

MADLIT EVENTSERIES 2023 *IMPACT* REPORT



The 2023 Mad Lit Event Series was a **success**.

With **your contributions**, two part time employees, a single marketing volunteer, a handful of Urban Community Arts Network board members and community assistance staff, we put on an **equity focused event series** that showcased and financially supported **65 community participants**.

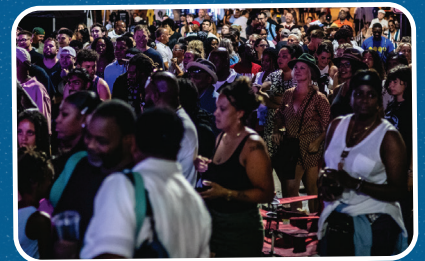
CAN WE COUNT ON
YOU NEXT YEAR?



Scan, or contact us to support Mad Lit in 2024!

With **3,000+** in attendance for the five event series in 2023, thousands of moments were captured by Hedi LaMarr Photography.

We selected our favorite moments and added them to the gallery on our lead organizations page: www.ucanmadison.org/madlit



THANK YOU, 2023 SPONSORS!



Your contributions are **moving charts!**

Mad Lit's mission to **feature live music and highlight local artists, and businesses of color** stems from Greater Madison Music City's **equity-first research.**

Viewing a print out? Scan to access links!



Within three years,
Mad Lit has directly
impacted...

116+ Performing Artists
of color

59 Vendors
of color

46 Visual Artists
of color

Figure A. Performing Artists of Color by Year

2021 2022 2023

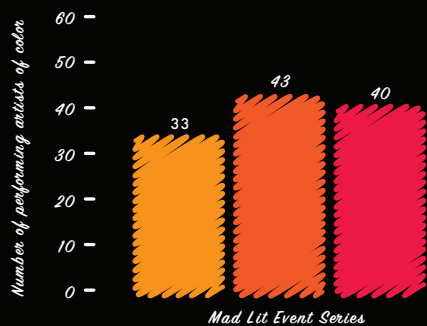


Figure B. Annual Vendors of Color by Year

2021 2022 2023

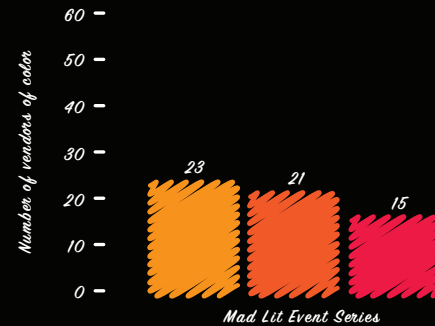
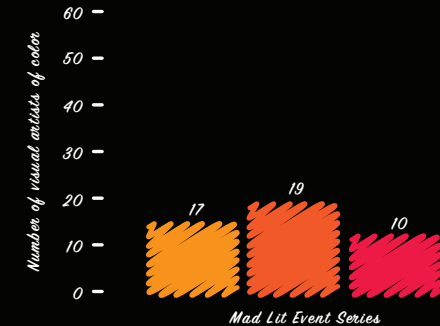


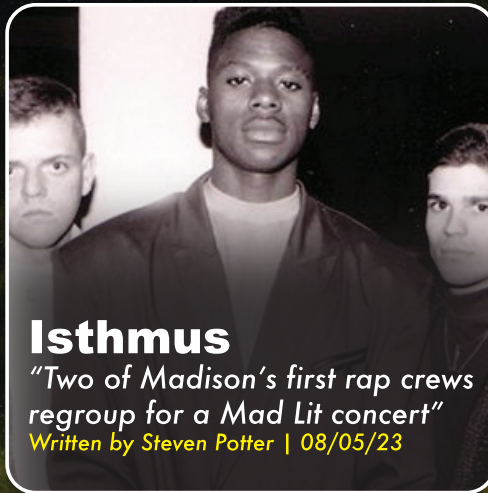
Figure C. Annual Visual Artists of Color by Year

2021 2022 2023



Browse our **earned media coverage!**

Click an image or icon to view!



Isthmus
"Two of Madison's first rap crews regroup for a Mad Lit concert"
Written by Steven Potter | 08/05/23



WKOW
"Mad Lit Summer Concert Series kicks off for 3rd year"
Written by Mia Barone | 07/14/23



Madison Magazine
"Mad Lit kicks off third season on July 14"
Written by Anna Kottakis | 07/12/23



DMI Celebration
Mad Lit seen in "2023 Downtown Madison Celebration Video"
Filmed by Clouds North Films | 09/22/23



93.1 JAMZ
"2023 Mad Lit Finale with DJ Chamo, Rob Dz, Corey Whitmore"
Interview by DJ Fusion | 09/25/23

Rob Dz
"2023 Mad Lit Finale[...]"

"You got **everybody** supplying something and bringing something to this space... it really is about the **Culture**... We're just trying to do right by the town."



Legacy Testimonials

 Click an icon to view!



Saran Ouk

City of Madison Economic Development Division

"A lot of times in the business world you're always trying to compete... **This is an amazing event for the community and also for businesses to work together.** Who doesn't want to enjoy music outside and go dancing?"



Jason Ilstrup

Downtown Madison Inc.

"**This is exactly what we should be doing with public spaces,** welcoming everyone to downtown, making sure we've got the whole community out celebrating together."



Marcus Porter

Hip-Hop Artist

"Performing at the top of State Street is probably one of the best highlights you can get... **You get to have an experience of being downtown, but also while being a minority and able to express yourself without having any issues.**"



DJ Fusion

93.1 Jamz, Violator All Star DJ's

"...It's an experience that for some people really changed their careers, the trajectory of what they're doing, and it showed them **"I can be appreciated for the art that I bring to the table."**"



2023 Marketing Highlights

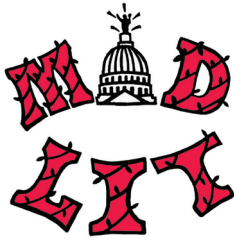
We utilized Paid Search, YouTube, Social Advertising, and PR opportunities to **increase brand awareness** of the Mad Lit Event Series and **drive traffic** to our **social media pages** and **website**.



2023 marks the **first year** we launched a coordinated advertising effort on social media and we **exceeded** the previous year's performance in the following areas:

- Increased Reach by **341.44%**
29,096 (2022) to 128,442 (2023)
- Increased Profile Visits by **97.09%**
2,299 (2022) to 4,531 (2023)
- Increased Event Responses by **247.91%**
263 (2022) to 915 (2023)
- Increased Post Reach by **33%**
& Engagement by **78%** via boosted posts.





MADLIT EVENTSERIES

LOOKING FORWARD. . .

In 2024, our goal is to raise **\$200,000 for our operating budget.**

From the beginning of Mad Lit to now, we see how the event series has **successfully** bolstered underrepresented artist populations through a live performance opportunity unlike any other in the City of Madison.

To continue growing the reach and impact of Mad Lit, our key initiatives with an increased budget are to:

Expand Capacity

Increase Marketing Budget

Book National Acts

Support Additional Artists & Vendors



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