improve the reputation and inclusivity of Madison's music and entertainment scene. Recommended actions that should be completed within 1-2 years (and their implementation status) include:

- Create a full-time staff position at the Mayor's office, at \$60,000 per year, focused exclusively on promoting equity in arts and entertainment;
 - Being formalized - City of Madison neighborhood planner Angela Puerta has been given a 20% staffing assignment to work on Greater Madison Music City Projects
- The City should work with festival organizers who are receiving City funds to ensure that artists of color and specifically Hip-Hop artists, are incorporated into their programming;
 - Paused due to COVID-19 - future steps of action include making inclusion in festival programming mandatory and training festival organizers in racial equity and social justice⁴⁵
- The Common Council and Mayor should commission a study on the level of equity in policing Hip-Hop related events in comparison to other genres;
 - On hold due to COVID-19
- The City should work to increase the number of residents trained as Equal Opportunities Commission Certified Partners to witness music and entertainment events to ensure that equity is maintained and the City should offer these trainings at least once a year and intentionally advertise them;
 - The City of Madison Director of Civil Rights is working on creating this training to be ready by mid-2022
- The City should hire a consultant to develop a plan to build music infrastructure to support independent artists;
 - The Greater Madison Music City project was officially launched in July 2020.⁴⁶ The City was able to garner additional funding in support of the project from Room Tax (\$45,000), the Wisconsin Arts Board (\$7,000) and Dane Arts (\$5000) and more efforts are underway
 - Staff are attending weekly meetings with stakeholders and holding one-on-one meetings with music organizations to gain support for the effort
- The Department of Civil Rights (DCR) should develop procedures to train all venue staff in anti-bias practices and bi-cultural and cross-cultural interactions;

⁴⁴ Task Force on Equity in Music and Entertainment (2018) "Task Force on Equity in Music and Entertainment." Online at https://static1.squarespace.com/static/58f7f35e9f745630b6952af8/t/5ee8ddebfb9c756767df9120/1592319470180/TFE_ME_report.pdf accessed 26-01-2022

⁴⁵ City of Madison Department of Civil Rights (2022) "Racial Equity & Social Justice Initiative." Online at <https://www.cityofmadison.com/civil-rights/programs/racial-equity-social-justice-initiative> accessed 11-01-2022

⁴⁶ Greater Madison Music City (n.d.) "Home." Online at <https://ourgmmc.org> accessed 26-01-2022

- Voluntary discrimination training would be offered to venues but would be mandatory for venues that have complaints of harassment or discrimination. DCR working on shortening existing discrimination trainings and thinking of incentives for venues to take the courses
- Venues should begin to follow the 2015 Revised Entertainment Practices for Venue Owners;
 - To be included as part of the Alcohol Licensing Review Committee (ALRC) packet
- The ALRC should require that all venues with an entertainment license with more than 14 employees submit an Affirmative Action Plan similar to entities contracting or receiving grant money from the City of Madison;
 - Policymakers are drafting an ordinance to add an Affirmative Action Plan to the entertainment license application
- The City should consider providing grants or sliding-scale fees for arts events that require permits;
 - Being implemented

Another 12 of the report's 31 recommendations address the Madison Police Department and local media institutions. The report finds that both have contributed to false negative connotations of Hip-Hop and a stigma of violence and crime causing greater inequity and lack of understanding, including exclusion from professional performance spaces.⁴⁷

The report has been approved or accepted by the Equal Opportunities Commission, ALRC, Transportation Policy & Planning Board, Public Safety Review Committee, and Madison Arts Commission.⁴⁸ The Madison Arts Commission is working on the further implementation of the recommendations.

Madison's Music Ecosystem

Music Education

K-12 Music Curriculum

The Madison Metropolitan School District adheres to the Wisconsin Music Educators Association Wisconsin Standards for Music in their instructional processes. The Wisconsin Standards for Music was revamped in 2017 by a team of educators, higher education staff, and music industry

⁴⁷ Journal of Black Studies (2018) "Is Hip-Hop Violent? Analyzing the Relationship Between Live Music Performances and Violence." Online at <https://journals.sagepub.com/doi/abs/10.1177/0021934718754313?journalCode=jbsa> accessed 15-6-2022

⁴⁸ Forward Lookout (2019) "Catching Up with the Task Force on Equity in Music and Entertainment." Online at <https://www.forwardlookout.com/2019/02/catching-up-with-the-task-force-on-equity-in-music-and-entertainment/26734> accessed 16-12-2021

professionals to recognize four essential areas for music instruction: Create, Perform, Respond, and Connect. As a central part of a holistic education, music is viewed as a pathway for students to gain skills and knowledge that will help them in their academic and social pursuits and is offered at all grade levels. While the Wisconsin Standards for Music document is not a music curriculum, it does lay the groundwork and overall goals to guide and prepare students for college and careers. The standards apply to all school settings and levels including traditional, Advanced Placement (AP), International Baccalaureate (IB), Montessori, etc.

Wisconsin's vision for music is five-fold:

1. Introduce students to fundamental concepts and aesthetic aspects of music
2. Present music at the secondary level that expands exploration through performance opportunities and artistic engagement
3. Offer additional secondary-level music experiences, which allow students to study music in depth and prepare them for entry into a career or college
4. Offer opportunities for students to demonstrate their musical knowledge and skills
5. Increase the knowledge of music across time and cultures

In reaching these goals, the Standards recognize two strands of education, General Music and Performance Music, which have both distinct and overlapping elements. Both strands encourage students to generate, develop, and refine artistic work; analyze, develop and convey meaning through their artistic work; critically interpret and evaluate artistic work; and use this knowledge to engage music in its cultural and historical context. Each strand's correlating grade levels establish specific performance indicators that illustrate when standards have been met.⁴⁹

After-school Music Programs

The mission of the Urban Community Arts Network (UCAN) is to “empower and unify youth and adults through urban arts, specifically hip-hop.”⁵⁰ UCAN's programming includes the Academic Rap Up program, Beat Battles, a Summer Concert Series, and the Hip Hop Awards. Academic Rap Up collaborates with local schools to introduce students and teachers to the ways that Hip Hop can be utilized as a pedagogical tool. Through the program “young members of the community receive mentorship and artists receive experience, professional development and payment for their work in district classrooms.”⁵¹

The Madison Public Library offers music programming for children of all ages. This includes:

⁴⁹ Wisconsin Department of Public Instruction (2017) “Wisconsin Standards For Music.” Online at <https://dpi.wi.gov/sites/default/files/imce/fine-arts/WIMusicStandardsFINALADOPTED.pdf> accessed 20-12-2021

⁵⁰ Urban Community Arts Network (n.d.) “About Us.” Online at <https://www.ucanmadison.org/about-us/> accessed 17-6-2022

⁵¹ Urban Community Arts Network (n.d.) “Academic Rap Up.” Online at <https://www.ucanmadison.org/programs/rap-up/> accessed 17-6-2022

- Family Music Time: a program that gives babies and toddlers a chance to learn new songs and enjoy music with their families⁵²
- Music and Movement: a similar program for preschoolers ages five and up⁵³
- Make Music Day: A city-wide day of free music⁵⁴
- Teen Bubbler: Offers programs like “Making Justice,” a collaborative program in collaboration with the Dane County Juvenile Court Detention Center, the Dane County Juvenile Court Shelter Home, the Neighborhood Intervention Program, and several classrooms within Madison Metropolitan School District where students participate in artistic workshops which teach them how to creatively document themselves, their communities, and the justice system⁵⁵

UW-Madison Summer Music Clinic is a part of the Badger Precollege, a program that exposes students to a variety of academic disciplines over the course of the summer.⁵⁶ Overall, Badger Precollege offers 60+ classes, 840 students are served annually, 25% of program alumni go on to attend UW-Madison for college, and 20% of students receive some type of scholarship to support their participation in the program. The Program states its commitment to diversity, equity, and inclusion on the website, asserting its promotion of critical thinking, cultural awareness, and social justice.

The Summer Music Clinic has been operating since 1929, making it one of the oldest music camps in the U.S. The Clinic’s mission is to give students the opportunity to learn from experienced educators and musicians, gain new artistic skills, collaborate with students who have similar interests, develop unique artistic styles, and enjoy new experiences. The Clinic happens in two sessions, one dedicated to grades 6-8 (junior session) and another for grades 9-12 (senior session).

Students can either remain in residence for the week or commute each day. The junior session costs \$900 for residential students, \$650 for commuter students, and \$1100 for international students. The senior session costs \$1050 for residential students, \$700 for commuter students, and \$1250 for international students. Students engage in music and art classes from 7:30 a.m. - 4:20 p.m. each day and spend the evenings engaging in social activities and watching musical performances and lectures from professional musicians as well as UW-Madison faculty and students.

⁵² Madison Public Library (2022) “Family Music Time.” Online at <https://www.madisonpubliclibrary.org/events/special-series/family-music-time> accessed 17-6-2022

⁵³ Madison Public Library (2022) “Music and Movement.” accessed 17-6-2022

⁵⁴ Madison Public Library (2022) “Make Music Day at the Library.” Online at <https://www.madisonpubliclibrary.org/new/make-music> accessed 17-6-2022

⁵⁵ Madison Public Library (2020) “Making Justice.” Online at <https://www.teenbubbler.org/programs/making-justice> accessed 17-6-2022

⁵⁶ University of Wisconsin - Madison (n.d.) “Badger Precollege - Summer Music Clinic.” Online at <https://precollege.wisc.edu/smc/> accessed 20-12-2021

The Wisconsin Youth Symphony Orchestra (WYSO) (which includes Madison Music Makers,⁵⁷ a program that provides instruction and performance opportunities regardless of students ability to pay), is a not-for-profit organization partially supported by the Madison Arts Commission that offers a variety of orchestral training and performance opportunities for students who are admitted into the program.⁵⁸ The WYSO facility in downtown Madison features rehearsal spaces for orchestras and small ensembles, studio teaching spaces, admin offices, and a music library. The WYSO features five different orchestras:

- Youth Orchestra - WYSO's premier orchestra performing advanced high school and college literature. Students in WYSO tour nationally and internationally in addition to performing at local concerts
- Philharmonic Orchestra - an intermediate group for experienced musicians at the advanced high school level
- Concert Orchestra - for performers at the high school and advanced middle school level
- Sinfonietta - for middle school and high school students capable of performing standard literature
- Opus One - an introductory ensemble for young string players

In addition to the orchestras, WYSO offers other programs including: Music Makers which is a program for students who would like to learn music in a non-competitive setting and Chamber Music which is a program for students who would like to perform in a small group setting.

Tuition differs according to performance tier. The cost to participate in Youth Orchestra is \$725, Philharmonic Orchestra costs \$675, Concert Orchestra costs \$600, Sinfonietta costs \$575, Opus One costs \$525, the Harp Program costs \$600, and the Chamber Music Program costs \$275.

