



City of Madison
Meeting Agenda - Approved
South Madison Arts & Cultural Programmers

City of Madison
Madison, WI 53703
www.cityofmadison.com

Monday, November 18, 2013

6:00 p.m.

Resilience Neighborhood Center
501 East Badger Road

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 hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Please contact the Department of Planning and Community & Economic Development at (608) 266-4635.

The purpose of the meeting is to bring together those who provide arts and cultural programming in South Madison to

- a) share information about the programs you run,
- b) communicate what resources you have available to give/rent to other South Madison arts and cultural organizations (i.e. performance spaces, outdoor stage, PA system, meeting rooms, etc.), and
- c) provide City arts staff and others the opportunity to listen to your questions, comments, ideas and solutions about how to strengthen South Madison's Arts & Culture infrastructure. Please come to the meeting prepared to share that information about yourself or your organization.

Over the last several years, the City of Madison and the Madison Arts Commission, organized a cultural planning process to discover the community's priorities for arts and cultural programming. A strong and diverse Steering Committee dedicated many months of their time and expertise, working with a consultant, to create Madison's first Cultural Plan. The resulting cultural plan was adopted by the Madison Common Council in August of 2013. Recommendation #18 calls for the establishment of a Community Cultural Center in South Madison (to see the full plan click [here](#)). Your presence would be of great help as we begin to think about the next steps of implementation of the Madison Cultural Plan.

For the purposes of this meeting, we would like to gather those working in South Madison as it is defined by the South Madison Planning Council (SMPC) Map (scroll to south Madison area).

<http://www.cityofmadison.com/neighborhoods/documents/NeighborhoodPlanningCouncilsMarch2011.pdf>

- Increased facility resources in South Madison; and
- A dedicated festival site.

III.D.1.a. OPTIMIZING THE USE OF EXISTING FACILITIES

Optimizing the use of existing and planned facilities and venues advances the physical and fiscal sustainability of the arts and cultural community. Many venue needs could be met by changing controlling policies and practices, rather than by building new facilities. Additionally, some needs for rehearsal, studio, and production spaces could be met by improving the arts and cultural sector's tools for notifying one another of spaces available for rental or sharing.

The University of Wisconsin could choose to make the Camp Randall and the Kohl Center more affordable to concert uses, meeting the pressing need for cultivation of a live music audience among students. Their taking that role, in turn, would help drive patronage of local music venues.

Vacant storefronts can serve as temporary visual art installation and performance event sites, enlivening their appearance and visibility, boosting prospects for rental, and promoting healthy neighborhood activity. Many models are readily available nationally.

Increasing the availability of arts and cultural programming at the Warner Park Community Recreation Center could help offset low levels of consumer satisfaction with the availability of creative activities on the North Side.

Entertainment industry professionals regard the entire live music industry and its venues as overregulated, and particularly so in the case of events featuring performers identified with hip hop culture. Some called for revisiting costs associated with entertainment licensing, which are barriers to both emerging musicians and to the sustainability of commercial nightclubs. *See Recommendations 10, 13, 35 and 42.*

III.D.1.b. A COMMUNITY CULTURAL CENTER IN SOUTH MADISON

In some cases, however, new facilities, improved facilities, or repurposed facilities are warranted. The pervasiveness of calls for affordable performance, production, and studio spaces, and the depth of resident dissatisfaction with the availability of cultural resources in South and South West Madison argue for the creation of a

A new community cultural center should be located in South Madison.

community cultural center or community school for the arts on the South Side. Planners should investigate both models.

A community cultural center could utilize a barter system in which local resident artists and creative workers exchange the use of space and equipment for provision of teaching and programming support. Partnerships with local cultural institutions could be developed in which partners bring outreach or residency programs to the Center. The quality of programs should be high, offering sequential skill mastery to children and adults alike. The facility's capital and operating budgets should be structured as public/private partnerships.

Community schools for the arts center around the provision of arts instruction. They combine scholarship-supported and privately-paid lessons for children and adults. One advantage of this model is that earned income often supports a significant portion of the operating budget. Additionally, placing a popular, high quality arts learning center in South Madison introduces outside income to an area that struggles economically.

