

MADLIT EVENTSERIES

'24 Impact Report

Presented by:

 Urban Community

 Arts Network

www.ucanmadison.org/madlit



Urban Community Arts Network

We foster **Madison's urban culture** through mentorship, education, advocacy and

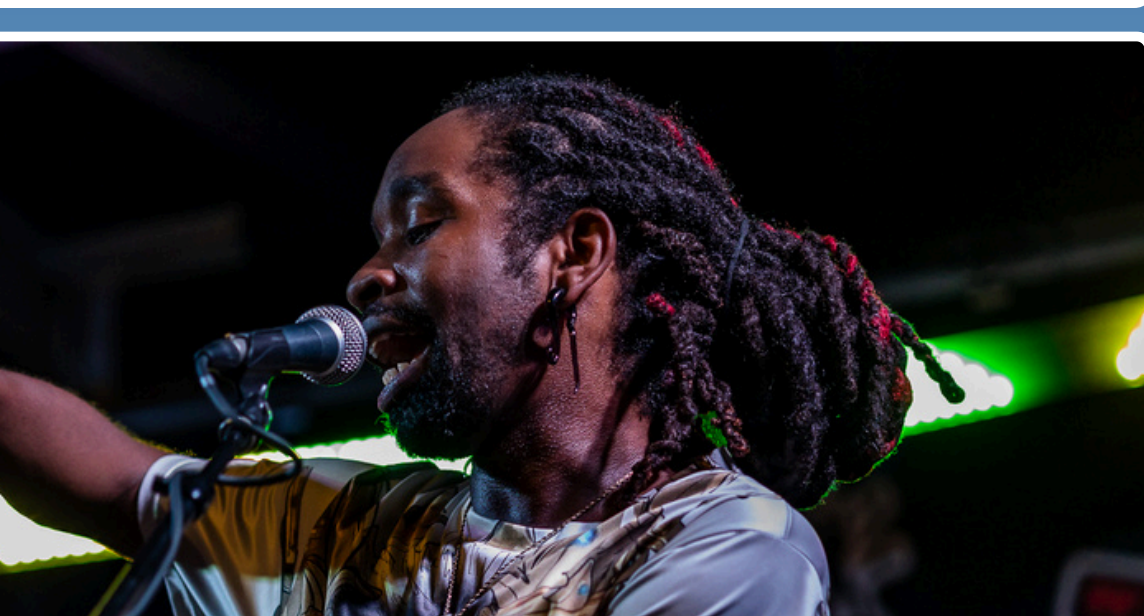
creating equitable and inclusive spaces where creativity thrives.





Mad Lit is a **free** event series featuring **live music**.

We highlight **local** musicians, visual artists and small businesses of **color**.



This year, we invited **46** musicians, vendors and visual artists of color to State Street.

We held four out of five events* totaling nearly **7,000** attendees.

Crowd size information provided by Madison's Central Business Improvement District

*** 1** Event cancellation due to inclement weather.

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Event Budget

While exposure is important for any artist or vendor, we dedicated **a third of our event budget** to paying our event series lineup.

32%

pays musicians, vendors & visual artists.

5%

pays community assistance staff, most volunteer.

62%

pays for stage, sound & lighting.

1%

pays for social media ads.



Our social media engagement was **28%** higher than last year.

* **4,500** Content interactions across Meta platforms.

Just this summer, **56,438** people viewed our posts.

* **175,287** Total impressions across Meta platforms.



Next year, we anticipate **15,000+** attendees and plan to include **national acts***.

* Support our goal to book national acts by visiting www.ucanmadison.org/madlit



Let's celebrate together.

Join us for Mad Lit's **5 year anniversary** next summer!

- Urban Community Arts Network

Photo Credit:
Hedi LaMarr Photography & Expressions Photography

Contact us:
info@ucanmadison.org

Visit our website:
www.ucanmadison.org/madlit