Madison Youth Choirs (MYC) is a non-profit organization partially supported by the Madison Arts Commission, the Dane County Arts and Cultural Affairs Commission, and the Wisconsin Arts Board that caters to children ages 7-18 who have a desire to sing.⁵⁹ MYC is housed in the 65,000 sq.ft., four-floor Madison Youth Arts Center (MYArts). The Center has 15 rehearsal studios, a 300-seat theater, a 125-seat performance studio, community spaces, an art gallery, costume and production shops, shared office spaces, and outdoor patios equipped for gatherings and performances.⁶⁰ Choirs are organized around voice type and include:

- Introductory choirs for students aged 7-10
- Performing choirs for students that identify as "she" and/or "they"
 - Choraliers, grades 2-5

⁵⁷ Madison-area Out-of-School Time (2022) Website. Online at <https://mostmadison.org/organizations/madison-music-makers#:~:text=Since%202008%2C%20Madison%20Music%20Makers,large%2Dgroup%20instruction%20and%20rehearsals> accessed 9-8-2022

⁵⁸ Wisconsin Youth Symphony Orchestra (n.d.) "Home." Online at <https://wysomusic.org> accessed 20-12-2021

⁵⁹ Madison Youth Choirs (n.d.) "Home." Online at <https://www.madisonyouthchoirs.org> accessed 20-12-2021

⁶⁰ Madison Youth Arts (n.d.) "Home." Online at <https://www.madisonyoutharts.org> accessed 20-12-2021

- Con Gioia, grades 5-8
- Capriccio, grades 7-9
- Cantilena, grades 9-12
- Cantabile, grades 1-12
- Performing choirs for students that identify as “he” and/or “they”
 - Purcell, grades 2-7
 - Britten, grades 5-8
 - Holst, grades 7-10
 - Ragazzi, grades 9-12

In addition to its choirs, MYC has several community initiatives including a School and Community Choral Program, School and Community Outreach Tours, the Madison Boychoir Festival, an Intergenerational Choir, and the Carrel Pray Music Educator of the Year Award. MYC tuition ranges from \$550-\$610 depending on the ensemble.

MYArts, Madison’s Youth Arts Center, provides a dedicated and affordable space for many youth arts community organizations.⁶¹ Music con Brio⁶² offers music lessons at an affordable price to a diverse mix of Madison Area students and the Dane County Boys and Girls Clubs also offers art programs in creative, performing and fine arts.⁶³

In 2022 MMSD devoted 1.3 million in Elementary and Secondary School Emergency Relief (ESSER) funds towards a Summer Arts Academy⁶⁴ and gave out instruments to children. MMSD, City of Madison, UW Arts Collaboratory, Overture Center for the Arts, Arts for All, & the Madison Children’s Museum all actively participate in Any Given Child Madison, a collective impact project started by the Kennedy Center that works to strengthen arts education in the schools.⁶⁵

Tertiary Education

The Mead Witter School of Music at UW-Madison offers courses in brass, composition, conducting, jazz studies, keyboard, music education, music theory, musicology, percussion, strings, guitar, and harp, voice and opera, and woodwinds.⁶⁶ Prospective undergraduate majors audition for admittance and afterwards decide between Bachelor of Arts, Bachelor of Science, and Bachelor of Music degrees. The School also offers advanced degrees in Music Education. The School sponsors several band, orchestral, jazz ensembles in addition to the University Opera

⁶¹ Madison Youth Arts (n.d.) “Home.” Online at <https://www.madisonyoutharts.org> accessed 09-12-2021

⁶² Music Con Brio (2022) Website. Online at <https://www.musicconbrio.org/> accessed 9-8-2022

⁶³ Boys & Girls Clubs of Dane County (n.d.) “Arts Programs.” Online at <https://www.bgcfdc.org/programs/club-based-programs/arts-programs> accessed 10-12-2021

⁶⁴ Madison Metropolitan School District (2022) Website. Online at <https://www.madison.k12.wi.us/families/summer-arts-academy> accessed 9-8-2022

⁶⁵ Any Given Child Madison (2022) Website. Online at <https://anygivenchildmadison.org/> accessed 9-8-2022

⁶⁶ Mead Witter School of Music (n.d.) “Graduate Admissions.” Online at <https://music.wisc.edu/graduate-admissions/> accessed 20-12-2021

and the Wisconsin Singers. UW-Madison undergraduate tuition ranges from \$10,766 to \$38,654 and graduate tuition ranges from \$12,220 - \$25,548 depending on the resident status of the student.⁶⁷

Madison Area Technical College's music course offerings include Music Appreciation, World Music, History of Pop and Rock Music, Jazz History, Piano, Music Theory, and Aural Skills.⁶⁸ These courses can be transferred to UW Madison should students choose to attend following matriculation. Students can also choose to participate in one of the five ensembles that perform on and off campus. These ensembles are Orchestra, Concert Band, Jazz Ensemble, Chorale, and World Drumming. Courses at Madison Area Technical College cost anywhere from \$141.00 to \$380.00 depending on degree type and resident status.

Edgewood College's Music Department offers degrees in Music, Music Education, Music Media and Production, Music Promotion and Industry, and Pre-Music Therapy.⁶⁹ In addition to general music courses in music theory and performance, Edgewood offers an array of courses that focus on music of different cultures such as: Jazz Improvisation, West African Drumming, Middle Eastern Drumming as well as Culture Jazz History, Popular Music History, American Music, The Art of Listening, World Music, Women in Music, and Music in Western Civilization. Students also have the option of participating in one of the many vocal and instrumental ensembles on campus. Edgewood tuition is approximately \$33,550 per year.

Further Resources for Music Artists and Professionals

Since 2016 the Madison Arts Commission has sponsored the Between the Waves professional development conference, which provides knowledge, resources, and connections to emerging music professionals from musicians to sound engineers. The event intentionally collaborates with a diverse group of partners including the Urban Community Arts Network and LGBTQ music industry leaders. The Madison Arts Commission also sponsors the Madison Area Music Awards, which highlights exceptional talents in an effort to support youth music education.⁷⁰

In addition to the Madison Arts Commission, The University of Wisconsin - Madison's office of Professional Learning and Community Education (PLACE) offers professional and community learning programs in education, the arts, and health⁷¹ and Arts + Literature Laboratory (ALL), a

⁶⁷ Office of Student Financial Aid (n.d.) "Cost of Attendance." Online at <https://financialaid.wisc.edu/cost-of-attendance/> accessed 20-12-2021

⁶⁸ Madison Area Technical College (n.d.) "Music." Online at <https://students.madisoncollege.edu/music-department> accessed 20-12-2021

⁶⁹ Edgewood College (n.d.) "Music Department." Online at <https://music.edgewood.edu> accessed 20-12-2021

⁷⁰ Madison Arts Commission (2018-2019) "Projects, Programs, & Partnerships." Online at https://www.cityofmadison.com/dpced/planning/documents/MAC_Accomplishments_2018-19_web2.pdf accessed 20-12-2021

⁷¹ PLACE (n.d.) "Arts Programs." Online at <https://place.education.wisc.edu/arts-programs/> accessed 10-12-2021

community-based contemporary arts incubator, offers numerous arts programs, classes, workshops and exhibitions in music as well as other artforms.⁷²

Communication is a non-profit art and music organization that runs art classes and exhibitions, music performances and events. It also runs community outreach programs.⁷³ Wilder Deitz School for Creative Music is a hub for musicians that offers classes, performing ensembles and private lessons.⁷⁴

UCAN sponsors an annual “Beatmakers Brawl” where local beat makers and creators compete. Battles are judged by legendary producers and rap artists. Their Summer Concert Series gives local artists space to perform for the public. Participating artists are paid with grant funding from Dane Arts and the Madison Arts Commission.⁷⁵ The Madison Hip Hop Awards honors deserving local artists while giving the community an opportunity to network and connect. Proceeds from the Hip Hop Awards benefit local non-profits.⁷⁶ UCAN also sponsors the Level Up conference, which provides “education and training for urban artists and related independent music industry careers.”⁷⁷

Funding Support

Grants

Dane Arts, the county’s arts and cultural affairs commission, has a grant program which supports arts, culture, and local historical activity in Dane County. There are two grant cycles per year which distribute several hundred thousand dollars from local public and private sources over 150 awards with project, short order project and capital grants.⁷⁸

The City of Madison’s Annual Grant Program provides grants of up to \$3,000 for individuals and non-profit groups that enrich the cultural landscape.⁷⁹ These grants must be matched by contributions from the awardee. The types of grants included in this program are:

- Project Grant - supports artists and non-profit arts organizations who create projects, performances, and exhibits that enhance the community

⁷² Art Lit Lab (n.d.) “Home.” Online at <https://artlitlab.org> accessed 10-12-2021

⁷³ Communication Madison (n.d.) “Home.” Online at <https://communicationmadison.com> accessed 09-12-2021

⁷⁴ Wilder Deitz School for Creative Music (n.d.) “Home.” Online at <https://wilderdeitzschool.com> accessed 09-12-2021

⁷⁵ Urban Community Arts Network (n.d.) “Summer Concert Series.” Online at <https://www.ucanmadison.org/programs/summer-concert-series/> accessed 17-6-2022

⁷⁶ Urban Community Arts Network (n.d.) “Hip Hop Awards” Online at <https://www.ucanmadison.org/programs/mhha/> accessed 17-6-2022

⁷⁷ City of Madison (2015) “Proposal for Emerging Opportunities Program.” Online at <https://www.cityofmadison.com/dpced/communitydevelopment/funding/documents/UrbanComArts2015EOPFallApp.pdf> accessed 17-6-2022

⁷⁸ Dane Arts (n.d.) “Grants.” Online at <http://www.danearts.com/grants> accessed 8-12-2021

⁷⁹ City of Madison DPCED Planning (n.d.) “Grant Programs, Funding, and Direct Purchase.” accessed 20-12-2021

- Art Education Grant - supports partnerships between artists and non-profits arts organizations and community groups that wish to provide after school art activities
- Blink Temporary Public Art Opportunities - supports temporary community art installations that emerge instantly and vanish quickly
- Art in Public Places - supports the creation of permanent public art projects
- Individual Fellowships - support the contributions of individual artists in Madison

In order to be considered for one of the above grants applicants must first email the Arts Administrator stating their intent to apply. Individuals and organizations will only be awarded one grant per project for each calendar year and the grant must not account for more than 50% of the project budget. Applications are considered complete if it contains:

- A completed application
- Narrative explanation of the project
- Up to three letters of support
- The resumes of key personnel
- Work samples

Arts organizations must also submit:

- A description of the organization or mission statement
- Organizational budget for the year
- IRS tax-exempt status letter
- A list of current board members

Applicants must compile the materials in a dropbox folder and then share the folder with the Madison Arts Commission. The Madison Arts Commission offers several grant writing workshops each year to walk prospective applicants through the process.

The Wisconsin Arts Board, a state agency which serves the arts sectors, also has several grant programs. These include:⁸⁰

- Creation and Presentation Grants - provides artistic program and operational support to established nonprofit arts organizations
- Creative Communities Grants - provides support for projects that further the Arts Board's goals
- Woodland Indian Arts Initiative - designed to promote and develop a foundation of cultural and economic support for traditional and contemporary Native American arts in Wisconsin

⁸⁰ State of Wisconsin (2022) "Grant Program Descriptions." Online at <https://artsboard.wisconsin.gov/Pages/Community/GrantPrograms.aspx> accessed 17-6-2022

- Arts Challenge Initiative - works with Wisconsin's racially diverse nonprofit arts organizations to build their organizational capacity and long-term sustainability
- Wisconsin Regranting Program - provides funds to participating local arts agencies and their partner community foundations around the state
- Folk Arts Apprenticeship Program - supports respected traditional artists in teaching their skills to committed and talented apprentices

Incentives

The Small Business Equity and Recovery (SBER) grant provides support to small businesses owned by people of color in recognition of the systemic inequities faced by such populations.⁸¹ As of February 2021, the grant is no longer accepting applications.