Other funding and development options to consider include:

- Partnership positions in extant facilities, or cooperative expansion of those facilities;
- Potential for rental income from instructional and rehearsal/production spaces;
- Long term lease agreements with arts and cultural organizations and/or commercial occupants;
- Application of neighborhood development funds including CDBG, TIF, and other appropriate capital investment tools;
- Long term lease agreements with educational institutions providing creative sector instruction;
- Barter programs that exchange occupancy for high quality instruction or programming;
- A balanced program of fee- and scholarship-based individual and group instruction;
- Sale of group instructional services to educational institutions, home schooling associations, corporations, faith and community groups, etc.;
- Private support including individuals, foundations, and corporations.

This community cultural center or school for the arts should be located in the emerging international area along the Park Street Corridor, and should be accessible by bus to both South and Southwest Madison residents. Collaborating partners should in particular include Centro Hispano, which has a modest cultural center at its facility already operating in that area. The new community cultural center should complement those efforts. *See Recommendation 18.*

In undertaking planning for a South Madison area community arts facility, the Creative Initiatives Staff Team should explore a wide range of capital and operating funding mechanisms and structural options. The National Guild for Community Arts Education (<http://resourcecenter.nationalguild.org>) provides a variety of useful tools to guide planning, development, and operation.

III.D.1.c. NEIGHBORHOOD CENTERS

Residents who live in areas without neighborhood centers have lacked access to recreational and community building opportunities for years. The current funding system rewards both extraordinarily troubled neighborhoods and those centers fortunate enough to have extremely successful community relations and fund raising leadership. Madison needs a more systematic approach to distributing resources to neighborhood centers, perhaps based on a capitation formula weighted for need. All neighborhoods, including historically underserved and emerging edge suburbs, need strong local programs, including significant arts and cultural offerings. *See Recommendations 14 and 18.*

*Chiripa, Artisan Crafts
of the Americas*



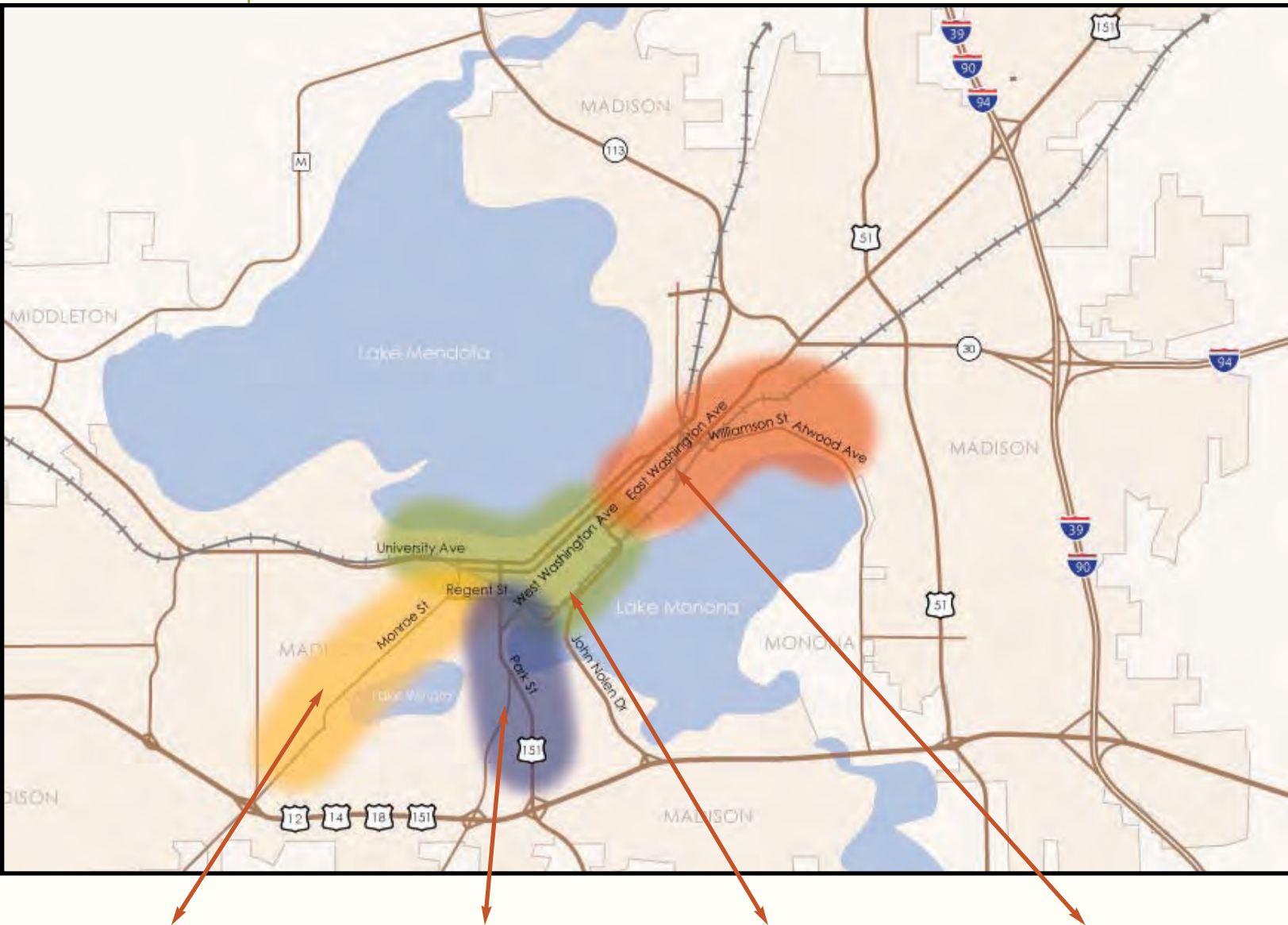
15. The coalition shall make as a priority the issue of arts and education and consider formalizing a training program to assist in training local teaching artists. (See Findings III.D.6.a. Community Engagement, Outreach, and Education)

