



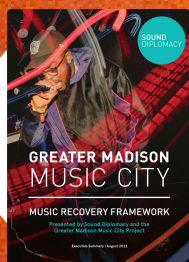
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Zoning and Planning Recommendations
Greater Madison Music City Music Recovery Framework

GREATER MADISON MUSIC CITY
MUSIC RECOVERY FRAMEWORK

ZONING AND PLANNING RECOMMENDATIONS

RECOMMENDATIONS FOR OUR MUSIC CITY
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RECOMMENDATION #1

ESTABLISH A CULTURAL OFFICE

A formal Cultural Office within local government will be the key to unlocking impactful and long-lasting policy changes and initiatives to serve the ecosystem and can work hand in hand with the Greater Madison Music City Project. The Office should cultivate relationships amongst the cultural and creative industries and develop an equitable environment where all participants in the cultural ecosystem can thrive.

INCORPORATE THE AGENT OF CHANGE POLICY TO PROTECT LIVE MUSIC VENUES

Agent of Change is not currently in place in Madison. The Agent of Change principle is a protective policy used in cities around the world to hold new developments accountable for sound attenuation.

Once implemented it should be regularly assessed to better serve the necessities of cultural operators in expanding development areas.

DEVELOP NEW ENTERTAINMENT, CULTURAL, AND CREATIVE DISTRICTS

While the BID liaises between district businesses and property owners, the City of Madison, lacks an official entertainment or cultural district.

Creating a cultural district initiative which can illustrate the value of spaces outside of downtown could help build a more inclusive atmosphere while also providing other neighborhoods and areas with access to resources to promote their music scene(s).



RECOMMENDATION #4

REVIEW AND REVISE SOUND ORDINANCE POLICIES

The City should look to revise the noise ordinance regulations in order to specify the policies in music-related venues and increase noise allowances in the proposed cultural districts.

Combined with the implementation of the Agent of Change policies which would make newer developments responsible for their noise attenuation (see recommendation 2), revising and specifying noise ordinances would make it easier for businesses to operate knowing they are adhering to the regulations.



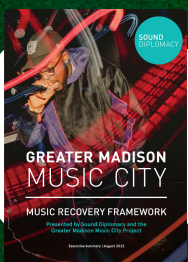
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Licensing and Regulations Recommendations
Greater Madison Music City Music Recovery Framework

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LICENSING AND REGULATIONS RECOMMENDATIONS

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RECOMMENDATION #5



IMPLEMENT A BUSKING POLICY AND REVISE DOWNTOWN PERFORMANCE PERMIT

Revising the current Downtown Performance Permit stipulations and creating a busking code would help create a better musical and performance culture in Madison which will attract visitors and tourists and build Madison's brand as a music city.

CREATE A BEST PRACTICE GUIDE FOR LIVE MUSIC VENUES DETAILING ALL RELEVANT REGULATIONS, POLICIES, AND ORDINANCES

One way to create a streamlined approach to the licensing and regulations process is to create a best practice guide for music-related venues. The Guide can detail different policies, permits, and procedures as well as COVID-19 measures and recommended safety technologies.

This is both a resource for current and new business owners looking for ways to optimize their operations. The Guide can act as an ever-evolving manual for those seeking information and clarification on certain practices and how they should best be implemented.

DEVELOP A SUSTAINABILITY GUIDE FOR MUSIC VENUES AND EVENTS

Given the encouraging environment that already recognizes the arts, design, and culture as a vital part of the community and ecosystem, promoting sustainable practices for music venues can bring the City of Madison closer to the goal established by the Dane County Office of Energy and Climate Change.





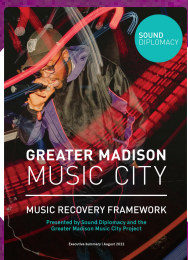
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Economic Development Recommendations
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ECONOMIC DEVELOPMENT RECOMMENDATIONS

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A woman with long, colorful braids (pink, purple, and blue) is performing on stage. She is wearing a bright pink long-sleeved top, a black and white striped skirt, black fishnet stockings with large brown polka dots, and white platform boots. She is holding a microphone and smiling. The background is dark with some stage lights.

DESIGN A MUSIC TOURISM PLAN AND DIVERSIFY MADISON'S TOURISM ECONOMY

Developing a music tourism plan for Madison would position the music sector as a key economic component for the City. The music tourism plan, a section for music can include strategies for building Greater Madison's brand as a music city, increasing knowledge of the city's musical heritage, and promoting local music.

Should the City wish to reap the benefits of music tourism and a thriving music ecosystem, music needs to be integrated into all tourism marketing channels, as well as create strategic plans to successfully highlight its local industry.



ADVOCATE FOR A FAIR PAY POLICY FOR MUSICIANS

Community stakeholders have revealed that musicians are not properly remunerated for their art and cannot survive solely on the income they receive from the music ecosystem. Holding multiple jobs ensures that they have insurance and resources to support their craft, rather than the craft supporting them. As such, there is a need for fair compensation for musicians that takes into account the service they provide and hours practiced, the process of preparation, size of the venue, audience count, the size of the band, event costs, and promotion. There is a need to establish trust between the artists and venues, and to create a standard and minimum payment that must be respected. Musicians want and deserve healthcare, childcare, and guaranteed income.