Regulatory Ecosystem⁸²

Licensing and Regulations

Liquor Licensing

All licensing procedures are handled by the City Clerk's Office, which has a website dedicated to licenses and permits.⁸³ The majority of forms are available online. Information on the website is divided into several categories depending on the type of event or venue. These categories include:

- Entertainment Licenses
- Establishments: New
- Establishments: Existing
- Existing Establishment License Renewals
- New Alcohol Servers
- Existing Alcohol Servers Renewals
- State and Federal Forms
- Temporary Picnic (Beer) Licenses
- Wholesalers

Each category lists necessary information including laws and regulations for venue owners and retailers, FAQs regarding charges and recent permit changes, and relevant tax forms.

⁸¹ City of Madison Economic Development (n.d.) "Equity & Recovery Grants." accessed 20-12-2021

⁸² Unless otherwise noted, the content in this chapter is specific to the City of Madison

⁸³ City Clerk's Office (n.d.) "Licenses & Permits." Online at <https://www.cityofmadison.com/clerk/licenses-permits#Alcohol> accessed 20-12-2021

While Alcohol licenses are granted by the City of Madison's Common Council, the Alcohol Review License Committee (ALRC) makes recommendations to the council. Alcohol license classifications include: Class A - allows the sale of alcohol for consumption elsewhere than on the premises where sold; Class B - allows the sale of alcohol for consumption either on or off the premises where sold; and Class C - allows the sale of alcohol for consumption on the premises where sold and limited sales for off-premises consumption.

The legal drinking age is 21. Retail alcohol sales are prohibited between 9 p.m. - 6 a.m. for hard liquor and 12 a.m. - 6 a.m. for beer. Beverage alcohol sales are prohibited between 1:45 a.m. - 6 a.m. Mon-Fri and 2:15 a.m. - 6 a.m. Sat-Sun (no closing required on New Years Eve). However, they can remain open for 30min after sales cease.

Special Events Permit

Special events permits are dispersed by the city and include downtown performance space, neighborhood block parties, rallies and marches, park events, street use events, and filming and photoshoots. In July 2022, the Madison Arts Commission published their Outdoor Music Guide (OMG) which provides information on what musicians and event organizers "can successfully do outdoors to deliver music-related activities within the City of Madison." The OMG summarizes all options relevant to hosting events with outdoor music and includes information regarding relevant ordinances, policies, rules, and considerations.

At events where alcohol is to be sold, organizers must obtain a temporary class B retailers alcohol license (referred to as a Picnic Beer license) for the sale of beer and wine. This must be applied for at least 60 days prior to the event through the Office of the City Clerk and is approved by the Alcohol License Review Committee and the Common Council. At least one licensed bartender must be present at all times of operation and there is no temporary license available for the sale of hard liquor.⁸⁴

Noise and Curfews

According to the Madison Arts Commission's Outdoor Music Guide, "The City allows amplified sound (voice, instruments, and recordings) from a street or sidewalk during the following hours in most parts of the City without a permit: 12 pm to 1:30 pm and 5 pm to 7 pm, daily. However, that does not apply to areas along State Street or Rotary Plaza in front of the Children's Museum."

In order to have amplified sound outdoors outside of these times, performers and/or event organizers must obtain permission from the City.

⁸⁴ City of Madison (n.d.) "Beer/Wine Sales At Your Event." Online at <https://www.cityofmadison.com/specialevents/streetevents/beerWine.cfm#> accessed 20-12-2021

Noise complaints, including about car stereos and parties, are dealt with by the Madison Police Department with calls coming to the non-emergency number.

Health & Safety Regulations

Public safety in Madison is managed by the Fire Department, Police Department and the city's Emergency Management Office which is located within the Fire Department.⁸⁵ The city website has a health and safety page which contains information on everything from animal bite reporting to pedestrian safety.⁸⁶

Regarding the COVID-19 pandemic, Public Health Madison & Dane County has guidance for workplaces and businesses on their website. In addition, the Department recommends that businesses:

- Promote vaccination
- Encourage mask use
- Encourage staff to stay home if sick
- Consider remote work and alternative options for customers
- Improve ventilation
- Create physical distancing between staff and patrons
- Encourage exposed staff to cooperate with isolation, quarantine, and contact tracing protocols
- Model and practice respiratory etiquette
- Clean and disinfect the workspace often
- Create a hygiene policy
- Create a clean policy

The Guide also includes a suggestion to sign-up for sector-specific newsletters, but entertainment businesses and venues are not included.⁸⁷ There are also no music or entertainment specific public safety or health regulations on the Public Health Madison and Dane County website.

⁸⁵ City of Madison (2022) "Public Safety." Online at <https://www.cityofmadison.com/city-hall/public-safety> accessed 03-02-2022

⁸⁶ City of Madison (n.d.) "Health & Safety". Online at <https://www.cityofmadison.com/health-safety> accessed 08-02-2022

⁸⁷ Public Health Madison & Dane County (2022) "Recommendations and Guidance." Online at <https://publichealthmdc.com/coronavirus/recommendations-and-guidance> accessed 03-02-2022

While there are no city-lead regulations, entertainment venues like Sylvee⁸⁸ and Robinia Courtyard⁸⁹ enacted their own masking and safety protocols as part of a large-spread grassroots response⁹⁰ to what was viewed as a premature lifting of precautions.

In 2020 Madison reached a record high of 10 homicides, compared to 4 the previous year; in 2021, the City tied this record. The mayor is currently seeking and encouraging collaborative and communal remedies to the increase in violent crime, which she attributes to the COVID-19 pandemic.⁹¹

Environmental Sustainability & Recycling

Madison's sustainability office presents the city's sustainability plan and runs programs like the MadiSUN solar energy program, multiple energy efficiency and renewable energy projects, and the RoundTrip rideshare program.⁹²

Sustain Dane is the county's sustainability organization. They have sustainability programs and resources like sustainability workshops, lectures and networking events, master recycler program, and home efficiency navigator program.

Dane County Office of Energy & Climate Change is a division within the County Executive's Office. The office uses its Climate Action Plan (which is discussed at length in the lit review) as a guide and strategy to reduce greenhouse gas emissions and address climate change by leading public and private efforts across the county and implementing strategies.⁹³

The Arts, Design and Culture sustainability category states that art, design and culture play vital roles in maintaining high quality of life and so should be an integral part of creating sustainable solutions for achieving civic goals. The category's specific vision states that sustainability be an integral part of Madison's art program and sustainable design efforts.

⁸⁸ Rob Thomas (2021) "Sylvee, Coliseum, other Madison music venues to require proof of COVID vaccine." Online at https://captimes.com/entertainment/music/sylvee-coliseum-other-madison-music-venues-to-require-proof-of-covid-vaccine/article_bcc4f949-0d53-56d3-9fe2-dd5ef4db77d4.html accessed 27-6-2022

⁸⁹ Sannidhi Shukla (2021) "As the Delta variant of COVID spreads, Robinia Courtyard adjusts." Online at <https://tonemadison.com/articles/as-the-delta-variant-of-covid-spreads-robinia-courtyard-adjusts/> accessed 17-6-2022

⁹⁰ Rob Thomas (2021) "Sylvee, Coliseum, other Madison music venues to require proof of COVID vaccine." Online at https://captimes.com/entertainment/music/sylvee-coliseum-other-madison-music-venues-to-require-proof-of-covid-vaccine/article_bcc4f949-0d53-56d3-9fe2-dd5ef4db77d4.html accessed 27-6-2022

⁹¹ Brad Hamilton (2022) "Madison mayor, MPD hoping to reduce 'concerning' violent crime numbers in 2022." Online at <https://www.channel3000.com/madison-mayor-mpd-hoping-to-reduce-concerning-violent-crime-numbers-in-2022/#:~:text=In%202021%2C%20Madison%20it%20its,shots%20fired%20incidents%20at%202021.&text=Mayor%20Satya%20Rhodes%20Conway%20said.discussing%20how%20to%20combat%20it>. Accessed 29-6-2022

⁹² City of Madison (n.d.) "Sustainability - Home." Online at <https://www.cityofmadison.com/Sustainability/index.cfm> accessed 20-12-2021

⁹³ Dane County Office of Energy & Climate Change (n.d.) "Dane County Climate Action Plan." Online at <https://daneclimateaction.org/climate-action-plan> accessed 08-12-2021

The Madison Metropolitan Sewerage District (District) selected an artist/educator to design and execute a one-year residency that connects community members to conversations about water stewardship and builds community understanding of the value and essential role of water.⁹⁴ The artist/educator helped design the following activities:

- Outreach to community members living across the Madison metropolitan area
- Collaborate with District staff to imagine creative ways to express its mission
- Generate creative works, events, and/or opportunities that connect people to the District and strengthen their relationship to water
- Identify ways to sustain relationships between the District and community members

This ultimately resulted in the Water Steward program, two-90 minute courses where residents were encouraged to think deeply about the ways that water impacts their lives and complete a water action of their choosing with the support of Sustain Dane.⁹⁵

5.1.6 Busking and Amplified Sound

There is no official busking policy in place in Madison. Street performers who do not use public electricity for amplification are not required to be licensed and are generally allowed to play whenever and wherever as long as they do not receive complaints, obstruct the right of way or sell anything without a street vendor license. Buskers cannot assume a site issued to a City licensed vendor. They can play there if the vendor is not in their vending site but not when it is occupied by the vendor. This includes food carts, arts & crafts, merchant vending, and sidewalk/roadway cafes.⁹⁶

According to section 9.13 in the City of Madison Code of Ordinances, street vending is defined as the sale “of any services, goods, wares, tokens, or foodstuffs” at or on “any highway, street, alley, sidewalk, or public square.”⁹⁷ Street vending licenses are processed by the City’s Economic Development Division. Applicants must first acquire liability insurance with a minimum coverage of \$1,000,000 and the City must be named as “additionally insured” on the policy; applicants must also show proof of business tax registration. The application can be completed and

⁹⁴ Shop One (n.d.) “Shop One Artist/Educator in Residence.” Online at <https://onewatermadison.org/educator-artist-in-residence/> accessed 08-12-2021

⁹⁵ Sustain Dane (2022) “Water Steward.” Online at <https://sustaindane.org/eventbrite-event/water-steward/> accessed 16-6-2022

⁹⁶ City of Madison (2022) “Street Artists and Musicians.” Online at <https://www.cityofmadison.com/dpced/economicdevelopment/street-artists-musicians/278/> accessed 10-8-2022

⁹⁷ City of Madison (2022) “License for Selling on Public Streets.” accessed 03-02-2022

submitted through the City of Madison Licenses and Permits portal. Street vendor licenses cost \$150 monthly or \$250 annually.⁹⁸

For musicians who do use an amplifier, there are designated downtown performing areas where they can play during specific times. To take advantage of this program, buskers must apply for a 'Downtown Performance Space' permit at a cost of \$15.⁹⁹ These downtown performance spots are highly coveted and competitive, especially during downtown events.¹⁰⁰

Regulations for Outdoors Advertising

Events approved by the Street Use Staff Commission are able to utilize the enclosed kiosks at Capitol Square and State Street. The posters are changed every two-three weeks; those seeking to utilize this service may drop off 12 posters one month in advance of the event.¹⁰¹ However, the efficacy of said postering policies is highly contested.¹⁰²

Businesses can also take advantage of the Metro Transit advertising program. With an annual passenger count of 13.1 million divided into approximately 57,200 passengers per day, the program is marketed as a "creative platform for marketing your message."¹⁰³ Sizing ranges from "full wraps", where an advertisement subsumes the entire bus to "tails," which consist of the bottom half of a bus' tail end.