16. The Creative Coalition should convene discussions among educational, non-profit and commercial music venues, musicians, and promoters to explore ways to grow and diversify the live music audience. (Appendix C: Detailed Recommendations Concerning the Creative Sector Coalition)

17. The Madison Arts Commission should update the structure and policy underpinning the Public Art Program, seeking to adopt current best practices from the field. In particular, the Commission should explore options for making the site-approval process more efficient for both permanent and temporary installations, for strengthening application and selection mechanisms, and for streamlining the contracting process. (See Findings III.C.5. Public Art)

18. The Creative Initiatives Staff Team should develop a plan for a community cultural center or community school for the arts in South Madison paralleling the city's commitment to the Warner Park Community Recreation Center. The Creative Initiatives Staff Team should also review the results of the research of the Community Services Staff Team to determine if there are other places in the City where Cultural Programming is needed. (See Findings III.D.1.b. A Community Cultural Center in South Madison and III.D.1.c. Neighborhood Centers)

Appendix G: Map of Cultural Clusters



HENRY VILAS ZOO • MADISON THEATRE GUILD COSTUME SHOP • MADISON OPERA • MONROE STREET FRAMING • CALABASH • ART GECKO • EDGEWOOD COLLEGE • UW ARBORETUM • GRACE CHOSY GALLERY • MILWARD FARRELL FINE ART • JANUS GALLERIES • MA-CHA TEAHOUSE AND GALLERY • MAURIE'S FINE CHOCOLATES • THE KNITTING TREE • STRICTLY DISCS

CENTRO HISPANO • UW SPACE PLACE • CAPOEIRA ANGOLA MADISON • SOUTH MADISON LIBRARY • SOUTH MADISON FARMER'S MARKET • TRIANGLE ETHNIC FEST • JUNETEENTH DAY CELEBRATION • STYLE AND GRACE SALON • CHIRIPA • LA MOVIDA • CALL FOR PEACE DRUM AND DANCE COMPANY • UW ODYSSEY PROJECT • TAQUERIA GUADALAJARA • INKA HERITAGE

DISCOVERY INSTITUTES • UW THEATRES • UW SCIENCE HALL • UW ART LOFTS • UW GEOLOGY MUSEUM • ORPHEUM THEATRE • FANNY GARVER GALLERY • OVERTURE CENTER • MADISON MUSEUM OF CONTEMPORARY ART • STATE HISTORICAL AND VETERAN'S MUSEUMS • MADISON CHILDREN'S MUSEUM • BARTELL THEATRE • MAJESTIC THEATRE • COFFEE HOUSES

BROOM STREET THEATER • HATCH • SECTOR 67 • OLBRICH GARDEN • COMMONWEALTH GALLERY • BARRYMORE THEATRE • TAPIT/NEW WORKS • U-FRAME IT • HIGH NOON SALOON • HARMONY BAR • CRYSTAL CORNERS • JOLLY BOB'S • ABSOLUTELY ART • STUDIO PARAN • RENÉGLASS FACTORY