With this in mind, the GMMC should advocate for a Fair Pay Policy and subsequent guide for local artists, promoters and venues to create fair deals that help the creatives and the music ecosystem on a wider scale. It needs to be an arrangement where all sides (venues, promoters, artists, and administrators) agree to work together to strengthen the music sector. The more stable and sustainable the sector becomes, the more attractive the city will be. Through raised awareness, all members of the music industry will be accountable for creating fair pay opportunities and in turn, a more resilient community.

RECOMMENDATION #10

DEVELOP A GRANT PROGRAM SPECIFICALLY GEARED TOWARDS DIVERSIFYING THE MUSIC ECOSYSTEM

There is enthusiasm for a broader spectrum of events, but the infrastructure necessary to support new businesses, artists, and organizations is not currently available.

There needs to be room for all genres, especially Hip Hop, to shine rather than a spotlight being reserved for a select few. Stakeholders asserted that while Classical, Jazz, and Rock are in the top promoted genres, almost every other genre falls short of visibility and institutional support. There is little venue consistency in terms of hosting Hip Hop and Black culture-related events, and a need for a place for Black, Indigenous, and people of color (BIPOC) to perform. Madison is missing locally owned diverse venues, adequate genre and cultural representation, and venues that promote original music. This points to a need for a variety of venues, bars and clubs that support various genres. One way to achieve this is by allocating resources specifically geared towards supporting, promoting, and increasing visibility for new business owners and artists of differing styles, particularly those representing marginalized demographics and genres.

RECOMMENDATION #11

CREATE A DIRECTORY OF MUSIC BUSINESSES AND LOCAL TALENT

A directory highlighting businesses, talent, and organizations is an excellent way to build community throughout the music ecosystem.

This directory needs to include contact information which is regularly updated with any new individuals, organizations, or stakeholders and keep track of the changes between the sectors.



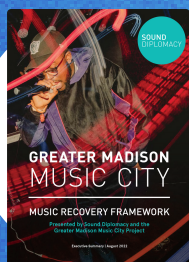
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Education Recommendations
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BEGIN A CITY-WIDE MUSIC EDUCATION INITIATIVE

Our findings indicate a need to ensure that all children have access to music in school or out of school, since many children in the Madison school district don't have the opportunity, access, or funding to engage in costly private lessons. Many young people of a certain socioeconomic status are not actualizing their potential as musicians because they can't afford further instruction. Some even stop participating in options available through school, such as band, because they are not trained in the necessary skills (e.g. music theory, aural skills, reading) to keep up with their peers.

Madison should work to implement a city-wide music education initiative that would be a public/private partnership between Madison Metropolitan School District, the Mayor of Madison, the GMMC and the Madison music community. An initiative that ensures that all public school students, K-12, have access to a varied music education curriculum that reflects the current music genres, new technologies and diverse student population would go a long way toward creating and sustaining an equitable music ecosystem. Partners of the project could include the GMMC, the Madison Arts Commission, and local colleges and universities.

IMPLEMENT TRAINING PROGRAMS TO MAKE MUSIC ECOSYSTEM LEADERSHIP

There is an urgent need for creating a specific leadership platform that focuses on talent development and retention in the music sector dedicated to underrepresented and underserved populations who are interested in becoming music professionals. This program could start small by offering free and accessible masterclasses or learning itineraries that are available online and can be replicated by a variety of community groups and organizations.

MORE INCLUSIVE OF MARGINALIZED AND UNDERSERVED POPULATIONS

However, the idea is for the program to expand and be able to provide a variety of resources like permitting workshops, new business grants and incentives, and innovative rent programs. This pathway to leadership should also consider fair pay measures as well as the necessity of developing a pipeline and training and resources to continue ushering others into leadership roles as needed. Having an inclusive atmosphere is important for developing a thriving and sustainable music ecosystem and ensuring that minoritized populations are seen in leadership roles is an important step toward this goal.

INCORPORATE AUDIENCE DEVELOPMENT INTO CULTURAL ARTS PLANNING

The City of Madison's 2013 Performing Arts Study assessed the performing arts environment including existing and potential audiences. 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." Additionally, community stakeholders have shown that many people in the local community are unaware of the events occurring in Madison; this can be tied to a lack of commercial and marketing work to promote artists and events. There is a need to educate the community and communicate the value of having a diverse music ecosystem and a multitude of cultural offerings.

Audience development is about growing your audience and creating a better relationship between the City's arts and cultural ecosystem and its local and visitor patrons. In order to expand audiences, Madison should incorporate audience development into its cultural art planning and take clear steps to purposely improve it. Audience development can be done in a number of different ways including marketing and promotion, reward and discount programs, culturally diverse events and collaboration with existing programs, etc.