The Madison sign ordinance strictly regulates billboards, banning them in the city center and limiting them to certain zoning districts. When they are permitted, billboards are subject to strict regulation as to setback, height, sign area, and spacing between signs. Permit applications are provided by the Zoning Administrator who works in the Development Services Center. Applications must include:

- A photograph of the property
- A plot plan
- Construction and installation plans

⁹⁸ City of Madison (n.d.) "Street Vending Basic License." Online at <https://www.cityofmadison.com/dpced/economicdevelopment/street-vending-basic-license/386/> accessed 03-02-2022

⁹⁹ City of Madison (n.d.) "Downtown Performance Space Permit." Online at <https://www.cityofmadison.com/specialevents/Performance.cfm> accessed 20-12-2021

¹⁰⁰ Isthmus (2019) "Busker Blues." Online at <https://isthmus.com/news/news/bassist-josh-cohen-is-fighting-madisons-amplified-sound-rest/> accessed 20-12-2021

¹⁰¹ City of Madison (2022) "Community Events of Madison Streets." Online at <https://www.cityofmadison.com/specialevents/streetevents/marketing.cfm> accessed 28-6-2022

¹⁰² David Michael Miller (2013) "Kiosk culture." Online at <https://isthmus.com/arts/kiosk-culture-madison-remains-a-haven-for-concert-fliers-even-in-the-internet-age/> accessed 28-6-2022

¹⁰³ City of Madison (2022) "Advertise with Metro Transit." Online at <https://www.cityofmadison.com/metro/business/advertise> accessed 28-6-2022

Permit fees vary according to the size and placement of the sign. Advertising signs cost \$2.50 per square foot and business operating signs cost a flat fee of \$50. After fees are paid to the City Treasurer, written permission from the property owner or lessee, and the application is approved by the Zoning Administrator, a permit will be issued.¹⁰⁴

The city also prohibits digital signs.¹⁰⁵

Audience Development

The City of Madison's 2013 Performing Arts Study assessed the performing arts environment including existing and potential audiences. The dashboard tool allows performing arts organizations to gain insights into audience development and marketing through extensive data on performing arts attendees characteristics and demographics.¹⁰⁶ The Study concluded that expansion of demand may be possible, up to 35%, but "would require rethinking supply and examining potential for significantly new or different programs, venues and formats."¹⁰⁷

PBS Wisconsin hosts a 30-Minute Music Hour as a way to showcase the state's independent artists.¹⁰⁸

Operations and Zoning

Music Office

While Madison does not have a dedicated music office as part of local government, the Greater Madison Music City project (GMMC), a community-led, collective impact initiative, advocates on behalf of local musicians and music businesses, particularly in regards to racial equity and access¹⁰⁹ and the City of Madison neighborhood planner has been given a 20% staffing assignment to work on Greater Madison Music City projects.¹¹⁰ GMMC aims to "align artists, promoters, venues,

¹⁰⁴ City of Madison (2022) "Sign Permits and Fees." Online at https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeld=COORMAWIVOIICH20--31_CH31SICCOOR_ADGERE_31.041SIPEFE accessed 02-02-2022

¹⁰⁵ Brian J. Connolly (2020) "Billboard Company's Challenge to Madison, Wisconsin Sign Code Fails." Online at <https://www.rockymountainlaw.com/2020/04/billboard-companys-challenge-to-madison-wisconsin-sign-code-fails/> accessed 03-02-2022

¹⁰⁶ City of Madison (n.d.) "Plans and Studies." accessed 08-12-2021

¹⁰⁷ City of Madison (2013) "Performing Arts Study." Online at <https://madison.legistar.com/View.ashx?M=F&ID=2638759&GUID=235F9A76-D290-48A8-881E-A481D7E02E91> accessed 03-02-2022

¹⁰⁸ PBS Wisconsin (n.d.) "30-Minute Music Hour." Online at <https://pbswisconsin.org/watch/30-minute-music-hour/> accessed 09-12-2021

¹⁰⁹ Greater Madison Music City (n.d.) "Our Mission." Online at <https://ourgmmc.org/mission/> accessed 05-02-2022

¹¹⁰ Task Force on Equity in Music and Entertainment (2018) "Task Force on Equity in Music and Entertainment." Online at https://static1.squarespace.com/static/58f7f35e9f745630b6952af8/t/5ee8ddebfb9c756767df9120/1592319470180/TFE_ME_report.pdf accessed 26-01-2022

educators, music production companies, and audiences, in order to strategize for equity” in order and use “the power of music to create a more inclusive and diverse landscape in Madison, and beyond.”¹¹¹ In 2021 GMMC began its Mad Lit festival as a series of concerts that took place from 8 p.m. - 11 p.m. on the 100 block of State Street and included live music performed by local artists, while also highlighting local businesses run by people of color.¹¹²

In addition to the GMMC, the City of Madison’s Arts Program Administrator works diligently to serve as a voice for the Greater Madison creative community, develop programs that speak to their needs, and advocate on their behalf.

A Music Office is a department within the City that works to assist the music ecosystem with the objective growth and develop the local music sector further, internally and externally. One of the main purposes of such offices is to guarantee and lead the development of the city’s music strategy.

A city’s Music Office acts as a link between the city and the music ecosystem and, in this capacity, coordinates the different departments within the City for music-related issues. It is also a mediator between the music sector and other sectors (be it health, safety, environmental, or other economic sectors like tourism, tech, the overall creative industries, etc.), and also with the community.

Cities all over the world have music offices, and they are placed within diverse government departments, and even some are autonomous entities: the Berlin Musicboard is an autonomous entity that receives funds from the Ministry of Culture; Nashville’s Music City Music Council is a partnership between the Nashville Mayor’s Office, the Nashville Area Chamber of Commerce and the Nashville Convention & Visitors Corp; in cities like New York, London or Melbourne the music offices sit within the Mayor’s Office, while in other cities like Austin it sits within the Economic Department; and in many cities like Toronto, Chicago or Munich it falls within creative industries departments.

Entertainment District Policy

Downtown Madison’s Central BID self-identifies as the city’s entertainment district. The BID is a concentration of shopping, dining and entertainment experiences including art galleries, museums, libraries, arts centers and the University of Wisconsin. The BID is also home to multiple events, festivals, markets, concerts and walks.

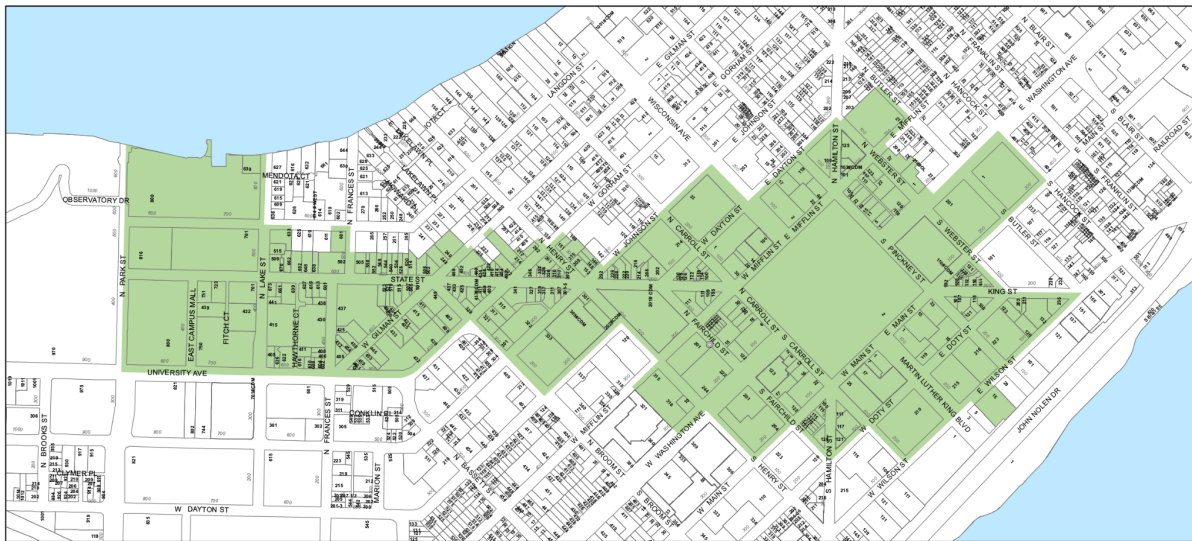
¹¹¹ Greater Madison Music City (n.d.) “Our Mission.” Online at <https://ourgmmc.org/mission/> accessed 05-02-2022

¹¹² Greater Madison Music City (n.d.) “Mad Lit.” Online at <https://ourgmmc.org/madlit/> accessed 05-02-2022

The BID is an assessment district that liaises between district businesses and property owners, the City of Madison, and other downtown stakeholder groups including downtown arts and cultural organizations.¹¹³

BID funds are used for marketing the district, business recruitment and retention, and enhancements like downtown art, holiday lights, flower planters, an Ambassador program and a Downtown Map & Guide. Sponsorships and advertising revenues are used to extend the funding available for BID services and programs.¹¹⁴

The district encompasses State Street and the Capitol Square area.



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Agent of Change

Agent of Change is not in place in Madison. The Agent of Change Principle holds the entity that creates a change in an area responsible for the impact this change can have in that area. In the case of music, usually the Agent of Change either requires the building that arrives the latest (be it the music venue or the residential development) to soundproof adequately to avoid nuisances and complaints, and/or to inform the new residents that they are moving next to a music venue or within an entertainment area which permeates noise.

