



City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

# Building Demand for the Performing Arts A Seminar for the Madison Area Arts Community

## **NOTICE OF POSSIBLE QUORUM**

of the Performing Arts Study Committee and  
the Madison Arts Commission

---

Thursday, March 14, 2013

10:00am-5:00pm Workshop  
5:30pm Keynote Address

Edgewood College  
1000 Edgewood Drive  
Madison, WI 53711  
Predolin Hall 116 and Anderson  
Auditorium

---

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Если Вам необходима помощь устного или письменного переводчика, а также если Вам требуются материалы в иных форматах либо у Вас имеются особые пожелания в связи с доступом к данной услуге, мероприятию или программе, пожалуйста, позвоните по указанному ниже телефону и сообщите об этом не менее чем за три рабочих дня до соответствующей встречи.

Contact Karin Wolf, Arts Program Administrator, 261.9134 or [kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com)

**Please note that a possible quorum exists of members of the Performing Arts Study Committee and the Madison Arts Commission.**

### **Building Demand for the Performing Arts: A Seminar for the Madison Area Arts Community**

- Facilitators: Alan Brown, Duncan Webb
- Date: Thursday, March 14, 2013
- Location: Edgewood College
- 10am-5pm workshop - (in Predolin Hall 116 at Edgewood College)
- 5:30pm-6:45pm keynote address - (in Anderson Auditorium at Edgewood College)

### AGENDA

10:00 Welcome and Introductions

10:15 Trends in Arts Engagement

Part 1: The Changing Cultural Climate  
Part 2: Changing Consumer Behaviors

12:15 Lunch Break (Bag lunch or buy your lunch – Wingra Café at Edgewood is open)

1:00 Approaches to Building Demand

2:30 Small Group Discussion

Participants will prioritize six demand-related topics of greatest relevance to Madison. Each participant will then select the two topic that s/he would most like to discuss in more depth.

3:00 Small group topic discussions – Rotation #1

3:45 Small group topic discussions – Rotation #2

4:30 Small group report-backs: What ideas, issues, and opportunities for building demand should the consultants consider as they set out to study the performing arts ecology in Madison?

5:00 Wrap-up and Break

5:30 Keynote Address: Beyond Excellence: Fulfilling the Promise of Civic Creative Vitality  
Welcome  
Summary of the Demand Workshop