¹¹³ Visit Downtown Madison (n.d.) “About.” Online at <https://visitdowntownmadison.com/about> accessed 17-12-2021

¹¹⁴ Visit Downtown Madison (n.d.) “About.” Online at <https://visitdowntownmadison.com/about> accessed 17-12-2021

¹¹⁵ Visit Downtown Madison (n.d.) “City of Madison Central Improvement District 2020.” Online at <https://visitdowntownmadison.com/files/pdfs/BID-2020.pdf> accessed 17-12-2021

For example, San Francisco's Agent of Change Law (Chapter 116 of the San Francisco Administrative Code) was approved in December 2015 and requires venues to maintain the sound levels they operate at within the limit of their entertainment permit in order to remain under legal protection. It is the responsibility of the property developer to inform any new residents of the existing sound in the area. San Francisco also protects music venues from hotel and motel sound complaints within 300 feet of the venue.¹¹⁶

Parking Regulations

There are six public parking lots and six public parking garages available throughout downtown Madison with hourly rates ranging from \$0.80 to \$2.00. Different types of monthly parking permits range from \$42 (overnight residents permit) to \$270 (24/7 permit) which guarantee parking availability for the permit holder. Most parking facilities are open 24/7 while some are closed from 6 p.m. to 6 a.m. There are 12 electric vehicle charging stations located in six of the garages and lots provided by Madison Gas and Electric as part of a pilot program. Downtown Madison also has hundreds of on-street metered spaces costing \$2.00 per hour. The City website provides information on current hourly parking availability and Visit Downtown Madison provides an online parking map and guide.¹¹⁷

Temporary "no parking" signs are issues for a number of purposes that could be relevant to music venues. These include:¹¹⁸

- Accommodating large moving trucks or oversized vehicles
- Facilitating construction
- Accommodating weddings or funerals
- Prohibiting parking for block parties, races, or parades

The proper permits must be attained in advance in order to qualify for a temporary no parking sign. Signs cost two dollars each and signs indicating the coming restriction must be posted by the purchaser 48 hours prior to the event in order to be enforced. While in effect, cars may not idle for more than five minutes and the designated area. Signs are distributed by the Parking Utility department.

¹¹⁶ City and County of San Francisco (2015) San Francisco Administrative Code, Chapter 116: Compatibility and Protection for Residential Uses and Places of Entertainment. Online at <https://sfgov.legistar.com/LegislationDetail.aspx?ID=2103551&GUID=8365639E-7728-47CB-94AD-952Dhttps://sfgov.org/entertainment/sites/default/files/FileCenter/Documents/2790-Chapter116.pdf> accessed 15-6-2022

¹¹⁷ City of Madison (n.d.) "Garages & Lots." Online at <https://www.cityofmadison.com/parking-utility/garages-lots> accessed 17-12-2021

¹¹⁸ City of Madison (2022) "Temporary No Parking Signs." Online at <https://www.cityofmadison.com/parking-utility/street-parking/additional-parking-services/temporary-no-parking-signs> accessed 28-6-2022

Transportation

Dane County Regional Airport is six miles northeast of downtown Madison. The proximity means that it can be easily accessed by taxi or Madison metro bus.¹¹⁹ Bus route 20 runs from the airport to downtown Madison every half hour from 7:15 a.m. to 10:15 p.m. Monday to Sunday and till 8:45 p.m. on holidays.¹²⁰

Madison's Metro Transit bus system has 47 routes with primary routes operating from 6 a.m. - 11:30 p.m. every day and campus routes operating till 3 a.m. Metro Transit also provides a paratransit ride-share service for disabled patrons which extends into surrounding communities with the last service at midnight. Standard adult fares range from \$2 for one ride; \$5 for a one-day pass; \$17.25 for a 10-ride card; and \$65 for a 31-day pass. Discounted youth, senior/disabled and low-income fares are also available.¹²¹

The city is working to implement a Bus Rapid Transit system with construction expected to begin in 2023.¹²² The System "utilizes dedicated lanes, modern platforms, pre-paid ticketing stations, larger buses and other improvements," improvements are expected to improve riding experiences and reduce travel time by up to 25%.¹²³ Nearly 120,000 jobs are located within a 10-minute walk of the planned system.

RoundTrip is a ride-share program operating in Greater Madison which offers a ride-matching service and the Emergency Ride Home program which provides up to six cab vouchers per year for non-SOV commuters.¹²⁴

2.4 Comparative Analysis for Madison

Sound Diplomacy has conducted a comparative analysis of three cities selected by the Greater Madison Music City Project. The analysis is intended to examine the ways that music ecosystems in Austin, Texas; Boise, Idaho; and Eugene, Oregon compare to the City of Madison in terms of cultural infrastructure, licensing, and leadership and initiatives.

¹¹⁹ Dane County Regional Airport Madison (n.d.) "Parking & Transportation." Online at https://www.msnairport.com/parking_transportation accessed 17-12-2021

¹²⁰ Metro Transit (n.d.) "Route 20." Online at <https://www.cityofmadison.com/metro/routes-schedules/route-20> accessed 17-12-2021

¹²¹ Metro Transit (n.d.) "Home." Online at <https://www.cityofmadison.com/metro> accessed 17-12-2021

¹²² Metro Transit (n.d.) "Bus Rapid Transit (BRT)." Online at <https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit> accessed 17-12-2021

¹²³ City of Madison (2022) "Implement Bus Rapid Transit." Online at <https://www.cityofmadison.com/transportation/initiatives/metroforward/implement-bus-rapid-transit> accessed 03-02-2022

¹²⁴ RoundTrip Greater Madison (n.d.) "Home." Online at <https://www.roundtripgreatermadison.org/rp2/Home/Home> accessed 17-12-2021

Austin, TX

Austin's greater metro population surpassed 2 million people in 2015 and the decade between 2008-2018 saw a 32.7% growth.¹²⁵ Within that span, employment in the Leisure & Hospitality industry grew 26.6%, the 3rd largest rate of growth after Government and Professional/Business Services.¹²⁶ Significantly, Texas has no state personal or corporate income tax, although there is a franchise tax amounting to between 0.375-0.75% of a favorable net margin.¹²⁷ This is a large draw for both professionals and businesses.

Culturally, the city is well-known for its title as the Live Music Capital of the World. Boasting approximately 250 venues, thought to be the most per capita, it gave itself the title as a means of marketing the city as a destination for tourists and creative professionals.¹²⁸ The plan proved effective, with music tourism revenue growing by \$200 million between 2014 and 2016, thanks to key events such as South by Southwest (SXSW) and Austin City Limits.¹²⁹

Infrastructure and Licensing

Event and Liquor Licensing

Events licensing is run by the Austin Center for Events and is in line with standard practice, including coordination with various city departments and public officials to ensure crowd safety.

Alcohol licensing is run through the state's Alcoholic Beverage Commission, although local governments can limit their permitted zones of public consumption and waive the distance requirements near schools, churches, etc.¹³⁰ Bars are permitted to serve alcohol until 2 a.m.,

¹²⁵ Austin Chamber (2020) "Population Overview". Online at <https://www.austinchamber.com/economic-development/austin-profile/population/overview> accessed 08-01-2021

¹²⁶ Austin Chamber (2020) "Employment by Industry". Online at <https://www.austinchamber.com/economic-development/austin-profile/workforce/employment-by-industry> accessed 08-01-2020

¹²⁷ Austin Chamber (2020) "State & Local Taxes and Incentives". Online at <https://www.austinchamber.com/economic-development/taxes-incentives> accessed 08-01-2020

¹²⁸ Edwards, Brianna (2020) "The real story of how Austin became known as the live music capital of the world". Online at <https://www.click2houston.com/news/texas/2020/08/13/the-real-story-of-how-austin-became-known-as-the-live-music-capital-of-the-world/> accessed 08-01-2020

¹²⁹ Mutert, Emilie (2016) "Report: Austin Music is Now a \$1.8-Billion Industry, but the Local Scene is Struggling" online at <http://kut.org/post/report-austin-music-now-18-billion-industry-local-scene-struggling> accessed 04-12-2017

¹³⁰ City of Austin (2018) "Alcoholic Beverage Permit Process" [Website]. Online at <http://www.austintexas.gov/page/alcoholic-beverage-permit-process> accessed 31-05-2018

seven days a week.¹³¹

Entertainment Districts

Austin operates six entertainment districts, each with a unique offering.¹³²

- Downtown - the main commercial area, with the highest concentration of entertainment and dining
- East - the fastest-growing neighborhood, known for its diverse and alternative leisure offer
- Rainey Street - the many former residential buildings create a unique variety of bars
- Red River - the main music club
- Sixth Street - a nightlife district more popular with younger crowds, it is pedestrianized on the weekends
- South Congress - offers diverse venues and restaurants

Noise Ordinances

Chapter 9.2 of the Austin Code of Ordinances lays out the City's noise regulations according to type of property, area, and time of day. According to the Code, "a person may not operate sound equipment at a business that produces sound in excess of 85 decibels between 10 a.m. and 2 a.m., as measured at the property line of the business or is audible at the property line of the business between 2 a.m. and 10 a.m."¹³³

For outdoor music venues, sound equipment may produce up to 85 decibels between 10 a.m. and 10:30 p.m. Sunday-Wednesday, 11 p.m. on Thursdays and 12 p.m. on Fridays, Saturdays, and New Year's Eve. Outdoor venues with an occupancy of 600 or less in the Warehouse District or Sixth Street District may operate sound equipment with the same decibel provisions from 10 a.m. - 2 a.m. Venues in the Red River Cultural District may operate sound equipment with the same decibel provisions from 10 a.m. and 10 p.m. Sunday-Wednesday, 12 a.m. on Thursdays, and 1 a.m. on Fridays, Saturdays, and New Year's Eve.¹³⁴

¹³¹ City of Austin (2018) "Alcoholic Beverage Permit Process" [Website]. Online at <http://www.austintexas.gov/page/alcoholic-beverage-permit-process> accessed 31-05-2018

¹³² Visit Austin (2018) "Entertainment Districts" [Website]. Online at <https://www.austintexas.org/things-to-do/entertainment-districts/> accessed 11-06-2018

¹³³ City of Austin (2021) "Chapter 9-2: Noise and Amplified Sound." Online at https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT9PRAC_CH9-2NOAMSO_ART1GEPR_S9-2-3GERE accessed 12-11-2021

¹³⁴ City of Austin (2021) "Chapter 9-2: Noise and Amplified Sound." Online at https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeld=TIT9PRAC_CH9-2NOAMSO_ART1GEPR_S9-2-3GERE accessed 12-11-2021

The extension of sound curfews in the Red River Cultural District from 11 p.m. to 12 a.m. on Thursdays and from 12 a.m. to 1 a.m. is the result of a 6-month pilot program the City launched in 2017. The program's success led to its extension until it was permanently approved for select venues in Red River the following year.¹³⁵

Public Transit

Public transit offers extensive night service, with routes running until 1 a.m. on the weekends, as well as five dedicated night bus routes that run every night from midnight to 3 a.m. The Entertainment Bus service also connects the downtown area to student housing areas until 3 a.m. on the weekends.¹³⁶ Austin also has readily available ride and bike share services. The City's bike share program, Metrobike, has 77 locations and over 800 bikes, including electric¹³⁷ and the government website included a bike map which highlights various routes around the city.¹³⁸

Sustainability

The City is working to achieve zero waste by 2040.¹³⁹ The Resource Recovery Master Plan outlines this goal, which is supported by the efforts of the Office of Sustainability¹⁴⁰ by initiatives which educate residents on how to reduce waste at home and make recycling more convenient. Recommendation 18.4 "Create Austin Community Cultural Plan" seeks to implement a "culture of creativity" where public and private industries collaborate to sustain Austin as a "magnet for arts, culture, and creativity."¹⁴¹ The Office also strives to reach net-zero greenhouse gas emissions by 2050.

Health and Safety¹⁴²

Violent Crime has increased by 7.4% in Austin. From January-July 2019, there were 1,694 incidents and from January-July 2020, there were 1,819. From the first half of 2019 to the first half

¹³⁵ Findell, E. (2018). "Longer live music hours on Red River will remain in place". MyStatesman. Online at <https://www.mystatesman.com/news/local/longer-live-music-hours-red-river-will-remain-place/kTkNycbl9unhigl6f3OfL/> accessed 11-06-2018

¹³⁶ Capital Metropolitan Transportation Authority (2018) "Late-Night Services". Online at <https://www.capmetro.org/latenight/#!> accessed 01-06-2018

¹³⁷ City of Austin (2022) "Biking in Austin." Online at <https://www.austintexas.gov/page/biking-austin> accessed 02-05-2022

¹³⁸ Ibid.,

¹³⁹ City of Austin (2021) "Zero Waste by 2040". Online at <https://austintexas.gov/department/zero-waste-2040> accessed 08-01-2021

¹⁴⁰ City of Austin (2018) "Office of Sustainability" [Website]. Online at <http://www.austintexas.gov/department/sustainability> accessed 31-05-2018

¹⁴¹ City of Austin (2011) "Resource Recovery Master Plan." Online at https://www.austintexas.gov/sites/default/files/files/Trash_and_Recycling/MasterPlan_Final_12.30.pdf accessed 09-02-2022

¹⁴² Health and Safety segments are included in assessments as perceptions of safety often effect visitation and tourism

of 2020, aggravated assaults increased by 8.2%, armed robberies increased by 16.6%, and homicides increased by 53.8%.¹⁴³ As of September 2021, Austin recorded its highest number of yearly homicides in modern history.¹⁴⁴

In their July 2020 report, the Gun Violence Task Force asked the Austin City Council to commit a minimum of \$5 million dollars (diverted from the Austin Police Department budget) each year to fund community-led gun violence solutions for five years.¹⁴⁵ As part of the Office of Violence Prevention the Austin Police Department (APD) launched a new Violence Intervention Program, effective August 2021, which targets gun crime. The program works to “increase visibility, thoroughness, and prosecution of violent offenses”¹⁴⁶ and investigates people actively engaged in ongoing violent crime involving firearms to increase seizures of illegal firearms and increase the number of federal referrals for firearm offenses.

Leadership and Initiatives

Austin’s Music and Entertainment Division, ATX Music, sits within the Office of Economic Development and serves an intersecting purpose.¹⁴⁷ The division works as an economic development accelerator and resource for the city’s local music community. It is an active partner, working with the community and industry stakeholders to assess how best to support and promote their needs. The main areas of focus are job creation, talent export, trade development and industry revenue growth.

There have been a number of initiatives led by the Music and Entertainment Division, including:

- The ATX Musician Compensation Initiative¹⁴⁸ - many subsidiary initiatives have grown from this umbrella, including street performance opportunities, digital tipping platforms and fiscal performance aid

¹⁴³ Austin Justin Coalition (n.d.) “Crime in Austin Report.” Online at <https://austinjustice.org/crime-in-austin-recent-trends/> accessed 12-11-2021

¹⁴⁴ Jacquelyn Powell (2021) “Austin Hits Highest Number of Homicides Recorded in a Year, and It’s Only September”. Online at

<https://www.kxan.com/news/crime/austin-hits-highest-number-of-homicides-recorded-in-a-year-and-its-only-september/> accessed 12-11-2021

¹⁴⁵ City of Austin (2020) “Gun Violence Task Force Report to the City of Austin”. Online at <http://www.austintexas.gov/edims/pio/document.cfm?id=343912> accessed 12-11-2021

¹⁴⁶ City of Austin (2021) “APD Announces Violence Intervention Program Targeting Gun Crime”. Online at <http://www.austintexas.gov/news/apd-announces-violence-intervention-program-targeting-gun-crime> accessed 12-11-2021

¹⁴⁷ ATX Music (n.d.) “Home”. Online at <http://www.austintexas.gov/department/atxmusic> accessed 12-06-2019

¹⁴⁸ ATX Music and Entertainment Division (2018) “Musician Compensation Sector Summit”. Online at <https://do512.com/events/2018/6/18/musician-compensation-sector-summit> accessed 08-01-2020

- Love ATX Music Month¹⁴⁹ - a series of dedicated performances to highlight Austin's local musicians and cultural offer across various city venues
- ATX Nightlife Initiative¹⁵⁰ - within the Music & Entertainment Division, the initiative works as a policy and outreach resource at the intersection of music and nightlife, ensuring sustainable and safe venues, funding and diversity¹⁵¹
- Austin-Toronto Music City Alliance¹⁵² - a trade and export alliance, this public-private partnership between the two cities helps to mutually grow their music industries by sharing best practices, hosting artist exchanges and supporting business development
- Musician Loading Permits¹⁵³ - allows 30 minutes to load and unload in approved Musician Loading/Unloading zone with venues responsible for requesting and paying a \$25 fee for each permit

Subsidiary entities, such as the Music Venue Assistance Program, protect local venues by working to mitigate sound compliance issues, while the Music & Entertainment Division's Entertainment Services Group acts as the middleman to streamline processes between events organizers and city officials.

Beyond ATX Music, the city's Economic Development Department created a Cultural Tourism plan in 2015 to boost the local industry.¹⁵⁴ Its main strategies for growth were to encourage creative exchanges, introduce cultural ambassador figures, expand promotion and marketing of the city's cultural offer, create partnerships with related sectors (such as hospitality) and ensure a year-round offer for consistent tourism.¹⁵⁵

Relevance to Madison

Much of Austin's nightlife and cultural promotion and infrastructure centers around its live music industry. Austin has six different entertainment districts each with their own unique offering. The noise policies factor in the various entertainment districts, such as the Red River Entertainment District, allowing them generous noise allowances and later curfews in comparison to other areas. Though Austin does not have 24-hour transit, they do have robust nighttime travel options

¹⁴⁹ KUTX (2020) "Love Austin Music Month". Online at <https://kutx.org/austin-music-experience/loveaustinmusicmonth> accessed 08-01-2020

¹⁵⁰ City of Austin (2018) "Economic Development Initiatives Resulting from Omnibus Resolution Priorities". Online at <http://www.austintexas.gov/edims/document.cfm?id=294333> accessed 08-01-2020

¹⁵¹ City of Austin (2020) "Music & Entertainment Division". Online at <https://www.austintexas.gov/department/music-entertainment-division> accessed 08-01-2020

¹⁵² City of Austin (2020) "Austin-Toronto Music City Alliance". Online at <https://www.austintexas.gov/department/austin-toronto-music-city-alliance> accessed 08-01-2020

¹⁵³ City of Austin (2018) "Musician Loading Permits". Online at <http://www.austintexas.gov/page/musician-loading-permits> accessed 31-05-2018

¹⁵⁴ City of Austin (2020) "Cultural Tourism Plan". Online at http://www.austintexas.gov/sites/default/files/files/EGRSO/CTP_Final.pdf accessed 08-01-2020

¹⁵⁵ City of Austin Economic Development Department Cultural Arts Division (2015) "Cultural Tourism Plan". Online at https://austintexas.gov/sites/default/files/files/CT_Plan_Final.pdf accessed 15-11-2021

for NTE patrons. Austin also does not have a dedicated music office but ATX Music works as an economic development accelerator and resource for the city's local music community.

Boise, ID

The city of Boise, located in Ada County, Idaho is home to over 235,000 residents (2020 census), growing by 30,000 over the decade 2010-2020.¹⁵⁶ Boise has a vibrant downtown with a strong concentration of arts, music and culture opportunities. Downtown Boise is an accessible, walkable area with numerous districts including the Boise State University campus. Downtown is home to the Boise Contemporary Theater, Boise Philharmonic and Symphony Orchestra, the Esther Simplot Performing Arts Academy, Ballet Idaho, and Opera Idaho. Downtown live music venues include small to midsize places like Humpin Hannah's, Neurolux Lounge and The Olympic Venue as well as larger spaces such as the Knitting Factory, a 1,000-capacity concert venue, the Morrison Center for the Performing Arts, a 2000 seat 10 story stage house, and Idaho Central Arena, a multi-purpose arena with 5,000-6,000 seating capacity. Downtown Boise also hosts Treefort Music fest and the Gene Harris Jazz Festival, both of which are annual music festivals that support local emerging musicians.

Tourism is the third largest industry in Idaho, employing 13,200 workers in the Boise area in 2019.¹⁵⁷ Arts and cultural events in total were responsible for 11,950 room nights and 23,230 in visitor attendance in 2019.¹⁵⁸ Due to the COVID-19 pandemic this ground to a halt almost completely and COVID-19 is estimated to have had an economic impact of \$40,987,698 on the tourism industry in Boise since March 2020.¹⁵⁹

Infrastructure and Licensing

Event and Liquor Licensing

Event licensing is run by the City of Boise Special Events Team. Special events include outdoor concerts, parades, festivals or sporting events. A special event permit is required for any event on public property that is expected to have more than one thousand attendees or any event that requires extraordinary resources including but not limited to alcohol compliance, security, emergency services and road closures/traffic control. Applications must be made to the City Clerk's office at least 45 days, but not more than 365 days prior to the event. Applications and payments can be made through a free City of Boise Permitting and Licensing account. This allows

¹⁵⁶ U.S. Census Bureau (n.d.) "QuickFacts: Boise City, Idaho". Online at <https://www.census.gov/quickfacts/fact/table/boise-city-idaho/POP010220#POP010220> accessed 03-02-2022

¹⁵⁷ Boise Convention and Visitor Bureau (2019) "2019 Annual Report". Online at <https://boisedororgstorage.blob.core.windows.net/umbraco/5340/2019-annual-report.pdf> accessed 03-02-2022

¹⁵⁸ Ibid.

¹⁵⁹ Boise Convention and Visitor Bureau (2020) "2020 Annual Report". Online at <https://boisedororgstorage.blob.core.windows.net/umbraco/5483/2020-annual-report.pdf> accessed 03-02-2022

event organizers to see a complete history of their applications and requests, access invoices and receipts, and check on the status of pending activities, etc.¹⁶⁰ A Special Events Permit costs \$198.50.¹⁶¹ Approximately 100 special events are permitted through the City Clerk's Office each year.

The Special Events Office also provides a comprehensive Special Events Application + Process Overview which lays out everything that needs to be included in an application, including helpful checklists.¹⁶²

If the event meets one or more of the criteria listed below, the applicant must attend the Special Events Team meeting (the minutes and agendas of which are published for public access)¹⁶³ and participate in the Special Event Team's review:

- Event is new to the City of Boise
- Event organizer has changed
- There will be 1,000 or more participants
- Roads or portions of roads will be closed
- Alcohol will be served

An Alcohol Beverage Catering Permit is also applied for via the City Clerk in order for a beverage licensee to serve and/or sell alcoholic beverages by the drink at an offsite venue. Permit applications must be submitted prior to 5 business days of the date of the event. Permits can be applied for online through the City of Boise Permitting and Licensing portal.¹⁶⁴ In order to apply for an Alcohol Beverage Catering Permit from the City Clerk one must also have a State of Idaho Alcoholic Beverage License from the Idaho State Police Alcoholic Beverage Control division.¹⁶⁵

Entertainment Districts

¹⁶⁰ City of Boise (n.d.) "Permitting and Licensing". Online at <https://permits.cityofboise.org/CitizenAccess/Login.aspx> accessed 03-02-2022

¹⁶¹ City of Boise (n.d.) "Licensing Fee Schedule". Online at <https://www.cityofboise.org/departments/finance-and-administration/city-clerk/licensing-fee-schedule/> accessed 03-02-2022

¹⁶² City of Boise (2022) "Special Events 2022 Application + Process Overview". Online at https://www.cityofboise.org/media/11394/2022-special-events-app_final_fillable.pdf accessed 03-02-2022

¹⁶³ City of Boise (n.d.) "Public Meetings". Online at <http://boisecityid.ig2.com/Citizens/Default.aspx> accessed 03-02-2022

¹⁶⁴ City of Boise (n.d.) "Permitting and Licensing". Online at <https://permits.cityofboise.org/CitizenAccess/Login.aspx> accessed 03-02-2022

¹⁶⁵ Idaho.gov (n.d.) "Alcohol Beverage Control". Online at <https://isp.idaho.gov/abc/> accessed 03-02-2022

Downtown Boise has eight districts including Boise State University Campus:¹⁶⁶

- The Grove Plaza
- Central Downtown
- West Downtown
- Old Boise Historic District
- The Capitol District
- Julia Davis Park and the Cultural District
- South Eighth Street Historic District (BoDo)

Noise Ordinances

Boise noise ordinances¹⁶⁷ state that it is unlawful for anyone to operate any loud amplification device in such a manner that the sound is plainly audible within any place of residence or plainly audible on a public right-of-way at a distance of 100 feet from the sound source. Exemptions include permitted events; otherwise a fine of \$100 for infraction is applied. More detailed ordinance laws on timings and decibel limits cannot be found.

Public Transit

Boise is a bike friendly city. Visitors can book a bike at various kiosks throughout the city through the Boise GreenBike bike-share program. Renting a bike costs \$5 an hour and there are multiple GreenBike station hubs throughout downtown available 24/7. BikeBOI offers a 24/7 safe street parking locker for bicycles.¹⁶⁸ BikeBOI memberships are available to the general public with a one time setup fee of \$20. This includes key-card access, safety lighting, video camera security and a bike repair station.

Boise has a bus network called Regional Valley Transit.¹⁶⁹ The buses are affordable with a one way fare costing \$1.50 and an all day pass costing \$2.50 which can be paid with cash and card or a mobile app. Twenty-five routes run from Monday through Friday, eight routes on Saturdays and no service Sundays. Most of the routes during the work week run from 5:15 a.m. to 6:45 p.m., and on Saturdays, most operate from 7:45 a.m. to 6:45 p.m.

Throughout Boise there are approved taxi companies, such as Green City Taxi Boise, or

¹⁶⁶ Downtown Boise (n.d.) "Downtown Map". Online at [https://ctycms.com/id-boise/docs/dba_19-fall_winter-cover-4-\(2\).pdf](https://ctycms.com/id-boise/docs/dba_19-fall_winter-cover-4-(2).pdf) accessed 03-02-2022

¹⁶⁷ Boise, ID Code of Ordinances (2022) "5-7-3 Noise Prohibitions". Online at https://codelibrary.amlegal.com/codes/boiseid/latest/boise_id/0-0-0-5576 accessed 03-02-2022

¹⁶⁸ ParkBOI (n.d.) "Bike BOI". Online at <https://parkboi.com/bikeboi/> accessed 03-02-2022

¹⁶⁹ Valley Regional Transit (n.d.) "Home". Online at <https://www.valleyregionaltransit.org> accessed 03-02-2022

ride-hailing apps, such as Uber or Lyft.

The city offers accessible transit services for citizens such as ACCESS, a curb-to-curb paratransit service, and SHIP which offers free rides to people with disabilities and seniors.¹⁷⁰

Sustainability

The 2017 City of Boise Livability Report includes an Environmentally Sustainable Community as one of its seven goals.¹⁷¹ In 2018, the Environmentally Sustainable Community section of the Livability Report was published with its own goals and targets.¹⁷² Accomplishments highlighted in the report include a citywide compost program launched in 2017, Idaho's first commercial net-zero energy building and the Dixie Drain Phosphorus Removal Facility.¹⁷³ The City of Boise has also set the goal of being carbon neutral by 2050.¹⁷⁴

Health and Safety

In many places across the United States, violent crime has increased in recent years, largely due to the COVID-19 crisis. In Boise between 2018 and 2019 there was a 200% increase in the total murders however between 2019 and 2020 this decreased by 33.33%.¹⁷⁵ Sadly this decrease seems to be an anomaly as most violent crimes between 2019 and 2020 increased with robbery up by 24.44% and aggravated assault up by 11.44%.¹⁷⁶

Leadership and Initiatives

Whilst Boise does not have a music office, the Boise City Department of Arts & History (A&H) works to support and celebrate the community's arts, history and cultural programming.¹⁷⁷ The city department runs a grant program that annually awards funds to cultural projects and organizations and it provides a guide to help make applications stronger and more successful. It

¹⁷⁰ City of Boise (n.d.) "Transportation". Online at <https://www.cityofboise.org/departments/parks-and-recreation/adaptive-recreation/transportation/> accessed 07-02-2022

¹⁷¹ City of Boise (2017) "Livability Report". Online at <https://www.cityofboise.org/programs/livability-report/> accessed 07-02-2022

¹⁷² City of Boise (2018) "Livability Report - Environmentally Sustainable Community". Online at https://www.cityofboise.org/media/9453/livabilityreport2017_environmental_final.pdf accessed 07-02-2022

¹⁷³ City of Boise (n.d.) "Environmentally Sustainable Community". Online at <https://www.cityofboise.org/programs/livability-report/environmentally-sustainable-community/> accessed 07-02-2022

¹⁷⁴ City of Boise (n.d.) "Climate Action". Online at <https://www.cityofboise.org/programs/climate-action/> accessed 07-02-2022

¹⁷⁵ City of Boise (2019) "Crime Report". Online at <https://www.cityofboise.org/media/10518/crimereportq42019.pdf> accessed 07-02-2022

¹⁷⁶ City of Boise (2020) "Crime Report". Online at <https://www.cityofboise.org/media/12744/crimereport20152020.pdf> accessed 07-02-2022

¹⁷⁷ Boise City Department of Arts & History (n.d.) "Home". Online at <https://www.boiseartsandhistory.org> accessed 07-02-2022

also provides information on open calls and opportunities with the A&H department as well as regional and national opportunities. A&H operates an online calendar of Boise arts and cultural events and provides an interactive map of the area's arts and cultural landmarks and places of interest. A&H commissions local artists to create installations for public art in Boise, runs a public art walking tour and provides a guide to public art to help artists applying and competing for public art projects. A&H also supplies resources for Boise's cultural community during COVID-19. Lastly the Fettuccine Forum is a series of free online Zoom events, run by A&H, that invite the public to "interact with politicians, artists, historians, activists, advocates, and professionals in an effort to promote good citizenship and responsible growth through education."¹⁷⁸

Beyond A&H, the City of Boise's 2017 Cultural Master Plan aims to enhance the local cultural industry. The Plan's main goals are to develop a cultural policy, enhance and preserve neighborhood places, maintain and develop cultural assets, foster organizations and partnerships, and expand cultural resources for individuals.¹⁷⁹

Relevance to Madison

Both the City of Boise and the City of Madison have impressive online licensing portals which make for seamless navigation of the process. However, Boise's licensing and permitting websites are more user-friendly than Madison's as they provide necessary information in a concise manner. Downtown Boise is divided into eight districts, each one developing its own reputation and offering. Although Boise does not have a 24-hour transit system, the general public transit is accessible and affordable with eco-friendly options available. Boise does not have a dedicated music office but the Boise City Department of Arts & History works to support the city's music programming alongside arts, culture and history.

Eugene, OR

Eugene, in Lane County, Oregon has a population of 176,654 (2020 census), growing by over 20,000 over the decade 2010 - 2020.¹⁸⁰ Eugene's official slogan is "A Great City for the Arts & Outdoors".¹⁸¹ Downtown, the Market District and Whiteaker Neighborhood are some of Eugene's best areas for arts and culture, home to numerous art galleries, public art, nightclubs and live music entertainment. Eugene also hosts the Oregon Festival of American Music and the Oregon Bach Festival.

¹⁷⁸ Boise City Department of Arts & History (n.d.) "Fettuccine Forum". Online at <https://www.boiseartsandhistory.org/learn/fettuccine-forum/> accessed 07-02-2022

¹⁷⁹ Boise City Department of Arts & History (2017) "City of Boise Cultural Master Plan". Online at https://www.boiseartsandhistory.org/media/3672/cultureplan_final-web-size.pdf accessed 07-02-2022

¹⁸⁰ US Census Bureau (n.d.) "QuickFacts: Eugene city, Oregon". Online at <https://www.census.gov/quickfacts/eugenecityoregon> accessed 07-02-2022

¹⁸¹ Eugene Cascade Coast (n.d.) "Eugene, Oregon". Online at <https://www.eugenecascadecoast.org/regions-cities/eugene/> accessed 07-02-2022

The Hult Center for Performing Arts in downtown Eugene is managed by the City’s Cultural Services Department. The arts hub houses numerous resident companies including Eugene Opera, Eugene Symphony, Eugene Ballet Company and Eugene Concert Choir. The Hub has two theaters, one 2,500 capacity and one 500 capacity, which host regular concerts, plays, musicals and comedy events. The Hult Center is operated by the City of Eugene’s Cultural Services Division, as part of the City’s Library, Recreation and Cultural Services Department. The Hub also runs various education and community engagement programs and provides volunteer opportunities.¹⁸² Another key performing arts institution is the John G. Shedd Institute for the Arts which is a non-profit performing arts company, educational institute, and venue management company.¹⁸³ The Shedd hosts performances as well as operating a community music school.

Lane County travel reports and impacts show that before the COVID-19 pandemic, in 2019, the ‘amount of visitor spending that supports one job’ was \$79,872 and that ‘visitor spending by commodity purchased’ in arts, entertainment and recreation was \$95.8 million.¹⁸⁴ During the pandemic in 2020 the ‘amount of visitor spending that supports one job’ dropped to \$55,000 and that ‘visitor spending by commodity purchased’ in arts, entertainment and recreation fell dramatically by \$66.3% to \$32 million.¹⁸⁵ The Eugene Community Recovery plan includes many focus areas, one being Job Availability and Retraining which acknowledges the need for the “regeneration of our Arts & Culture sector which generates economic activity, provides jobs, and enhances our quality of life”.¹⁸⁶

Infrastructure and Licensing

Event and Liquor Licensing

Event licensing in Eugene is run through the Library, Recreation and Cultural Services city department.¹⁸⁷ Different event permits have different points of contact, for example a public property special event is permitted by the community events manager, whereas a street block party is managed by the public works department. Each permit has a different time frame but special events permits must be submitted 60 days prior to the event and can be done via an

¹⁸² Hult Center for the Performing Arts (n.d.) “Home”. Online at <https://hultcenter.org> accessed 07-02-2022

¹⁸³ The Shedd (n.d.) “Home”. Online at <https://theshedd.org> accessed 07-02-2022

¹⁸⁴ Dean Runyan Associates (n.d.) “Lane County Travel Impacts and Visitor Volume”. Online at https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lanecounty/2019_DeanRunyan_Lane_County_Pages_1c9317d5-2419-4696-9c4d-a447e4d8e32e.pdf accessed 07-02-2022

¹⁸⁵ Dean Runyan Associates (2020) “Lane County / Insights - The Economic Impact of Travel in Oregon 2020”. Online at https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lanecounty/2020_Dean_Runyan_Data_Lane_Co_unty_Pages_c9556a5e-a43c-41b8-ae4c-5908fb6afbc1.pdf accessed 07-02-2022

¹⁸⁶ Eugene.gov (n.d.) “Eugene Community Recovery”. Online at <https://www.eugene-or.gov/4361/Eugene-Community-Recovery> accessed 07-02-2022

¹⁸⁷ Eugene Cultural Services (n.d.) “List of Event Permits”. Online at <https://www.eugene-or.gov/2890/List-of-Event-Permits> accessed 07-02-2022

online event notification form.¹⁸⁸

Alcohol sales at a special event must be permitted by the Oregon Liquor Control Commission 21 days prior to the event.¹⁸⁹ All other liquor licensing must also be done through the commission which provides online application forms and information on license types and fees.¹⁹⁰

Public Transit

Lane Transit District (LTD) provides bus services throughout Lane County including Eugene.¹⁹¹ A standard adult fare is \$1.75 for a single ride, \$3.50 for a day pass and \$50 for a month pass. Most buses operate from 6 a.m. to 12:30 a.m. weekdays, 7 a.m. – 11:30 p.m. Saturdays and 8 a.m. – 9:30 p.m. Sundays. All LTD buses are equipped with bike racks. Night time transit is very limited.

LTD's Emerald Express (EmX) Bus Rapid Transit system connects travelers in West Eugene, downtown, University of Oregon, Springfield and the RiverBend and Gateway area to many destinations.¹⁹² LTD also operates 27 Park & Ride locations and RideSource ADA which is available for seniors, people with disabilities and people who are eligible for transportation benefits through the Oregon Health Plan.¹⁹³

PeaceHealth Rides is a network of bike share stations, where users can pick up and drop off bicycles for one-way trips across the city. There are 10 stations in the downtown core. Per trip, users pay \$1 for the first 15 minutes, and 10 cents per minute after those first 15 minutes. Per month, users pay \$15 for 60 minutes of ride time per day. Additional time is billed at 10 cents per minute.¹⁹⁴

Entertainment Districts

Eugene does not have an official entertainment district but downtown is the city's unofficial center for entertainment.

¹⁸⁸ Eugene Cultural Services (n.d.) "Event Notification Form". Online at <https://www.eugene-or.gov/FormCenter/Cultural-Services-13/Event-Notification-Form-341> accessed 07-02-2022

¹⁸⁹ Oregon Liquor and Cannabis Commission (n.d.) "Special Event Licensing". Online at https://www.oregon.gov/olcc/LIC/pages/special_event_licenses.aspx accessed 07-02-2022

¹⁹⁰ Oregon.gov (n.d.) "Annual and Multi-Year License Types". Online at https://www.oregon.gov/olcc/lic/Docs/license_types.pdf accessed 07-02-2022

¹⁹¹ Lane Transit District (n.d.) "Home". Online at <https://www.ltd.org> accessed 07-02-2022

¹⁹² Lane Transit District (n.d.) "EmX". Online at https://www.ltd.org/system-map/route_103/ accessed 07-02-2022

¹⁹³ Lane Transit District (n.d.) "RideSource". Online at <https://www.ltd.org/ridesource/> accessed 07-02-2022

¹⁹⁴ PeaceHealth Rides (n.d.) "Home". Online at <https://peacehealthrides.com> accessed 07-02-2022

Noise Ordinances

Eugene's code of ordinances states that the use of sound producing, amplifying or reproducing equipment is prohibited between the hours of 10 p.m. and 7 a.m. so as it be plainly audible within any dwelling unit and is prohibited any time so as to be plainly audible fifty feet or more from such device on public property or on a public right-of-way.¹⁹⁵ Sounds are exempt when specifically authorized under a permit or license issued by the City.

Sustainability

The City of Eugene's Office of Sustainability has produced Eugene's Climate Action Plan 2.0: A Road Map to Eugene's Climate Journey.¹⁹⁶ The Plan focuses on how the community can reduce emissions and work together to prepare for the impacts of climate change. The plan includes a combined 115 actions that local partners have committed to and 25 additional actions at the state and federal level.

The Eugene City Council passed the Climate Recovery Ordinance (CRO) in 2014. The four climate goals in the CRO are:

- Reduce community fossil fuel use by 50% of 2010 levels by 2030;
- Reduce total community greenhouse gas emissions to an amount that is no more than the city of Eugene's average share of a global atmospheric greenhouse gas level of 350 ppm by 2100, which was estimated in 2016 to require an annual average emission reduction level of 7.6%
- All City of Eugene owned facilities and operations shall be carbon neutral by 2020, meaning no net release of greenhouse gas emissions
- Reduce the City of Eugene's use of fossil fuels by 50% compared to 2010 usage¹⁹⁷

Health and Safety

Eugene's overall crime rates have stayed almost the same from 2019 to 2020 with total cases of 15,774 in 2019 and 15,606 in 2020.¹⁹⁸ Homicide rates have stayed the same, rapes decreased by

¹⁹⁵ Eugene Municipal Codes (n.d.) "Chapter 4 - Advertising and Noise Making". Online at <https://eugene.municipal.codes/EC/4.083> accessed 07-02-2022

¹⁹⁶ Eugene.gov (2020) "Eugene's Community Climate Action Plan 2.0: A Roadmap for Eugene's Climate Journey Summer 2020". Online at https://www.eugene-or.gov/DocumentCenter/View/55832/CAP-20_Summer_2020_FINAL- accessed 07-02-2022

¹⁹⁷ Eugene (n.d.) "Climate Recovery Ordinance". Online at <https://www.eugene-or.gov/3210/Climate-Recovery-Ordinance> accessed 07-02-2022

¹⁹⁸ Eugene.gov (2020) "Incidents by IBR Category for Jan to Dec, 2019-20". Online at https://www.eugene-or.gov/DocumentCenter/View/62388/1_IN_Main_Incidents_By_IBR_Description_2019_2020 accessed 07-02-2022

27.45% and robberies decreased by 9.89%. However, some of the violent crimes that have risen significantly from 2019 to 2020 are kidnapping by 60% and arson by 111.90%.

Eugene's Community Safety System includes police, fire, 911, municipal court, prevention and social services, which are interdependent and work together. Calls for police service increased 21% from 2014-17 and general response times have increased by 20 minutes.¹⁹⁹

In order to tackle growing problems, Eugene City Council passed the Community Safety Payroll Tax Ordinance (No. 20616)²⁰⁰ in June 2019. The Ordinance is expected to generate long-term funding for community safety services. Funding priorities include:²⁰¹

- 40 patrol officers, 5 detectives, 4 sergeants and lieutenant
- 10 community service officers, sergeant and lieutenant
- 9.5 staff for 911
- Street Crimes Unit
- 911 triage/community response unit
- Expansion of Community Court and Mental Health Court
- Enhanced homelessness services – emergency shelters options and day center
- Youth out of school prevention programs

Leadership and Initiatives

While Eugene does not have a music office it does have a Cultural Services department²⁰² which manages the Hult Center for the Performing Arts and the Cuthbert Amphitheater, and runs community events and public art programs.

Cultural Services has a Community Events page which promotes all current events as well as past ones. Current events include Windowfront Exhibitions, National Dance Week and the Downtown Program Fund 2022. The Downtown Program Fund offers people the opportunity to transform downtown outdoor spaces into arts and culture destinations. Funding goes up to \$5,000 per project and is awarded to organizations or individuals who wish to produce their own quality

¹⁹⁹ Eugene (n.d.) "Community Safety Initiative". Online at <https://www.eugene-or.gov/3946/Community-Safety-Initiative> accessed 07-02-2022

²⁰⁰ Eugene.gov (2019) "Council Ordinance 20616". Online at <https://www.eugene-or.gov/DocumentCenter/View/46633/Signed-Community-Safety-Payroll-Tax-Ordinance> accessed 07-02-2022

²⁰¹ Eugene.gov (n.d.) "Community Safety Initiative". Online at <https://www.eugene-or.gov/3946/Community-Safety-Initiative> accessed 07-02-2022

²⁰² Eugene Cultural Services (n.d.) "Home". Online at <https://www.eugene-or.gov/4421/Cultural-Services> accessed 07-02-2022

programming of any artistic or cultural discipline, in publicly accessible outdoor spaces in Eugene's downtown core.²⁰³

Eugene Cultural Services also provides information and resources on artistic opportunities such as Arts and Business Alliance Art Loans. These loans are for new and existing businesses, artists and nonprofits to incorporate art in a way that promotes economic growth. The loans are made possible through a collaboration between the City of Eugene and the nonprofit Arts and Business Alliance of Eugene. The loans usually range from \$10,000 - \$100,000 and repayment terms are structured to meet individual project needs.²⁰⁴

Aside from the Cultural Services department, the City of Eugene published a Cultural Policy Review Report in 2007.²⁰⁵ The report has five goals and 16 strategies designed to strengthen and enhance Eugene's cultural sector:²⁰⁶

- Strengthen public and private sector engagement, leadership, and funding for the arts and culture in Eugene;
- Provide comprehensive arts learning experiences for Eugene's children, youth and adults;
- Build participation in and audiences for arts and culture in Eugene;
- Strengthen the ability of cultural organizations and artists to serve the community;
- Integrate arts and culture into the fabric of downtown Eugene and other neighborhoods as part of a comprehensive strategy of revitalization.

Relevance to Madison

Eugene does not have a music office but the City Cultural Services department runs community events and public art programs, manages some of Eugene's most important cultural centers and venues and offers funds and loans and cultural resources and information. In order to tackle rising violent crime rates Eugene City Council passed the Community Safety Payroll Tax Ordinance (No. 20616) in June 2019 which is expected to generate long-term funding for community safety services. Eugene outlines specific crime and safety funding priorities as well as climate priorities in the Climate Recovery Ordinance.

²⁰³ Eugene Cultural Services (n.d.) "Downtown Program Fund". Online at <https://www.eugene-or.gov/3733/Downtown-Program-Fund> accessed 07-02-2022

²⁰⁴ Eugene.gov (n.d.) "Art Loans". Online at <https://www.eugene-or.gov/2906/Art-Loans> accessed 07-02-2022

²⁰⁵ ISSU (2007) "Cultural Policy Review by City of Eugene". Online at https://issuu.com/cityofeugenerecreation/docs/cultural_policy_review accessed 07-02-2022

²⁰⁶ Ibid.,

